

**Paper Reference 9BS0/01**

**Pearson Edexcel**

**Level 3 GCE**

**Business**

**Advanced**

**Paper 1: Marketing, people and  
global businesses**

**Thursday 7 June 2018 – Afternoon**

**Data Book**

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

|                             |  |  |  |  |  |
|-----------------------------|--|--|--|--|--|
| <b>Surname</b>              |  |  |  |  |  |
| <b>Other names</b>          |  |  |  |  |  |
| <b>Centre<br/>Number</b>    |  |  |  |  |  |
| <b>Candidate<br/>Number</b> |  |  |  |  |  |

## INSTRUCTIONS

There may be spare copies of some data sheets in case you need them.

**THIS DATA BOOK MUST BE  
RETURNED WITH THE QUESTION  
PAPER AT THE END OF THE  
EXAMINATION.**

Contents

Page

SECTION A

|       |           |
|-------|-----------|
| 4     | Extract A |
| 5–7   | Extract B |
| 8–10  | Extract C |
| 11–13 | Extract D |

SECTION B

|       |                   |
|-------|-------------------|
| 14    | Section E Key     |
| 15    | Section E Diagram |
| 16–18 | Section F         |
| 19–21 | Section G         |

SECTION A

Extract A

Takeaway consumption and median income in the UK

|      | Average number of takeaway meals consumed per year, per person | Median annual income for full-time employees |
|------|----------------------------------------------------------------|----------------------------------------------|
| 2013 | 140                                                            | £27 000                                      |
| 2014 | 144                                                            | £27 195                                      |

(Sources: adapted from © Crown copyright, © 2017 RetailMeNot UK Limited and © Associated Newspapers Ltd)

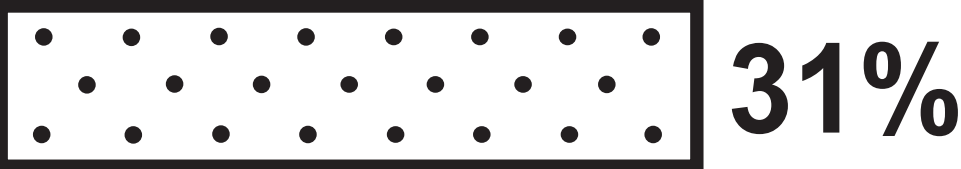
## **Extract B**

# **Eating behaviours at fast food restaurants**

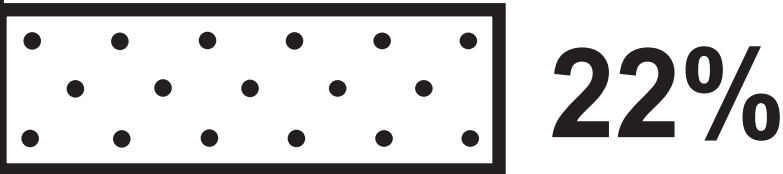
**Which of the statements on the next page, if any, apply to you?**

Extract B continued.

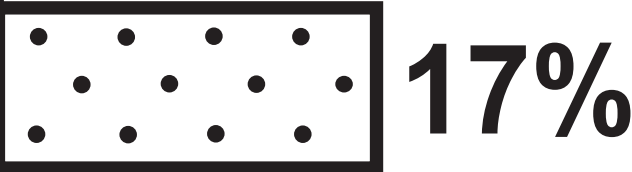
Concerns about the healthiness of fast food have caused me to limit the amount I eat



Meal deals at fast food restaurants make me eat more than I usually would



I have ordered healthier dishes at a fast food restaurant



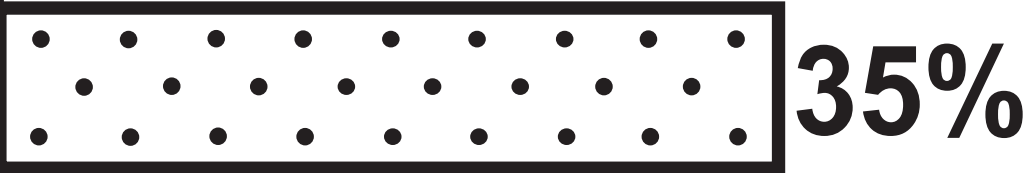
I only eat gourmet burgers when I can afford it



I have switched from fast food restaurants to gourmet burger restaurants



None of these



**Extract B continued.**

**(Source: adapted from © 2017 All rights reserved built by interconnect/it)**

## Extract C

### **‘High frying’ Norwich entrepreneurs**

Lord Somerleyton and his business partner Toby Marchant opened  
5 Hot Chip in Norwich in June 2013  
Within a year, it had won best chip shop in Norfolk at the National Chip Week awards.

