

Paper Reference 8BS0/01
Pearson Edexcel
Level 3 GCE

Total Marks

Business
Advanced Subsidiary
Paper 1: Marketing and People

Thursday 18 May 2017 – 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					

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 – 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 competitive pricing?
(2 marks)

- (b) What is meant by market orientation?
(2 marks)

(continued on the next page)

Turn over

1. continued.

(c) Explain how M&S could build its clothing brand.

(4 marks)

Answer lines continue on the next page.

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Turn over

1. (c) continued.

(continued on the next page)

1. continued.

(d) Construct a market map to illustrate the impact of M&S's decision to aim its clothing range at a younger target market.

(4 marks)

Answer space continues on the next two pages.

Turn over

1. (d) continued.

Turn over

1. (d) continued.

(continued on the next page)

Turn over

1. continued.

(e) Assess TWO factors that could influence the price elasticity of demand for M&S's clothing range.

(8 marks)

Answer lines continue on the next two pages.

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Turn over

1. (e) continued.

[illegible]

Turn over

1. (e) continued.

(continued on the next page)

Turn over

1. continued.

(f) Assess whether there is likely to be a trade-off for M&S when it targets a younger market segment for its women's clothes.

(10 marks)

Answer lines continue on the next two pages.

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Turn over

1. (f) continued.

[illegible]

Turn over

1. (f) continued.

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(Total for Question 1= 30 marks)

TOTAL FOR SECTION A = 30 MARKS

Turn over

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 public limited company?
(2 marks)

- (b) What is meant by a franchise?
(2 marks)

(continued on the next page)

Turn over

2. continued.

(c) Explain how a flexible workforce might benefit SSP

(4 marks)

Answer lines continue on the next page.

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Turn over

2. (c) continued.

(continued on the next page)

Turn over

2. continued.

(d) Construct a supply and demand diagram to illustrate the likely impact of changing consumer tastes on Burger King.

(4 marks)

Answer space continues on the next two pages.

2. (d) continued.

Turn over

2. (d) continued.

(continued on the next page)

Turn over

2. continued.

(e) Assess TWO benefits to SSP of operating franchises.

(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 run across the width of the page. There are no margins, text, or other markings on the paper.

Turn over

2. (e) continued.

[illegible]

Turn over

2. (e) continued.

(continued on the next page)

Turn over

2. continued.

(f) Assess the likely benefits to a company, such as SSP, of using non-financial techniques to motivate employees.

(10 marks)

Answer lines continue on the next two pages.

[illegible]

Turn over

2. (f) continued.

[illegible]

Turn over

2. (f) continued.

[illegible]

(Total for Question 2 = 30 marks)

TOTAL FOR SECTION B = 30 MARKS

Turn over

SECTION C

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

Write your answer in the space provided.

3. **Maria Allen aims to reach sales of £500 000 by the end of the year. To achieve this, she could focus on ethical sourcing or cost minimisation.**

Evaluate these TWO options and recommend which option would help Maria Allen meet her sales target.

(20 marks)

Answer lines continue on the next five pages.

3. continued.

[illegible]

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
