

Please check the examination details below before entering your candidate information

Candidate surname

Other names

Pearson Edexcel
International
Advanced Level

Centre Number

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Candidate Number

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Thursday 23 May 2019

Afternoon (Time: 1 hour 30 minutes)

Paper Reference **WBS02/01**

Business Studies

International Advanced Subsidiary

Unit 2: Business Structures and Processes

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions in Section A and Section B.
- Answer the questions in the spaces provided
– *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.*
- In your responses, you should take particular care with your punctuation and grammar, as well as the clarity of expression.
- Calculators may be used.

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.

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- Answer

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(Total for Question 2 = 4 marks)



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3 In 2017, *Levi* launched a national TV advertising campaign. The advertisement showed people of all ages, nationalities and sexes dancing and wearing *Levi* jeans.

(a) What type of marketing can this **best** be described as?

(1)

- A** Social media
B Niche
C Viral
D Mass

Answer

(b) Explain why this answer is correct.

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(Total for Question 3 = 4 marks)



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5 *Aldi* is a discount supermarket chain. *Aldi* now pays its 400 UK suppliers in 14 days rather than making them wait 33 days for payment.

(a) This is **most likely** to result in a decrease in

(1)

- A** the number of suppliers for *Aldi*
- B** cash flow for *Aldi*
- C** *Aldi*'s overdraft facility
- D** *Aldi*'s brand image

Answer

(b) Explain why this answer is correct.

(3)

(Total for Question 5 = 4 marks)



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SECTION B

Answer ALL questions in this section.

You should spend 60 minutes on this section.

Evidence A: The Harry Potter franchise

Since its first publication in 1997, Harry Potter has been developed into seven books, eight movies, video games, toys, clothes, websites and theme parks. The books have been translated into 67 languages. All seven books have been released in audio book versions, and in October 2017, the British Council Bangladesh hosted a Harry Potter Festival to celebrate the 20th anniversary of the publication of the first book.

5

The market research and statistics group *Statistic Brain* has estimated sales for the Harry Potter franchise at more than \$24 bn.

Product Type	Sales (\$)
Total movie sales	7 216 000 000
Book sales	7 743 000 000
DVD/Digital sales	1 978 000 000
Rentals	607 000 000
Toy sales (estimate)	7 307 500 000

The Harry Potter brand is expected to bring in more revenue as more films are released in the future.

10

(Source adapted from: <http://www.abc.net.au/news/2017-06-26/harry-potters-billion-dollar-entertainment-franchise/8627442>)

Evidence B: Warner Bros. Studio Tour London: The Making of Harry Potter

The Making of Harry Potter Studio Tour, owned by *Warner Bros.* offers fans a behind-the-scenes look at how the films were made. It is located at the studio where all eight films were made and has the sets, props and costumes that appeared in the films.

Fans can wander down the cobbles of Diagon Alley, inspect the table settings in the Great Hall at Hogwarts, and gaze at the bookshelves in Dumbledore's office. Hagrid's motorcycle, Harry's broomstick, Hermione's cloak – all are present, and they look as wonderful up close as they did on screen. The highlight of the tour is the breathtaking model of Hogwarts. Built to 1:24 scale, it was used for exterior shots in the first six films. Visitors can purchase merchandise in the gift shop at the end of the tour.

5

10

(Source adapted from: Harry Potter studio tour: first review - By Anita Singh © The Telegraph, March 2012)



Evidence C: Recruitment of new employees

The Making of Harry Potter Studio Tour is currently looking to hire a range of new employees. It is currently advertising on its website for different job roles including customer service, shop assistants and warehouse workers.

Customer service roles are focused on keeping the tour experience as enjoyable as possible for guests. Shop assistants work in the Studio Tour Shop keeping it well stocked and assisting customers. Warehouse workers transport parts of sets around the Studio Tour as well as keeping the inventory replenished. 5

These jobs can be permanent, part-time or full-time, whilst others are for a fixed-term (seasonal) contract only. The company offers customer service training for all successful applicants. It supports a range of scholarships, apprenticeships and training courses. These are provided in partnership with some of the UK's most respected higher education institutions and industry partners such as the Royal Academy of Dramatic Art (RADA). 10

Those who are interested in these jobs are invited to apply on the studio's website. 15

(Source: adapted from <http://www.the-leaky-cauldron.org/2017/09/23/want-work-closer-magic-harry-potter-warner-bros-london-studio-tour-now-hiring/>)

Evidence D: ASDA and Harry Potter costumes

ASDA, a UK supermarket chain, is selling a bargain range of Harry Potter costumes. Children can become a witch or a wizard with Harry Potter themed robes. Adults can live out their Hogwarts dream too, as there are several adult costumes included in the range.

The Harry Potter costume has a robe that has been decorated with the lion coat of arms and features a pointed hood. Also included in the costume are a scarf in the Gryffindor colours, a pair of round glasses (wrapped with sticky tape for maximum authenticity) and, most important of all, a wand. Prices range from £14 to £22 and the range is expected to sell out due to the popularity of Harry Potter. 5

ASDA stocks a wide range of other Harry Potter merchandise including items of Harry Potter clothing and toys. ASDA regularly reviews the amount of Harry Potter inventory it holds at any one time. 10

(Source: adapted from <http://www.leicesterm Mercury.co.uk/whats-on/whats-on-news/asda-selling-bargain-harry-potter-534897>)



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- 9 (a) Explain **one** factor that might cause the sales forecast for ASDA's Harry Potter costumes to be inaccurate.

(4)

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(b) Assess the possible benefits to *Warner Bros.* of providing training for its employees.

(8)

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(Total for Question 10 = 12 marks)



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(Total for Question 11 = 14 marks)

TOTAL FOR SECTION B = 56 MARKS

TOTAL FOR PAPER = 80 MARKS



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