

**Paper Reference 4BS1/02**  
**Pearson Edexcel**  
**International GCSE**

Total Marks

# **Business**

## **PAPER 2: Investigating large businesses**

**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>					

**Y66474A**

**YOU WILL BE GIVEN**

**Data Book**

## **INSTRUCTIONS**

**Answer ALL questions.**

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

**Calculators may be used.**

## **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.**

**Turn over**

**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.**

**Good luck with your examination.**

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**The formulae for this paper are in the Data Book.**

**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.**

**Look at the information in the Data Book.**

**5**

- 1. (a) (i) Which ONE of the following sectors would a retail outlet operate in?**

**Select ONE answer.**

- A Primary**
- B Secondary**
- C Tertiary**
- D Quarternary**

**Answer**

**(1 mark)**

**(continued on the next page)**

**Turn over**

1. (a) continued.

(ii) Which ONE of the following would be used to select a group of applicants for interview?

Select ONE answer.

A Training

B Shortlisting

C Marketing

D Advertising

Answer

(1 mark)

(continued on the next page)

Turn over

1. (a) continued.

**NEXT** purchased **5,000** dresses  
from a Turkish manufacturer at  
**101·10** New Turkish Lira (TRY)  
per dress.

The exchange rate is

**£1·00 (GBP) = 6·74 (TRY)**

(continued on the next page)

1. (a) continued.

(iii) Which **ONE** of the following would **NEXT** pay in £ (GBP) to the Turkish manufacturer for the **5,000** dresses?

Select **ONE** answer.

**A 5 101**

**B 5 674**

**C 33 700**

**D 75 000**

Answer

(1 mark)

(continued on the next page)

Turn over

1. (a) continued.

(iv) Which ONE of the following describes Kaizen?

Select ONE answer.

**A** Skilled manufacturing

**B** Just-in-time (JIT)

**C** Market orientated

**D** Continuous improvement

Answer

(1 mark)

(continued on the next page)

Turn over

1. (a) continued.

Look at the table for

Question 1(a)(v) in the Data Book.

It shows the number of online

customers using **NEXT** in

**2017–2018.**

(continued on the next page)

1. (a) continued.

(v) What is the percentage increase, to two decimal places, of online customers from **2017** to **2018**?

Select ONE answer.

**A 2.00%**

**B 4.08%**

**C 4.26%**

**D 4.70%**

Answer

(1 mark)

(continued on the next page)

Turn over

1. (a) continued.

(vi) Which ONE of the following  
is a benefit of buying a  
franchise?

Select ONE answer.

- A** The franchisor provides training to the franchisee
- B** A franchisee pays a lower rate of Value Added Tax (VAT)
- C** The franchisor pays the franchisee to set up in business
- D** A franchisee makes all his/her own decisions

Answer

(1 mark)

(continued on the next page)

Turn over

1. continued.

(b) Define the term **delegation**.

(1 mark)

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(continued on the next page)

**Turn over**

1. continued.

(c) Define the term  
**venture capital.**

(1 mark)

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(continued on the next page)

**Turn over**

1. continued.

(d) State ONE reason why **NEXT**  
might use cost plus pricing.  
(1 mark)

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(continued on the next page)

1. continued.

**NEXT** predicts that its **£727** million sales will grow by **3.2%** next year.

(e) Calculate the predicted sales for next year. You are advised to show your working.

(2 marks)

Answer space continues on the next page.

1. (e) continued.

£ \_\_\_\_\_

(continued on the next page)

Turn over

**1. continued.**

**(f) Explain ONE disadvantage for a business that does not achieve its predicted growth.**

**(3 marks)**

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

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**Turn over**

**1. (f) continued.**

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**Turn over**

1. continued.

(g) Analyse the benefits to **NEXT** of training all its employees.

(6 marks)

Answer lines continue on the next two pages.

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Turn over

1. (g) continued.

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Turn over

1. (g) continued.

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**(Total for Question 1 = 20 marks)**

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**Turn over**

2. (a) State ONE reason why **NEXT** would want to promote its own employees.

