

Paper Reference 4EC1/01R  
Pearson Edexcel  
International GCSE

Economics  
Level 1/2  
Paper 1: Microeconomics and Business Economics

Friday 24 May 2019 – Afternoon

Data Book

In the boxes below, write your name, centre number and candidate number.

|                  |  |  |  |  |  |
|------------------|--|--|--|--|--|
| Surname          |  |  |  |  |  |
| Other names      |  |  |  |  |  |
| Centre Number    |  |  |  |  |  |
| Candidate Number |  |  |  |  |  |

Q60709A

## INSTRUCTIONS

There may be spare copies of some data sheets in case you need them.

**THIS DATA BOOK *MUST* BE RETURNED WITH THE QUESTION PAPER AT THE END OF THE EXAMINATION.**

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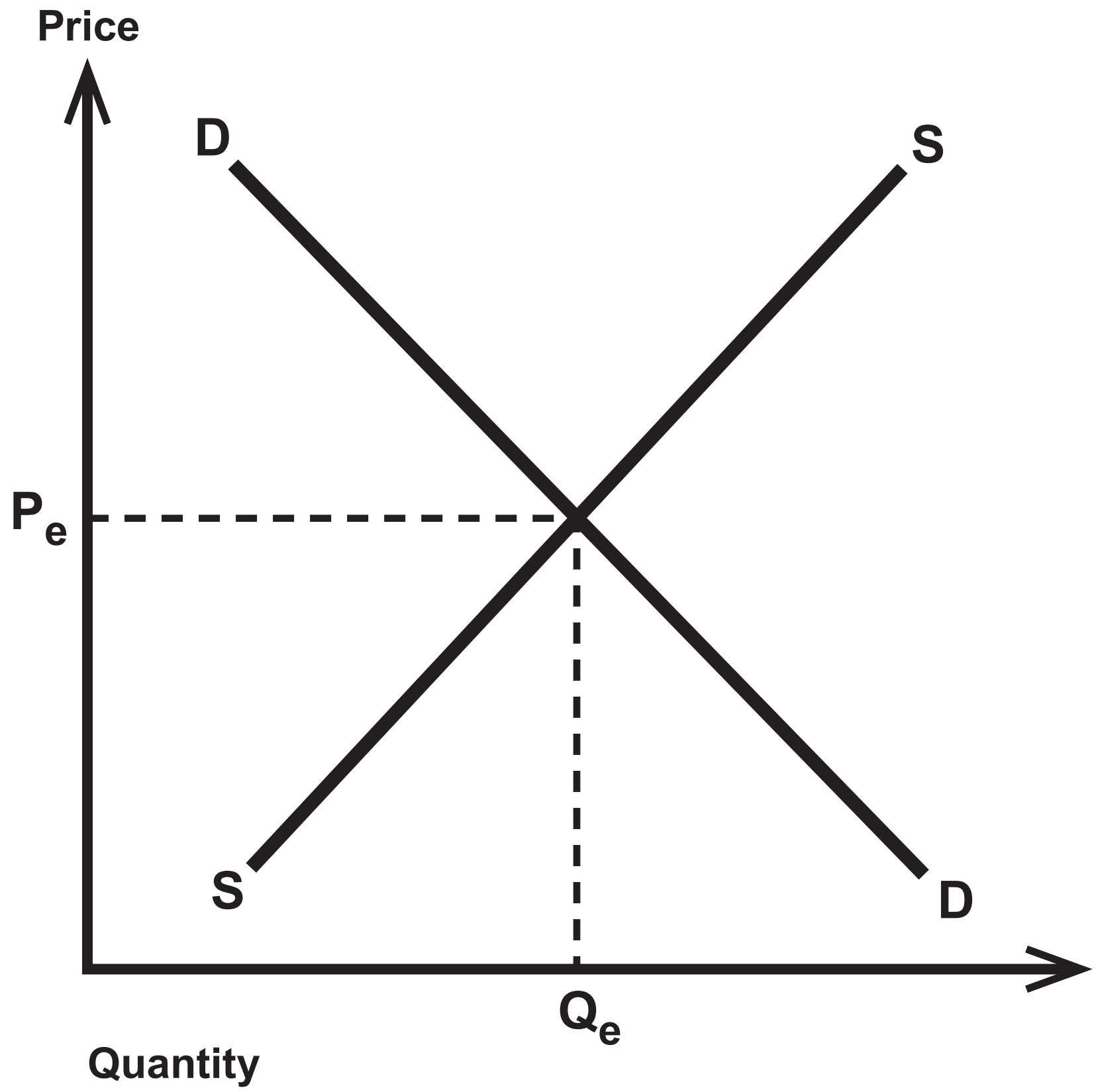
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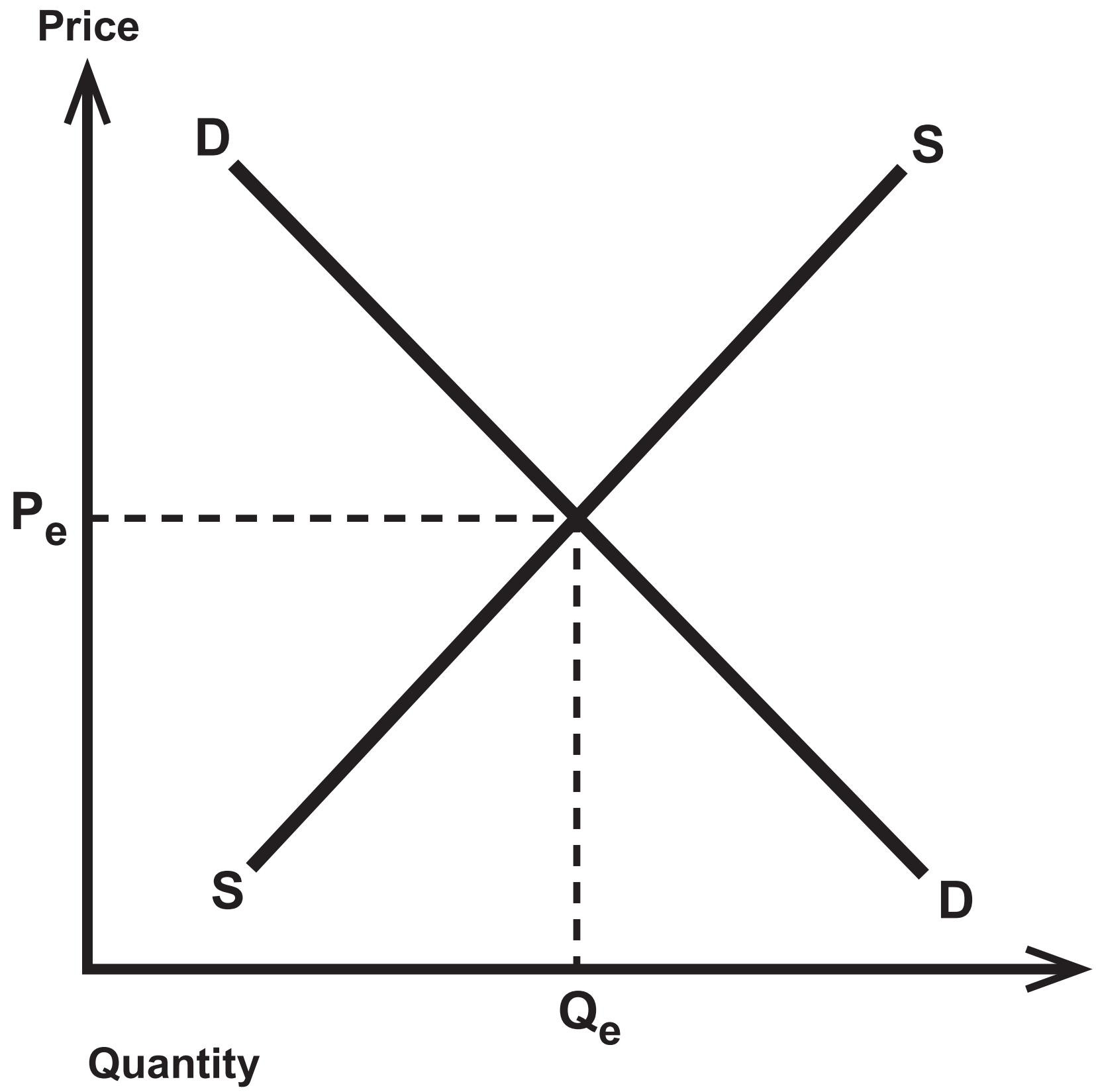
**Questions 1(f), (g), (h) and (i)****Small but successful**

