

Paper Reference 1BS0/02
Pearson Edexcel
Level 1/Level 2 GCSE (9–1)

Total Marks

Business

Paper 2: Building a business

Tuesday 4 June 2019 – 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					

Y59926A

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.

Calculators may be used.

You are advised to show all your working out with your answer clearly identified at the end of your solution.

Turn over

INFORMATION

The total mark for this paper is 90

The marks for EACH question are shown in brackets – use this as a guide as to how much time to spend on each question.

There may be spare copies of some data sheets.

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.

Turn over

SECTION A

Answer ALL questions.

Write your answers in the spaces provided.

Some questions are multiple choice. Write the letter(s) of your chosen answer(s) in the box(es) provided.

Turn over

5

- 1. (a) Which ONE of the following is an element of the design mix?**

Select ONE answer.

A Cost

B Price

C Product

D Quality

Answer

(1 mark)

(continued on the next page)

Turn over

1. continued.

(b) Which ONE of the following is an example of an internal source of finance?

Select ONE answer.

A Loan capital

B Selling assets

C Share capital

D Stock market flotation

Answer

(1 mark)

(continued on the next page)

Turn over

1. continued.

**(c) Explain ONE drawback to a business of using job production.
(3 marks)**

Answer lines continue on the next page.

Turn over

1. (c) continued.

(continued on the next page)

Turn over

1. continued.

(d) Explain ONE advantage to a business of producing a high quality product.

(3 marks)

Answer lines continue on the next page.

Turn over

1. (d) continued.

(Total for Question 1 = 8 marks)

2. (a) Which TWO of the following are likely to be sent to a business by a person applying for a job?

Select TWO answers.

- A Application form
- B CV
- C Job advert
- D Job description
- E Person specification

Answers

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(2 marks)

(continued on the next page)

Turn over

2. continued.

(b) Which TWO of the following are likely to increase the productivity of a business?

Select TWO answers.

A Excessive communication

B Pressure groups

C Retraining employees

D Increased product range

E Introducing new technology

Answers

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(2 marks)

(continued on the next page)

Turn over

2. continued.

Look at Table 1 for Question 2(c) in the Data Book. It contains information about a new piece of machinery that a business wants to purchase.

(c) Using the information in Table 1, calculate the average rate of return.

You are advised to show your workings.

(2 marks)

Answer space continues on the next page.

Turn over

2. (c) continued.

_____ %

(continued on the next page)

Turn over

2. continued.

**(d) Explain ONE benefit to a business of having a good relationship with its suppliers.
(3 marks)**

Answer lines continue on the next page.

Turn over

2. (d) continued.

(continued on the next page)

Turn over

2. continued.

- (e) Explain ONE advantage to a business of improving its environmental sustainability.
(3 marks)**

Answer lines continue on the next page.

Turn over

2. (e) continued.

(Total for Question 2 = 12 marks)

Turn over

3. (a) Which ONE of the following is a barrier to international trade?

Select ONE answer.

A Aesthetics

B Ethics

C Tariffs

D Trade-offs

Answer

(1 mark)

(continued on the next page)

Turn over

3. continued.

Look at Figure 1 for Question 3(b) in the Data Book. It shows the sales revenue of a business over three years.

(b) Using the information in Figure 1, calculate the percentage increase in sales revenue from 2015 to 2016

You are advised to show your workings.

(2 marks)

Answer space continues on the next page.

Turn over

3. (b) continued.

_____ %

(continued on the next page)

Turn over

3. continued.

(c) Explain ONE method a business could use to differentiate its product.

(3 marks)

Answer lines continue on the next page.

Turn over

3. (c) continued.

(continued on the next page)

Turn over

3. continued.

(d) Explain ONE possible barrier to effective communication within a business.

(3 marks)

Answer lines continue on the next page.

Turn over

3. (d) continued.

(continued on the next page)

Turn over

3. continued.

(e) Discuss the impact on a business of giving employees permanent contracts.

(6 marks)

Answer lines continue on the next two pages.

Turn over

3. (e) continued.

Turn over

3. (e) continued.

