

**Paper Reference 9BS0/01**  
**Pearson Edexcel**  
**Level 3 GCE**

<b>Total Marks</b>
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**Business**  
**Advanced**  
**Paper 1: Marketing, people and**  
**global businesses**

**Thursday 7 June 2018 – Afternoon**

**Time: 2 hours 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 100**

**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, Extract B,  
Extract C and Extract D in the  
Data Book before answering  
Question 1**

**Write your answers in the spaces  
provided.**

- 1. (a) Using the data in Extract A, calculate, to 2 decimal places, the income elasticity of demand for takeaway meals. You are advised to show your working. (4 marks)**

**Answer lines continue on the next page.**

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**1. (a) continued.**

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**Turn over**

**1. continued.**

**(b) Using Extracts B and C, explain ONE way in which Hot Chip could change elements of its design mix to reflect eating behaviours at fast food restaurants.**

**(4 marks)**

**Answer lines continue on the next page.**

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1. (b) continued.

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**1. continued.**

**(c) Assess the likely reasons for Hot Chip using mainly quantitative market research data.**

**(10 marks)**

**Answer lines continue on the next six pages.**

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**1. (c) continued.**

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**1. (c) continued.**

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**1. continued.**

**Creating and setting up a business is one role of an entrepreneur.**

**(d) Assess whether this is the most important role of an entrepreneur, such as Lord Somerleyton.**

**(12 marks)**

**Answer lines continue on the next six pages.**

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**1. continued.**

**Hot Chip will employ a manager in each of its outlets. These managers could use a broadly autocratic or democratic leadership style.**

**(e) Evaluate these TWO options and recommend which is the most suitable leadership style for a business such as Hot Chip.**

**(20 marks)**

**Answer lines continue on the next nine pages.**

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**(Total for Question 1 = 50 marks)**

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**TOTAL FOR SECTION A = 50 MARKS**

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**Turn over**



## **SECTION B**

**Read Extract E, Extract F and  
Extract G in the Data Book before  
answering Question 2**

**Write your answers in the spaces  
provided.**

- 2. (a) Using the data in Extract E, calculate the percentage of the world's top 25 exporting economies that have costs of production ABOVE those of the United Kingdom in 2014**

**You are advised to show your working.**

**(4 marks)**

**Answer lines continue on the next page.**

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**2. (a) continued.**

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**2. continued.**

**(b) Explain how Ebac Ltd could benefit from exporting its products.**

**(4 marks)**

**Answer lines continue on the next page.**

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**Turn over**

**2. continued.**

**(c) Assess the likely consequences of Ebac Ltd continuing to operate as a private limited company.**

**(10 marks)**

**Answer lines continue on the next six pages.**

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**2. (c) continued.**

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**2. continued.**

**(d) Assess the likely impact on  
Ebac Ltd of choosing the UK as a  
production location.**

**(12 marks)**

**Answer lines continue on the  
next six pages.**

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**2. continued.**

**Haier is aiming to continue its global expansion in the white goods market. It could do this by focusing on either global niche markets or global mass markets for white goods.**

**(e) Evaluate these TWO options and recommend which approach is most suitable for Haier.**

**(20 marks)**

**Answer lines continue on the next nine pages.**

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**2. (e) continued.**

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**(Total for Question 2 = 50 marks)**

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**TOTAL FOR SECTION B = 50 MARKS**

**TOTAL FOR PAPER = 100 MARKS**

**END OF PAPER**

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