**Robert has been running a small business from a workshop in his own house for nine years. He has been carving door signs and gifts out of locally sourced wood. Rather than producing identical, standard items, he decided to only make products to meet the personal requirements of his customers. Each order is made specifically for them and reviews are very positive. Robert's success is due to a growing trend across the country as consumers increasingly prefer to buy locally sourced products.**

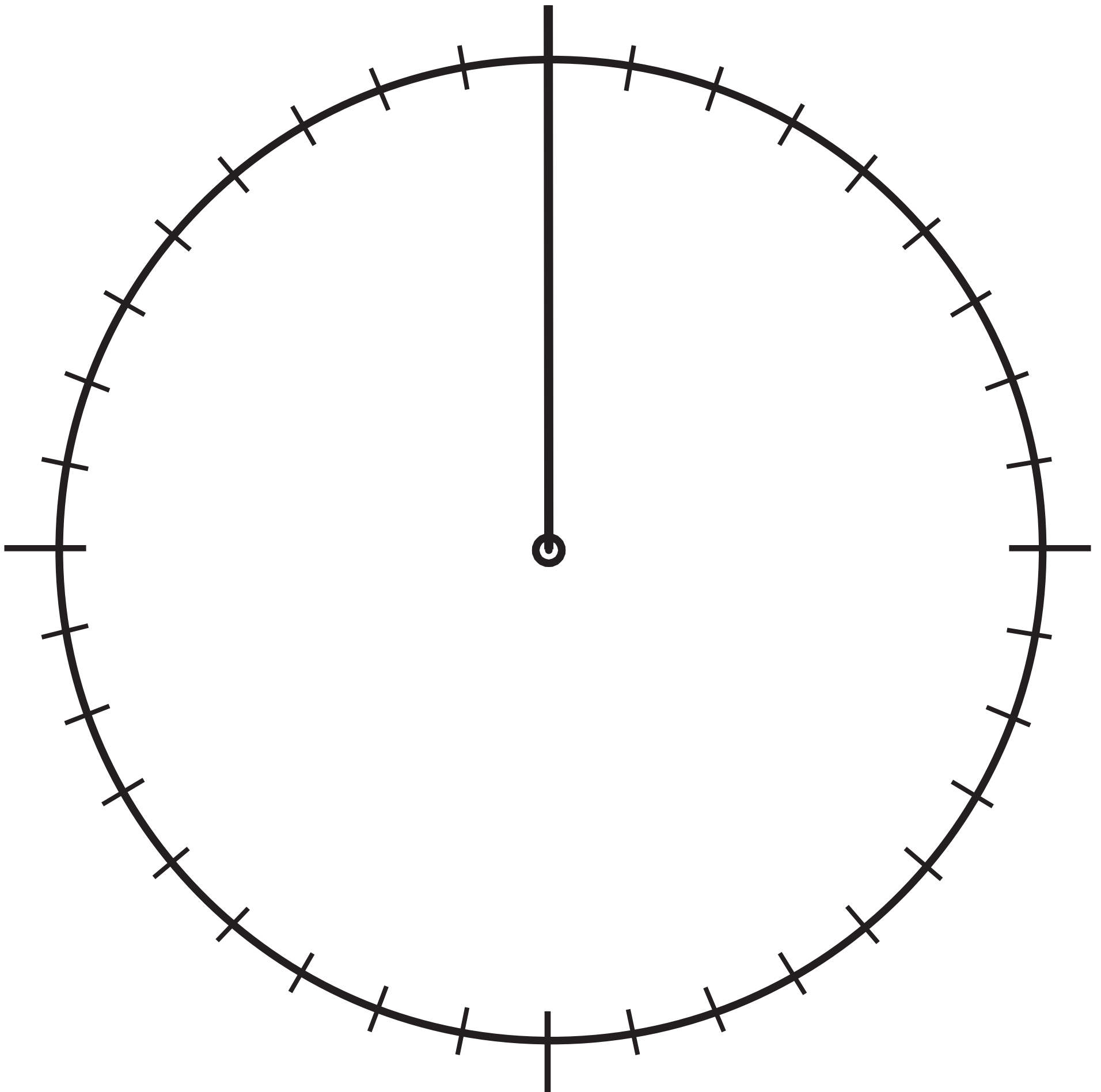
Question 1(g)



