

**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.**

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

**Q51791A**

**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.**

**Turn over**

**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. (c) continued.

---

---

---

---

(continued on the next page)



1. (d) continued.

---

---

---

---

(continued on the next page)















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. (c) continued.

---

---

---

---

---

---

---

---

---

(continued on the next page)



2. (d) continued.

---

---

---

(continued on the next page)















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.**













3. continued.

---

---

---

---

---

---

(Total for Question 3 = 20 marks)

---

**TOTAL FOR SECTION C = 20 MARKS**

**TOTAL FOR PAPER = 80 MARKS**

**END OF PAPER**

---

**Every effort has been made to contact copyright holders to obtain their permission for the use of copyright material. Pearson Education Ltd. will, if notified, be happy to rectify any errors or omissions and include any such rectifications in future editions.**