(1 mark)

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(continued on the next page)

**2. continued.**

**(b) State ONE reason why NEXT  
complies with health and safety  
laws.**

**(1 mark)**

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**(continued on the next page)**

**Turn over**

**2. continued.**

**(c) Explain ONE reason why  
businesses fail.**

**(3 marks)**

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

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**Turn over**

**2. (c) continued.**

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**(continued on the next page)**

**Turn over**

**2. continued.**

**(d) Explain ONE reason why a business would use batch production.**

**(3 marks)**

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

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**Turn over**

**2. (d) continued.**

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**(continued on the next page)**

**Turn over**

**2. continued.**

**(e) Explain ONE reason why employees keep their curriculum vitae (CV) up to date.**

**(3 marks)**

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

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**Turn over**

**2. (e) continued.**

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**(continued on the next page)**

**Turn over**

**2. continued.**

**NEXT** already uses a range of promotional methods to encourage customers to buy its products. It is now considering the following two methods as a way of increasing customer awareness of its brand and products:

**Option 1: targeted advertising  
online**

**Option 2: e-newsletters.**

**(continued on the next page)**

**Turn over**

**2. continued.**

**(f) Justify which ONE of these two options NEXT should choose.**

**(9 marks)**

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

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**Turn over**

2. (f) continued.

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Turn over

2. (f) continued.

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Turn over

**2. (f) continued.**

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**(Total for Question 2 = 20 marks)**

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**Turn over**

3. **NEXT** works hard to remain competitive with other retailers of similar products.

(a) Define the term **economies of scale.**

(1 mark)

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(continued on the next page)

Turn over

3. continued.

(b) Outline ONE reason why **NEXT**  
uses special offers.

(2 marks)

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(continued on the next page)

Turn over

3. continued.

Of **NEXT's 43,000** employees,  
**70%** are women.

(c) Calculate the number of women  
working at **NEXT**. You are  
advised to show your working.  
(2 marks)

Answer space continues on the  
next page.

**3. (c) continued.**

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**(continued on the next page)**

**Turn over**

**3. continued.**

**(d) Analyse why NEXT would want to remove any communication barriers within its organisation.**

**(6 marks)**

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

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**Turn over**

3. (d) continued.

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Turn over

3. (d) continued.

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Turn over

3. continued.

**NEXT** understands that some employees are motivated by non-financial methods and these may help with employee retention. To do this **NEXT** is considering the following two options:

**Option 1: job rotation**

**Option 2: job enrichment.**

**(continued on the next page)**

**3. continued.**

**(e) Justify which ONE of these  
two options **NEXT** should  
choose.**

**(9 marks)**

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

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**Turn over**

3. (e) continued.

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**3. (e) continued.**

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**3. (e) continued.**

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**(Total for Question 3 = 20 marks)**

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**Turn over**

4. Look at the table for Question 4(a) in the Data Book.

**NEXT** continually monitors progress so that it can measure the success of its business. It aims to do this through improving manufacturing techniques and cutting costs, whilst still maintaining the quality of the goods produced.

The table in the Data Book shows selected financial information for **NEXT** in 2019.

(continued on the next page)

**4. continued.**

**(a) Calculate to two decimal places the operating profit margin for NEXT in 2019. You are advised to show your working.**

**(2 marks)**

**Answer space continues on the next page.**

4. (a) continued.

\_\_\_\_\_ %

(continued on the next page)

Turn over

4. continued.

(b) Analyse the effects for **NEXT** of an increase in UK interest rates.

(6 marks)

Answer lines continue on the next two pages.

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4. (b) continued.

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4. (b) continued.

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(continued on the next page)

Turn over

**4. continued.**

**(c) Evaluate the importance for NEXT of maintaining quality throughout all of its manufacturing processes. You should use the information provided as well as your own knowledge of business.**

**(12 marks)**

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

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**Turn over**

4. (c) continued.

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4. (c) continued.

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4. (c) continued.

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4. (c) continued.

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Turn over

4. (c) continued.

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(Total for Question 4 = 20 marks)

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**TOTAL FOR PAPER = 80 MARKS**

**END OF PAPER**

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