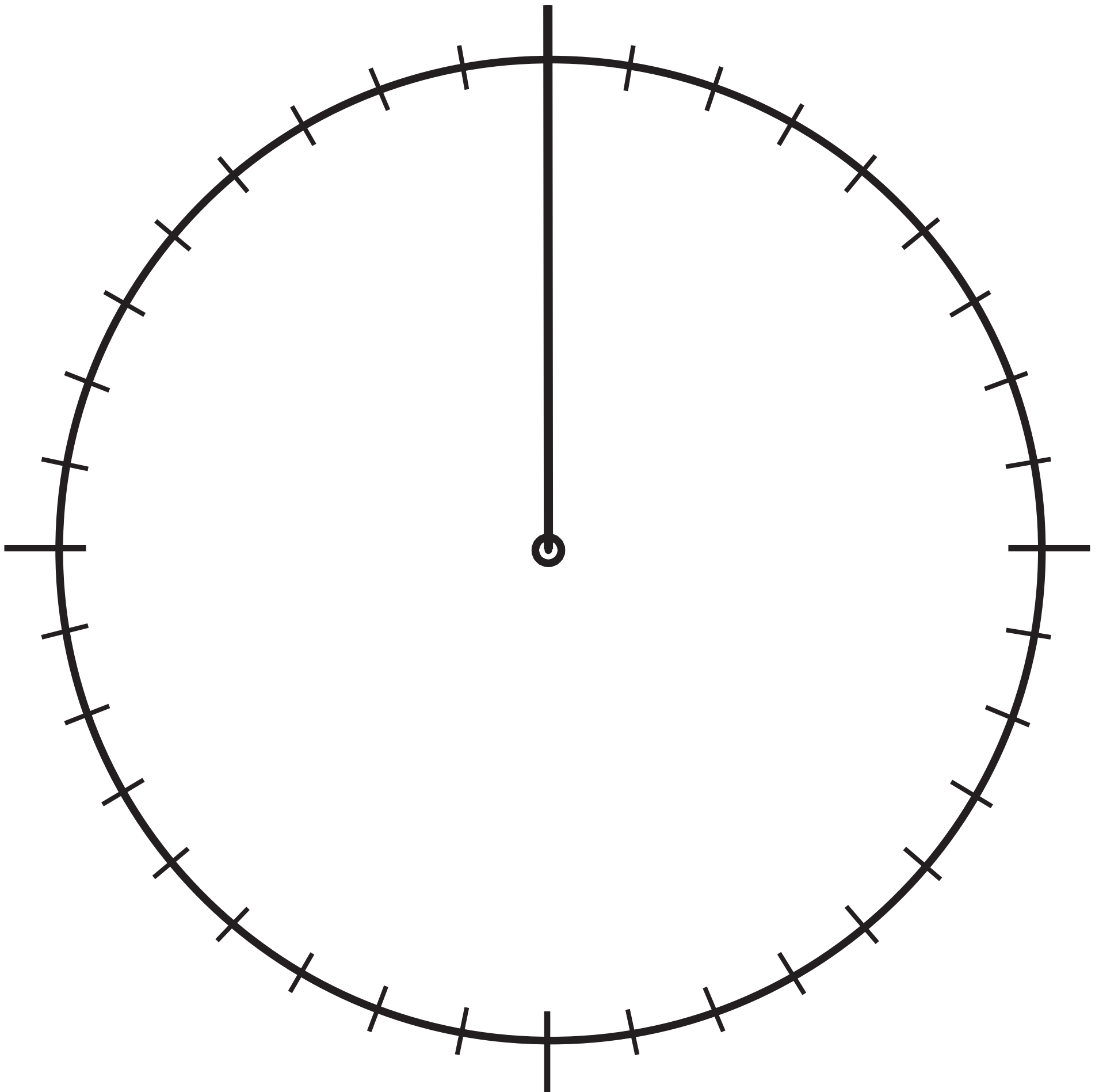
Question 1(g)



Question 2(c)



Question 2(c)





