

Paper Reference 8BS0/01
Pearson Edexcel
Level 3 GCE

Total Marks

Business
Advanced Subsidiary
Paper 1: Marketing and People

Friday 18 May 2018 – Afternoon

Time: 1 hour 30 minutes plus your additional time allowance.

In the boxes below, write your name, centre number and candidate number.

Surname					
Other names					
Centre Number					
Candidate Number					

X51791A

You do not need any other materials.

YOU WILL BE GIVEN

Data Book

INSTRUCTIONS

Answer ALL questions.

Answer the questions in the spaces provided in this Question Paper or in the Data Book – there may be more space than you need.

INFORMATION

The total mark for this paper is 80

The marks for EACH question are shown in brackets – use this as a guide as to how much time to spend on each question.

You may use a calculator.

ADVICE

Read each question carefully before you start to answer it.

Try to answer every question.

Check your answers if you have time at the end.

Answer ALL questions.

SECTION A

**Read Extract A in the Data Book before
answering Question 1**

Write your answers in the spaces provided.

1. (a) What is meant by market growth?
(2 marks)

(continued on the next page)

1. continued.

(b) What is meant by on-the-job training?

(2 marks)

(continued on the next page)

1. continued.

(c) Explain how PureGym has gained a competitive advantage in the fitness market.

(4 marks)

Answer lines continue on the next page.

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1. (c) continued.

(continued on the next page)

1. continued.

(d) Explain how the growth of the fitness market from 2015 to 2016 could have affected PureGym.

(4 marks)

Answer lines continue on the next page.

[illegible]

1. (d) continued.

(continued on the next page)

1. continued.

(e) Assess TWO likely benefits for PureGym of its managers using a paternalistic leadership style.

(8 marks)

Answer lines continue on the next two pages.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

1. (e) continued.

[illegible]

1. (e) continued.

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Turn over

1. continued.

(f) Assess the extent to which training assistant managers for promotion to managers could benefit a business, such as PureGym.

(10 marks)

Answer lines continue on the next four pages.

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1. (f) continued.

[illegible]

Turn over

1. (f) continued.

[illegible]

Turn over

1. (f) continued.

[illegible]

Turn over

1. (f) continued.

(Total for Question 1 = 30 marks)

TOTAL FOR SECTION A = 30 MARKS

SECTION B

**Read Extract B in the Data Book before
answering Question 2**

Write your answers in the spaces provided.

2. (a) What is meant by niche market?
(2 marks)

(continued on the next page)

2. continued.

(b) What is meant by brand?

(2 marks)

(continued on the next page)

2. continued.

In 2015 the protein food and drink market was worth £310 million.

- (c) Using the data in Extract B, calculate, to 2 decimal places, the market share of protein bars in the protein food and drink market for 2015. You are advised to show your workings. (4 marks)**

Answer lines continue on the next page.

Turn over

2. (c) continued.

(continued on the next page)

2. continued.

(d) Explain how Mars could research the protein bar market.

(4 marks)

Answer lines continue on the next page.

[illegible]

2. (d) continued.

(continued on the next page)

2. continued.

(e) Assess TWO methods Mars could use to promote its new protein bars.

(8 marks)

Answer lines continue on the next two pages.

[illegible]

2. (e) continued.

[illegible]

Turn over

2. (e) continued.

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(continued on the next page)

Turn over

2. continued.

(f) Assess the importance of adapting to market change for a business such as Mars.

(10 marks)

Answer lines continue on the next four pages.

[illegible]

2. (f) continued.

[illegible]

Turn over

2. (f) continued.

[illegible]

Turn over

2. (f) continued.

[illegible]

Turn over

2. (f) continued.

(Total for Question 2 = 30 marks)

TOTAL FOR SECTION B = 30 MARKS

SECTION C

**Read Extract C in the Data Book before
answering Question 3**

Write your answer in the space provided.

To continue developing the most innovative technology in the travel market, MT could either use more venture capital or a bank loan.

- 3. Evaluate these TWO options and recommend which option would be most suitable for a company that operates in a dynamic market, such as MT.**

(20 marks)

Answer lines continue on the next six pages.

[illegible]

3. continued.

[illegible]

Turn over

3. continued.

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Turn over

3. continued.

[illegible]

Turn over

3. continued.

[illegible]

Turn over

3. continued.

[illegible]

Turn over

3. continued.

(Total for Question 3 = 20 marks)

TOTAL FOR SECTION C = 20 MARKS

TOTAL FOR PAPER = 80 MARKS

END OF PAPER

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