

Candidate Name	Centre Number	Candidate Number
		2



GCE AS/A level

1081/01

New AS

BUSINESS STUDIES

BS1

A.M. THURSDAY, 21 May 2009

1 ¼ hours

For Examiner's Use Only		
Question	Maximum Mark	Examiner's Mark
1	6	
2	4	
3	6	
4	6	
5	20	
6	8	
Total	50	

INSTRUCTIONS TO CANDIDATES

Answer **all** the questions in the spaces provided.

Write your name, centre number and candidate number in the spaces at the top of this page.

INFORMATION FOR CANDIDATES

Mark allocations are shown in brackets.

You are reminded that assessment will take into account the quality of written communication used in answers that involve extended writing (question 5(c)).

*Answer **all** the questions in the spaces provided.*

- 1. Cari opened her clothes boutique, 'Cari's Cave', in the suburbs of a large town. Unfortunately, things are not going well despite the fact that she advertised her grand opening in the local paper. A representative of a local enterprise agency has pointed out to Cari that there is more to marketing than just advertising and that she should rethink the way her business is marketed.

Explain what else Cari could do to market her business.

[6]

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Total Mark _____

- 2. One of the latest crazes to hit the toy market, by the makers of Pokemon, Power Rangers and Digimon is a toy based on the cartoon character 'Ben 10'. According to the story, 10-year-old Ben Tennyson discovers a mysterious device which gives him the ability to change into 10 different alien heroes, each with awesome powers.



In total the manufacturer, Bandai Ltd, produces sixty-four different versions of the toy in a variety of sizes in its factory in far east Asia. The company's website publishes a weekly list of the most popular versions.

Suggest a method of production which might be suitable for making the sixty-four different versions of the toy. Give reasons for your answer. [4]

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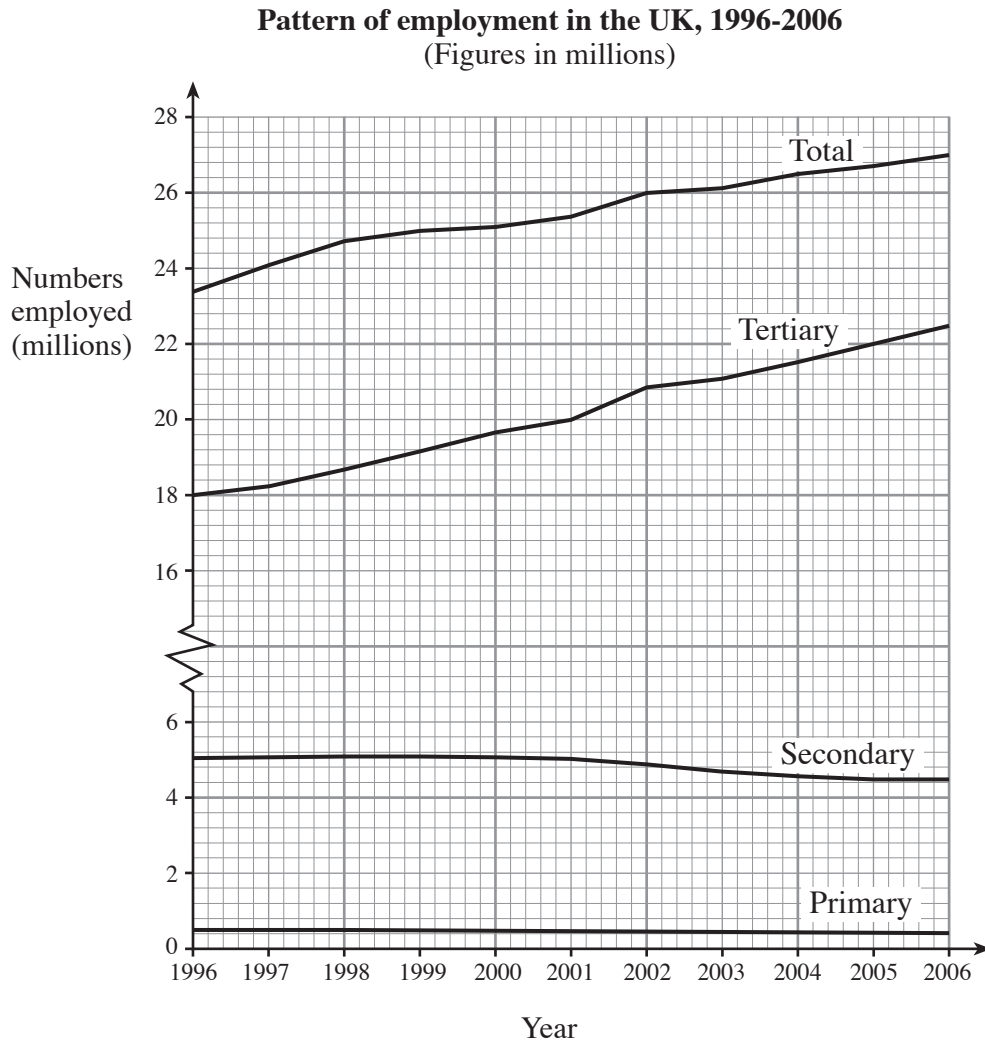
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Total Mark _____

3. Using the data provided, briefly explain the changes that have taken place in the pattern of employment in the UK. [6]



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Total Mark

4. Sally Thomas works as a secretary for the senior partner of a large firm of solicitors. She enjoys her work, but finds that family commitments have made it increasingly difficult for her to carry out her duties to her normal high standard. She does not want to give up work completely and has asked the senior partner Angela Vaughan if she can **job share**. Angela is considering her request.

Advise Angela as to whether or not she should let Sally *job share*.

[6]

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Total Mark

Turn over.

5. Rhys Jones, a graduate in building engineering, had worked for several years in a major building company but recently decided he wanted to set up his own housebuilding business. Rhys will become a sole trader and to try and avoid some of the problems associated with starting a business he has decided to approach an Enterprise Agency to receive advice on such things as **sources of finance** and the writing of a **business plan**.

(a) Explain **two** reasons why Rhys might want to set up his own business. [4]

(i)
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(ii)
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(b) Suggest **two** sources of finance that would be suitable for Rhys and explain **one** advantage and **one** disadvantage of each. [6]

(i)
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(ii)
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