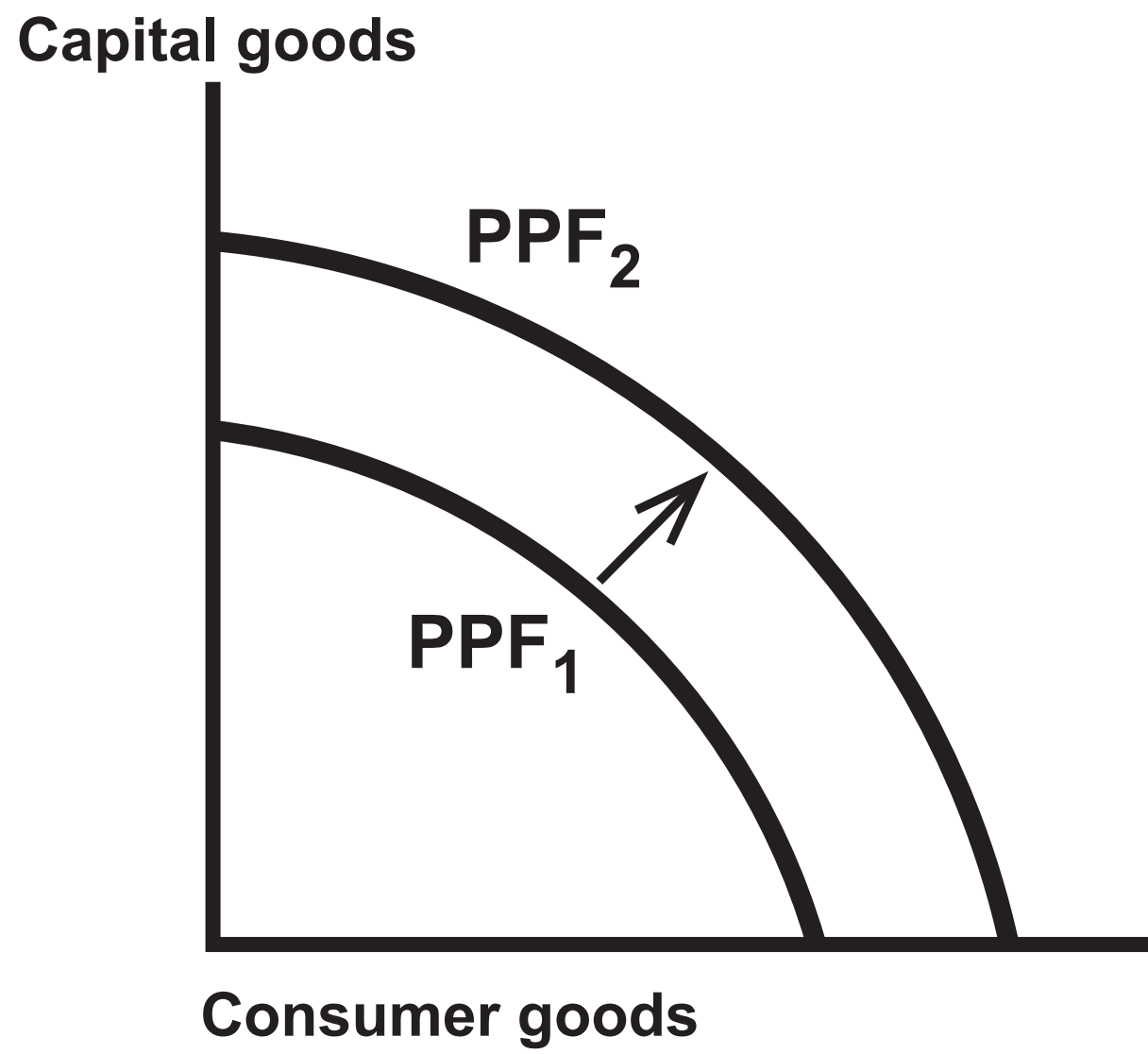
## Questions 2(f) and (g)

### Who should have the flu injection?

Flu is an unpredictable virus that can cause mild or unpleasant illness in most people. It can cause severe illness and even death among vulnerable groups, including older people, pregnant women and people with other health problems. These groups may, therefore, receive a free vaccination in the UK, to ensure they are protected against the virus. Although most people receive their vaccination from a public sector doctor, the UK Government has to pay private sector pharmacies to also provide this service. The cost to the UK Government of funding these vaccinations is over **£100 million** per year.