(Total for Question 3 = 15 marks)

TOTAL FOR SECTION A = 35 MARKS

Turn over

SECTION B

Answer ALL questions.

**Look at the information for
Questions 4 to 6 in the Data Book.**

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

Turn over

4. (a) Outline ONE method **Mind Candy** could use to extend the product life cycle of one of its games.
(2 marks)

(continued on the next page)

Turn over

4. continued.

(b) Analyse the impact on **Mind Candy** of reducing the size of its workforce.

(6 marks)

Answer lines continue on the next two pages.

Turn over

4. (b) continued.

Turn over

4. (b) continued.

(Total for Question 4 = 8 marks)

Turn over

5. Look at Table 2 for Question 5 in the Data Book. It contains information about Mind Candy's performance in 2013

(a) Using the information in Table 2, calculate Mind Candy's cost of sales.

You are advised to show your workings.

(2 marks)

Answer space continues on the next page.

5. (a) continued.

£ _____

(continued on the next page)

Turn over

5. continued.

(b) Using the information in Table 2, calculate, to 2 decimal places, Mind Candy's gross profit margin.

You are advised to show your workings.

(2 marks)

Answer space continues on the next page.

5. (b) continued.

_____ %

(continued on the next page)

Turn over

5. continued.

As a result of the problems it faced in 2013, Mind Candy changed its main business objective from growth to survival.

**(c) Analyse the impact on Mind Candy of changing its main business objective to survival.
(6 marks)**

Answer lines continue on the next two pages.

5. (c) continued.

Turn over

5. (c) continued.

This image shows a blank sheet of white paper with ten horizontal black lines, resembling notebook paper. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

(Total for Question 5 = 10 marks)

Turn over

6. (a) State ONE drawback to **Mind Candy** of organic growth.
(1 mark)

(continued on the next page)

6. continued.

(b) Outline ONE method **Mind Candy** could use to promote its new app.
(2 marks)

(continued on the next page)

Turn over

6. continued.

In order to raise the £1·2 million of extra finance needed, Mind Candy considered two options:

Option 1: retained profit

Option 2: share capital.

(c) Justify which ONE of these two options Mind Candy should choose.

(9 marks)

Answer lines continue on the next four pages.

Turn over

6. (c) continued.

Turn over

6. (c) continued.

Turn over

6. (c) continued.

Turn over

6. (c) continued.

(Total for Question 6 = 12 marks)

TOTAL FOR SECTION B = 30 MARKS

Turn over

SECTION C

Answer ALL questions.

**Look at the information for
Question 7 in the Data Book.**

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

Turn over

7. (a) Give ONE stage of the sales process.

(1 mark)

(continued on the next page)

Turn over

7. continued.

Look at Figure 2 for Question 7(b) in the Data Book. It shows the market share of UK supermarkets in 2017

(b) Using the information in Figure 2, identify the UK supermarket with a larger market share than Sainsbury's.

(1 mark)

(continued on the next page)

Turn over

7. continued.

**(c) Outline ONE advantage to
Sainsbury's of improving its
customer service.**

(2 marks)

(continued on the next page)

Turn over

7. continued.

In order to improve the motivation of its shop floor employees, Sainsbury's is considering two options:

Option 1: retraining

Option 2: increase wages.

(d) Justify which ONE of these two options Sainsbury's should choose.

(9 marks)

Answer lines continue on the next four pages.

7. (d) continued.

Turn over

7. (d) continued.

Turn over

7. (d) continued.

Turn over

7. (d) continued.

(continued on the next page)

Turn over

7. continued.

(e) Evaluate the likely impact on Sainsbury's of replacing Fairtrade with its own Fairly Traded scheme. You should use the information provided as well as your knowledge of business.

(12 marks)

Answer lines continue on the next six pages.

Turn over

7. (e) continued.

Turn over

7. (e) continued.

Turn over

7. (e) continued.

Turn over

7. (e) continued.

Turn over

7. (e) continued.

Turn over

7. (e) continued.

(Total for Question 7 = 25 marks)

TOTAL FOR SECTION C = 25 MARKS

TOTAL FOR PAPER = 90 MARKS

END OF PAPER