10 They now plan to open a ‘Hot Chip Saloon’, to target the late–night economy. Lord Somerleyton said:  
“Before we can turn Hot Chip into a national brand we know we need to have between three and five  
15 successfully trading shops.”

(continued on the next page)



**Extract C continued.**

**The entrepreneurs also hope to open a Hot Chip van. The idea came from visiting Great Yarmouth's chips stalls and the incredible success of**  
**20 chips as a meal in themselves on the continent. Lord Somerleyton said:**  
**“We went around 30 to 40 fish and chip shops in East Anglia and found as much as 50% of their sales were**  
**25 just portions of chips.”**

**Hot Chip sales data showed that chips and cheesy chips had initially been most popular, but customers were increasingly trying more**  
**30 adventurous toppings and sauces, such as: hot salt beef, gherkin relish, melting Swiss cheese and mustard mayonnaise.**

**(Source: adapted from © 2017 Archant  
Community Media Ltd)**

## Extract D

### Fast food management styles

**5     ‘My Secret Life on the McJob’ by Jerry Newman shows the range of management styles used in the fast food business.**

**10     Newman found managers differ in the way they operate: “How employees were treated was part of an individual store culture”. He describes Toxic Managers as those who use sarcasm or disrespect toward workers; Mechanical Managers were just doing their job – “as if fast food was a slow death”. On rare occasions, Newman**

**15     discovered Relationship Managers**

**(continued on the next page)**

**Extract D continued.**

**whose caring and kindness was  
extended to workers, even when  
they were not on the job. He defined  
Performance Managers as leaders  
20 who built relationships to serve as a  
“means to ensure performance”.**

**Newman was frustrated by the  
general lack of training and high  
employee turnover rates. He  
25 includes a chapter called ‘Training  
the Utterly Confused’, which explains  
the missed opportunity to instil the  
correct work habits immediately.  
This matches other experts’ advice to  
30 “give applicants a realistic preview of  
what to expect on the job”. What the  
customer sees of working in a fast**

**(continued on the next page)**

**Extract D continued.**

**food restaurant can be misleading:**

**“What you see, is not what you get”,**

**35 he says.**

**(Source: adapted from © 2017 Dow Jones  
& Company, Inc. All Rights Reserved.)**

## SECTION B – Extract E Key

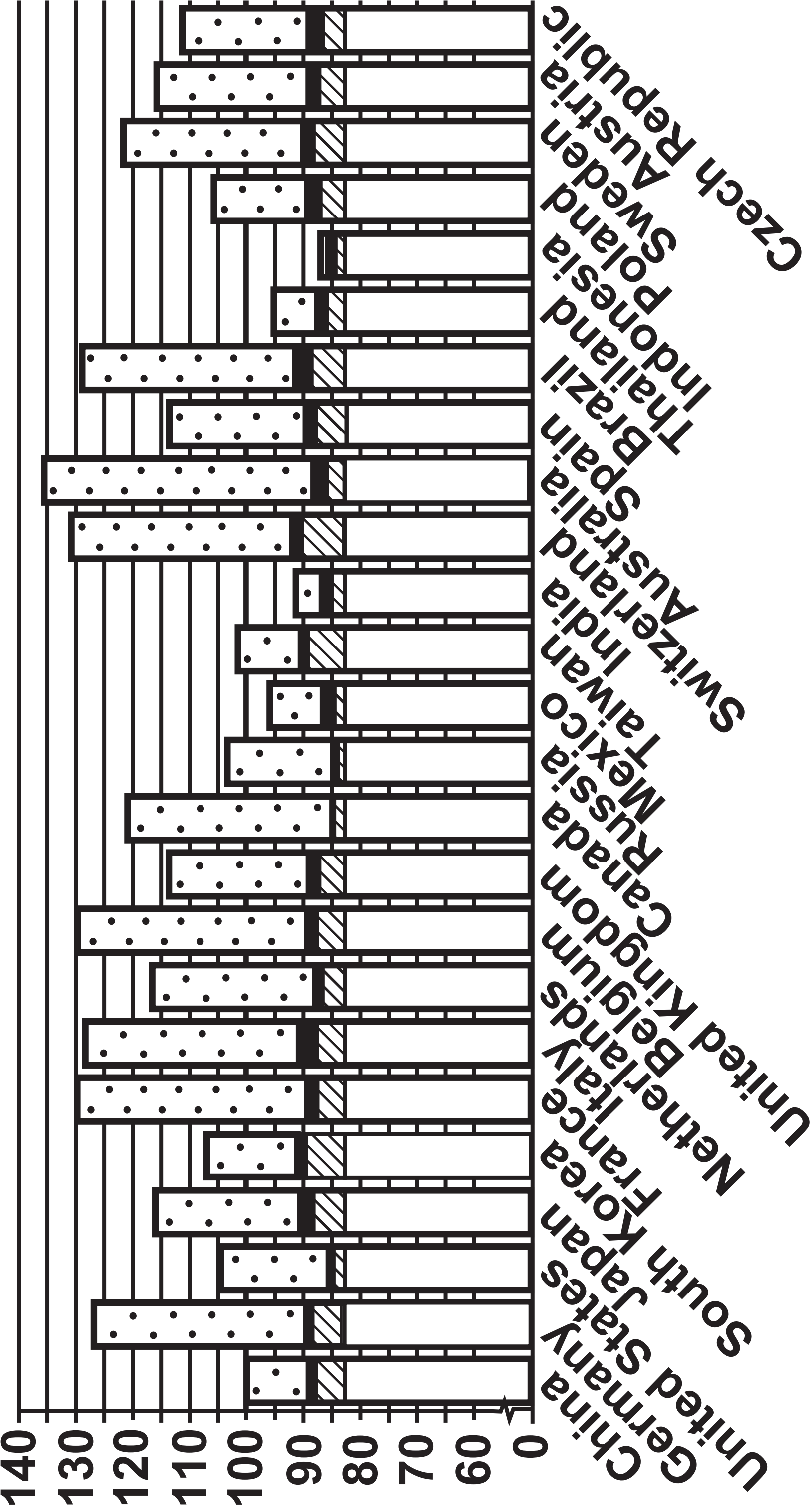
Comparison of the average manufacturing costs in 2014 (China = 100)

