

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

<b>Total Marks</b>
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**Business**  
**Advanced Subsidiary**  
**Paper 1: Marketing and People**

**Friday 17 May 2019 – 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>					

**X58304A**

**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.**

**Keep an eye on the time.**

**Check your answers if you have time at the end.**

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**Answer ALL questions.**

**SECTION A**

**Refer to Extract A in the Data Book before answering Question 1.**

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

- 1. (a) What is meant by social enterprise?**  
**(2 marks)**

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**(continued on the next page)**

1. continued.

(b) What is meant by business objective?

(2 marks)

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(continued on the next page)

**1. continued.**

**(c) Explain how The Good Hotel's social objectives could lead to an increase in added value.**

**(4 marks)**

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

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1. (c) continued.

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(continued on the next page)



**1. continued.**

**(d) Explain how The Good Hotel in Guatemala could benefit from operating in a niche market. (4 marks)**

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

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1. (d) continued.

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(continued on the next page)

**1. continued.**

**(e) Assess TWO methods The Good Hotel could use to develop customer loyalty.**

**(8 marks)**

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

[illegible]

**1. (e) continued.**

[illegible]

**Turn over**

**1. (e) continued.**

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

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**Turn over**

**1. continued.**

**(f) Assess whether a unique selling point (USP) is the most important factor in determining a pricing strategy for a premium priced hotel, such as The Good Hotel.**

**(10 marks)**

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

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

**1. (f) continued.**

[illegible]

**Turn over**

**1. (f) continued.**

This image shows a single 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.



**1. (f) continued.**

[illegible]

**Turn over**

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**

**Refer to Extract B in the Data Book before answering Question 2.**

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

2. (a) What is meant by span of control?  
(2 marks)

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(continued on the next page)

2. continued.

(b) What is meant by consultation?

(2 marks)

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(continued on the next page)

**2. continued.**

**At the start of 2016, Beaverbrooks sold 600 Omega Seamaster watches. By 2017 this had increased to 690. Beaverbrooks calculated that the PED for this product was  $-0.8$**

- (c) Calculate, to 2 decimal places, the percentage fall in the price of an Omega Seamaster watch.  
(4 marks)**

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

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2. (c) continued.

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**2. continued.**

**(d) Explain how Beaverbrooks could use the Boston matrix.**

**(4 marks)**

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

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2. (d) continued.

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(continued on the next page)

2. continued.

**(e) Assess TWO factors that could affect the supply of Beaverbrooks' silver jewellery.**

**(8 marks)**

**Answer lines continues on the next two pages.**

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**2. (e) continued.**

[illegible]

**Turn over**

**2. (e) continued.**

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**Turn over**

**2. continued.**

**(f) Assess the potential benefits for Beaverbrooks of having a more decentralised organisational structure.**

**(10 marks)**

**Answer lines continue on the next four 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.

**2. (f) continued.**

[illegible]

**Turn over**

**2. (f) continued.**

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. (f) continued.**

[illegible]

**Turn over**



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**

**Refer to Extract C in the Data Book before answering Question 3.**

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

3. Competition and external economic influences could have an impact on the ability of Tails.com to reach its **2020** sales target.

Evaluate these **TWO** influences and recommend which influence would have the greatest impact on Tails.com's ability to reach its sales target.

(20 marks)

Answer lines continue on the next six pages.

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**3. continued.**

[illegible]

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**3. continued.**

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**Turn over**

**3. continued.**

[illegible]

**Turn over**

**3. continued.**

[illegible]

**Turn over**

**3. continued.**

[illegible]

**Turn over**



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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