(Source: adapted from <https://www.nhs.uk/conditions/vaccinations/who-should-have-flu-vaccine/>)

Question 3(e)

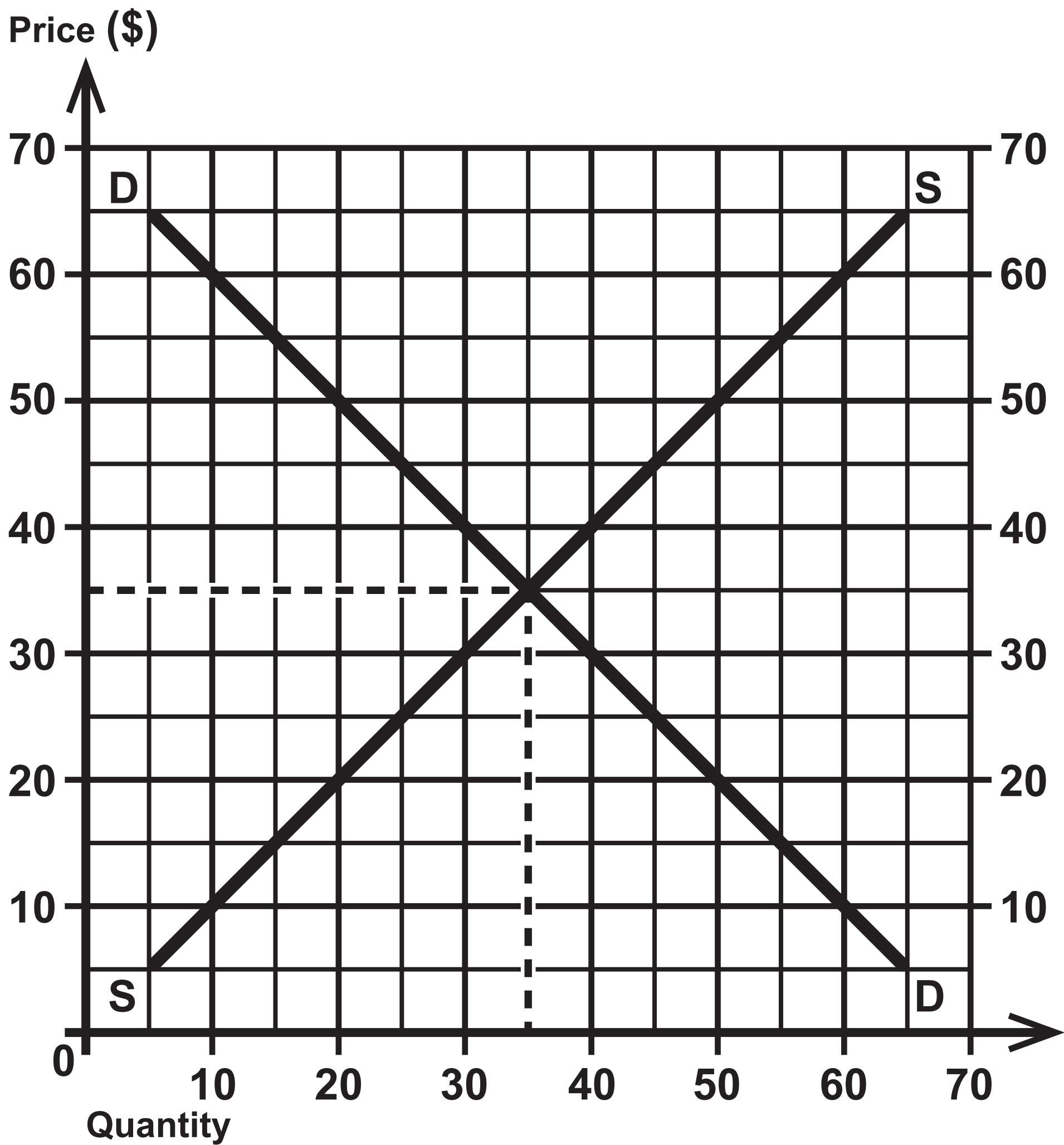


**Question 3(f)****South Africa has a new trade union federation**

The newly formed trade union group, the South African Federation of Trade Unions (SAFTU), aims to represent workers in the country. In the past, trade unions in South Africa have played an important role, but the influence of trade unions has declined globally in recent years. SAFTU has nearly **700,000** members and is the second largest group of trade unions in South Africa.

