

**Paper Reference 8BS0/01**  
**Pearson Edexcel**  
**Level 3 GCE**

Total Marks
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**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.**

<b>Surname</b>					
<b>Other names</b>					
<b>Centre Number</b>					
<b>Candidate Number</b>					

**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.**

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**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)

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(continued on the next page)

1. continued.

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

(2 marks)

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(continued on the next page)



1. (c) continued.

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(continued on the next page)



1. (d) continued.

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1. (f) continued.

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(Total for Question 1 = 30 marks)

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**TOTAL FOR SECTION A = 30 MARKS**

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**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)

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2. continued.

(b) What is meant by brand?

(2 marks)

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(continued on the next page)



2. (c) continued.

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2. (d) continued.

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2. (f) continued.

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(Total for Question 2 = 30 marks)

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**TOTAL FOR SECTION B = 30 MARKS**

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**SECTION C**

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

**Write your answer in the space provided.**













3. continued.

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**(Total for Question 3 = 20 marks)**

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**TOTAL FOR SECTION C = 20 MARKS**

**TOTAL FOR PAPER = 80 MARKS**

**END OF PAPER**

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