

Centre No.						Paper Reference						Surname	Initial(s)	
Candidate No.						4	3	3	0	/	0	3	Signature	

Paper Reference(s)

4330/03

Edexcel IGCSE

Business Studies

Paper 3

COMMON

Monday 15 June 2009 – Afternoon

Time: 1 hour

Examiner's use only

--	--	--

Team Leader's use only

--	--	--

	Question Number	Leave Blank
	1	
	2	
	Total	

Materials required for examination

Nil

Items included with question papers

Nil

Instructions to Candidates

In the boxes above, write your centre number, candidate number, your surname, initial(s) and signature. Check that you have the correct question paper.
 Answer **ALL** the questions.
 Write your answers in the spaces provided in this question paper.
 Some questions must be answered with a cross in a box (⊗).
 If you change your mind about an answer, put a line through the box (⊗) and then mark your new answer with a cross (⊗).
 Do not use pencil. Use blue or black ink.

Information for Candidates

The marks for individual questions and the parts of questions are shown in round brackets: e.g. (2). There are 2 questions in this question paper. The total mark for this paper is 40. There are 8 pages in this question paper. Any blank pages are indicated.

Advice to Candidates

You are reminded of the importance of using good English in your answers.

This publication may be reproduced only in accordance with Edexcel Limited copyright policy. ©2009 Edexcel Limited.

Printer's Log. No.

N33979A

W850/4330/57570 6/6/6/2/



Turn over

edexcel
 advancing learning, changing lives

Answer ALL the questions.

1. Two descriptions of ratios used in business are given below.

(a) (i) For each description, name the ratio.

‘The profit made by a business as a percentage of the money invested in it.’

.....

‘A measure of the money a business has immediately available to pay off its debts.’

.....

(2)

(ii) Name **three other** ratios that a business could use to measure its performance.

.....

.....

.....

(3)



Sereena has left her previous job in a small business with 10 employees. Sereena's new job is with a large business that has 620 employees. Sereena will work as an administrator and receive induction training from her employer.

(b) What would be the benefits to Sereena **and** her employer of induction training?

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

(5)

The number of people visiting China has increased dramatically. In 1996, there were 51 million visitors. By 2006 this had increased to 205 million visitors. Part of this increase can be explained by tourist attractions such as the Great Wall of China, the Terracotta Army and the Olympic Games in 2008.

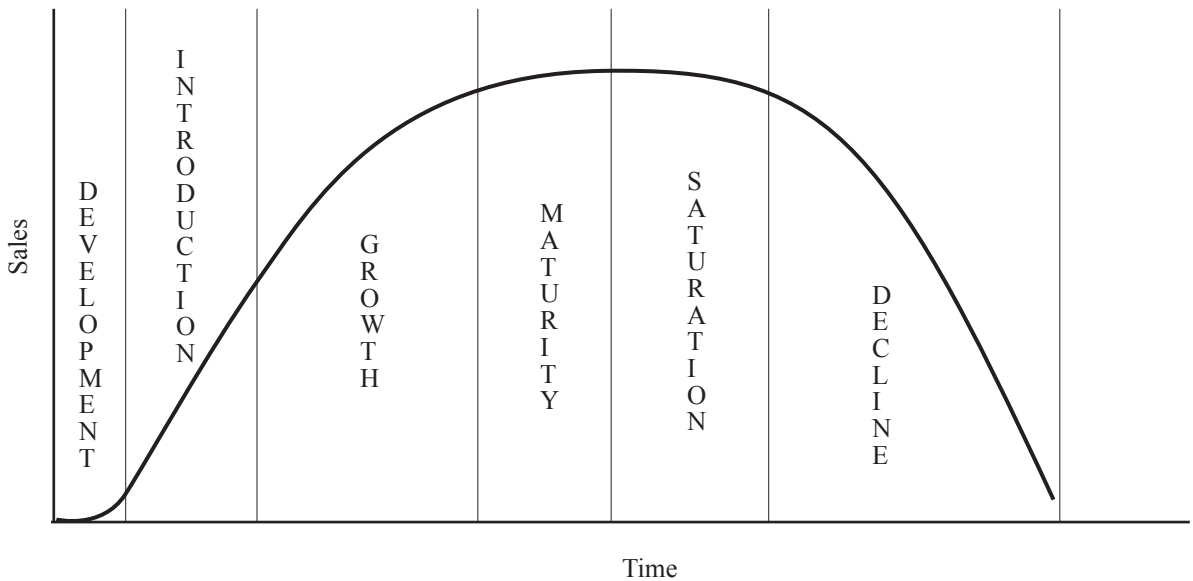
(c) Analyse the increase in tourists in terms of the market segments of age and income.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

(5)



A product life cycle shows the progress of a product.



(d) Discuss how any **two** stages of the product life cycle could be used to make decisions about the marketing mix for a product.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(5)

(Total 20 marks)

Q1



2. In the table below are economies and diseconomies of scale.

(a) Against each item below, indicate with a cross (☒) whether it is an economy of scale or a diseconomy of scale. If you change your mind about an answer, put a line through the box (☒) and then indicate your new answer with a cross (☒).

Item	Economy of scale	Diseconomy of scale
Large bureaucracy	<input type="checkbox"/>	<input type="checkbox"/>
Financial	<input type="checkbox"/>	<input type="checkbox"/>
Poor communication	<input type="checkbox"/>	<input type="checkbox"/>
Labour availability	<input type="checkbox"/>	<input type="checkbox"/>
Managerial	<input type="checkbox"/>	<input type="checkbox"/>

(5)



In the last 30 years, communications used in business have increasingly been by electronic methods. However, these methods have not completely replaced traditional paper-based methods such as letters and notices.

(b) Why do paper-based methods continue to be used by businesses today for internal and external communication?

.....
.....
.....
.....
.....
.....
.....
.....
.....

(5)

All public limited companies must publish final accounts and make them available to the public.

(c) Discuss **two** groups of people who would be interested in published final accounts.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

(5)



Samantha and Robert are sister and brother. They are planning to start a new business in the next few months. They have to decide on a form of business organisation. They have the following requirements:

- to keep control of their business
- to be capable of expanding their business
- to be able to raise additional capital from other investors
- to risk nothing other than the capital they will start the business with.

(d) Justify the best form of business organisation that will meet Samantha and Robert's requirements.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(5)

Q2

(Total 20 marks)

TOTAL FOR PAPER: 40 MARKS

END



BLANK PAGE