 Labour  Electricity  Natural gas  Other

(Source: adapted from © 2017 The Boston Consulting Group)

# Extract E Diagram

Average manufacturing costs index (China = 100)



Largest to smallest exporting country

## Extract F

### Ebac Ltd

Ebac Ltd is Europe's leading manufacturer of bottled water coolers and domestic dehumidifiers. It is a  
5 privately owned, family-run, company. Ebac Ltd has been the market leader in Western Europe for water coolers since the mid-1990s. For the past 30 years Ebac Ltd has continued to  
10 expand its UK operations.

Ebac Ltd employs over 200 people in the North East of the UK, where labour costs are below the UK average. Ebac Ltd retains a strong export focus with  
15 70% of its turnover coming from sales to Continental Europe. In late 2015

(continued on the next page)



**Extract F continued.**

- 20 Ebac Ltd began a £7 million expansion project that would make it the only UK–based maker of washing machines, filling a gap left behind when Indesit moved production of Hotpoint machines to Italy. Ebac Ltd’s washing machines will be sold in the UK only.**
- 25 Ebac Ltd develops innovative quality products to meet customer needs. Its employees help make this happen.**
- 30 The Ebac Ltd Foundation was set up in 2012. Its principles include the commitment that all profits are invested back into the company to generate growth and more jobs, and into the community to sponsor**
- (continued on the next page)**

**Extract F continued.**

**training, education and sport.**

**(Source: adapted from © Ebac.com)**

## Extract G

### The Haier road to growth

- The Tianzun is an air conditioner with a wind tunnel that draws air through it. Haier's rapid introduction of this product is typical of the China-based company's track record since the late 1990s. Since 2011, it has held the largest worldwide market share in white goods\*.
- Unlike Western consumers, many Chinese people hand-washed their underclothes every day at home. They found it more hygienic and socially discreet to wash underclothes separately from other clothes and not use public washing (continued on the next page)

**Extract G continued.**

**machines. In response, Haier  
launched a small, low–energy  
washing machine that could easily  
20 fit into a small, crowded urban  
apartment.**

**In 1997, recognising the needs of  
college students in dormitory rooms,  
Haier launched mini–refrigerators in  
25 the United States; it followed with  
wine refrigerators in 2004**

**Meanwhile, in Pakistan, Haier sold  
extra–large washing machines  
designed for heavy robes.**

**30 Haier is a company worth \$38 billion  
with upmarket brands in China. Haier  
is growing in the mass markets of the  
United States, Europe and Japan,  
(continued on the next page)**

**Extract G continued.**

**which are dominated by**  
**35 multinationals such as Bosch and**  
**Whirlpool.**

**\*‘White goods’ refers to household**  
**appliances such as washing**  
**machines, tumble driers,**  
**40 fridge–freezers etc.**

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