(Source: adapted from <http://theconversation.com/south-africa-has-a-new-trade-union-federation-can-it-break-the-mould-76609>)

Question 4



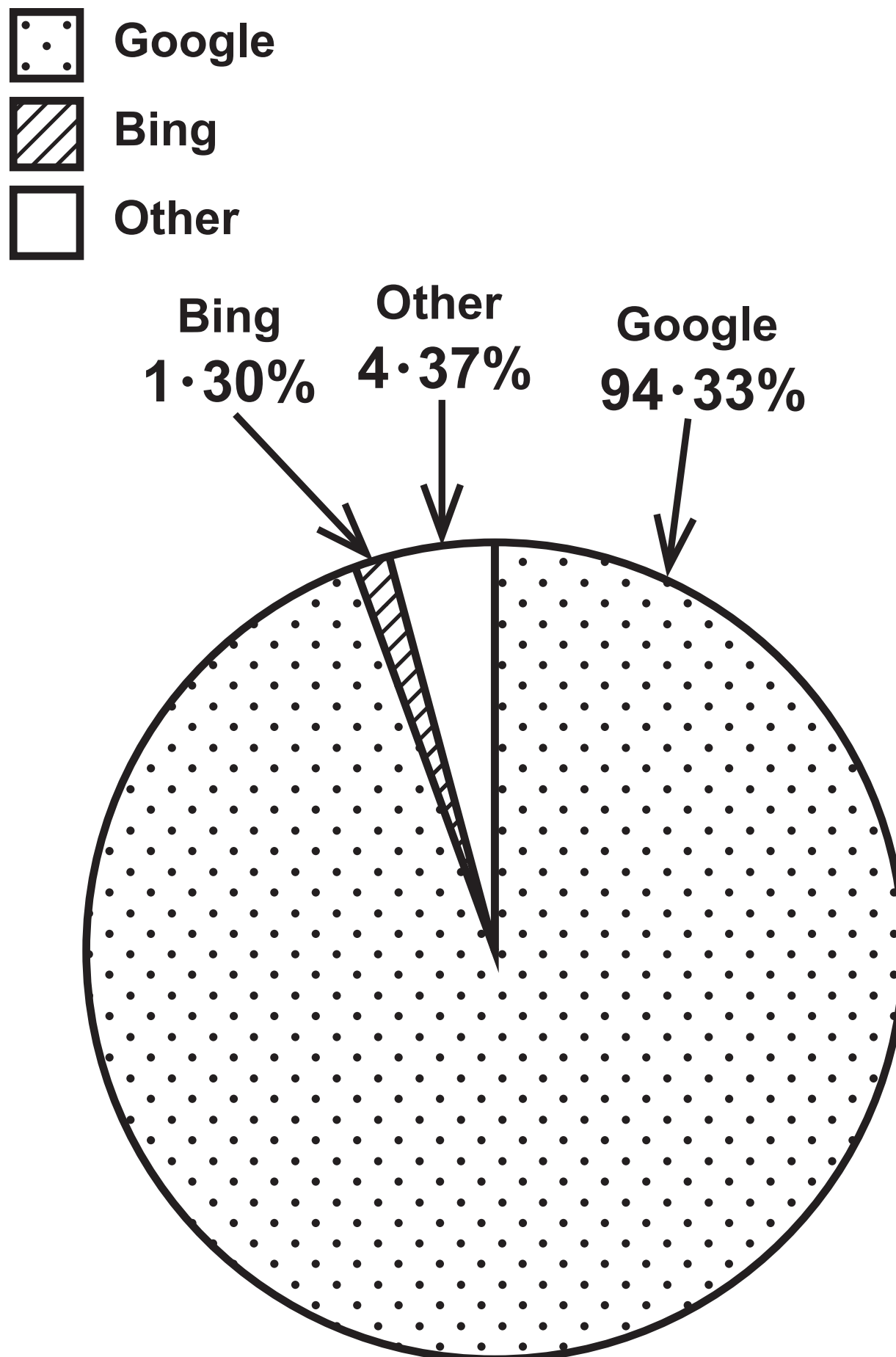
## Question 4(b)

**NBC Universal pays \$7.75 billion for Olympics through to 2032**

The International Olympic Committee (IOC) announced it had agreed a \$7.75 billion deal with the USA television network, NBC Universal. This will extend its broadcasting rights to the Olympic Games up until 2032. The deal gives NBC Universal total control over all media platforms in the USA, including television, internet and mobile. A spokesman for NBC Universal said they were confident they would get back the high cost through advertising.

(Source: adapted from <https://eu.usatoday.com/story/sports/olympics/2014/05/07/nbc-olympics-broadcast-rights-2032/8805989/>)

## Question 4(c)



(Source: adapted from <http://gs.statcounter.com/search-engine-host-market-share/all/south-america#monthly-201610-201710-bar>)