

Paper Reference 9BS0/01
Pearson Edexcel Level 3 GCE

Business
Advanced
PAPER 1: Marketing, people and global businesses

Tuesday 14 May 2024 – Morning
Time: 2 hours

Total Marks

IN THE BOXES BELOW, write your name, centre number and candidate number.

Surname					
Other names					
Centre Number					
Candidate Number					

YOU MUST HAVE:

Source Booklet (enclosed)

YOU WILL BE GIVEN:

Nil

INSTRUCTIONS

There are two sections in this question paper.

Answer ALL questions.

Answer the questions in the spaces provided – there may be more space than you need.

Turn over

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.

Answer ALL questions.

Write your answers in the spaces provided.

SECTION A

Read the extracts A to C in the Source Booklet before answering Question 1.

Turn over

- 1 (a) Using the information in Extract A in the Source Booklet, calculate the difference in Samsung's global market share of smartphone shipments between Q4 2021 and Q4 2022. State your answer to 2 decimal places. You are advised to show your working.**

(4 marks)

Answer space continues on the next 2 pages

Turn over

1(a) continued

Turn over

1(a) continued

(continued on the next page)

Turn over

1 continued

(b) Explain ONE way Samsung could use market mapping.

(4 marks)

Answer space continues on the next 2 pages

Turn over

1(b) continued

Turn over

1(b) continued

(continued on the next page)

Turn over

1 continued

(c) Assess the importance of function in the design mix of Samsung's smartphones.

(10 marks)

Answer space continues on the next 10 pages

Turn over

1(c) continued

1(c) continued

1(c) continued

1(c) continued

1(c) continued

1(c) continued

1(c) continued

1(c) continued

1(c) continued

1(c) continued

(continued on the next page)

1 continued

**(d) Assess the likely usefulness of price
skimming to Samsung's pricing
strategy.**

(12 marks)

**Answer space continues on the next
15 pages**

Turn over

1(d) continued

1(d) continued

1(d) continued

1(d) continued

1(d) continued

1(d) continued

1(d) continued

1(d) continued

1(d) continued

1(d) continued

1(d) continued

1(d) continued

1(d) continued

1(d) continued

1(d) continued

(continued on the next page)

1 continued

The head of Samsung's mobile business, Dr Kye, has considered the leadership styles used at Apple and Huawei. Dr Kye is deciding the best approach in order to drive Samsung's future success, and is considering a broadly democratic or broadly paternalistic leadership style.

(e) Evaluate these TWO options and recommend which one is the most suitable to ensure Samsung's future success.

(20 marks)

Answer space continues on the next 21 pages

Turn over

1(e) continued

1(e) continued

1(e) continued

1(e) continued

1(e) continued

1(e) continued

1(e) continued

1(e) continued

1(e) continued

1(e) continued

1(e) continued

1(e) continued

1(e) continued

1(e) continued

1(e) continued

1(e) continued

1(e) continued

1(e) continued

1(e) continued

1(e) continued

1(e) continued

(Total for Question 1 = 50 marks)

TOTAL FOR SECTION A = 50 MARKS

Turn over

SECTION B

Read the extracts D to G in the Source Booklet before answering Question 2.

In August 2022, the exchange rate was £1 to €1·19. Eurosport was €5·99 a month for UK customers, with their payment charged in pounds (£).

Turn over

- 2 (a) Using the information in Extract D, calculate the increase in the monthly subscription, in pounds (£), for UK customers watching both BT Sport and Eurosport after the joint venture. State your answer to 2 decimal places. You are advised to show your working.**

(4 marks)

Answer space continues on the next 2 pages

Turn over

2(a) continued

2(a) continued

(continued on the next page)

Turn over

2 continued

(b) Using the information in Extract E, calculate the price elasticity of demand for Netflix in India between 2019 and 2022. State your answer to 2 decimal places. You are advised to show your working.

(4 marks)

Answer space continues on the next 2 pages

Turn over

2(b) continued

2(b) continued

(continued on the next page)

Turn over

2 continued

(c) Assess the likely impact on BT Sport of its joint venture with Discovery Eurosport.

(10 marks)

Answer space continues on the next 10 pages

Turn over

2(c) continued

2(c) continued

2(c) continued

2(c) continued

Turn over

2(c) continued

Turn over

2(c) continued

Turn over

2(c) continued

Turn over

2(c) continued

Turn over

2(c) continued

2(c) continued

(continued on the next page)

2 continued

(d) Assess the importance of political influence as a factor in controlling multinational TV streaming services in India.

(12 marks)

Answer space continues on the next 15 pages

Turn over

2(d) continued

2(d) continued

2(d) continued

2(d) continued

2(d) continued

2(d) continued

2(d) continued

2(d) continued

2(d) continued

2(d) continued

2(d) continued

2(d) continued

2(d) continued

2(d) continued

2(d) continued

(continued on the next page)

2 continued

To increase its market share in India, Netflix could adapt its marketing mix. It could do this either by adapting its pricing policy or adapting its product to the Indian market.

- (e) Evaluate these TWO options and recommend which one Netflix should choose in order to improve its market share in India.**

(20 marks)

Answer space continues on the next 20 pages

Turn over

2(e) continued

2(e) continued

2(e) continued

2(e) continued

2(e) continued

2(e) continued

2(e) continued

2(e) continued

2(e) continued

2(e) continued

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2(e) continued

2(e) continued

2(e) continued

2(e) continued

2(e) continued

2(e) continued

2(e) continued

2(e) continued

2(e) continued

(Total for Question 2 = 50 marks)

TOTAL FOR SECTION B = 50 MARKS

TOTAL FOR PAPER = 100 MARKS

END OF PAPER