

|             |               |                  |
|-------------|---------------|------------------|
| Surname     | Centre Number | Candidate Number |
| Other Names |               | 2                |



**GCE AS/A level**

1081/01 – **LEGACY**



**BUSINESS STUDIES – BS1**

P.M. THURSDAY, 19 May 2016

1 hour 15 minutes

| For Examiner's use only |              |              |
|-------------------------|--------------|--------------|
| Question                | Maximum Mark | Mark Awarded |
| 1.                      | 4            |              |
| 2.(a)                   | 2            |              |
| 2.(b)                   | 6            |              |
| 3.                      | 4            |              |
| 4.(a)                   | 2            |              |
| 4.(b)                   | 4            |              |
| 4.(c)                   | 2            |              |
| 4.(d)                   | 6            |              |
| 4.(e)                   | 8            |              |
| 5.(a)                   | 2            |              |
| 5.(b)                   | 10           |              |
| <b>Total</b>            | <b>50</b>    |              |

**INSTRUCTIONS TO CANDIDATES**

Use black ink or black ball-point pen.

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

Answer **all** questions.

Write your answers in the spaces provided in this question-and-answer booklet.

If you run out of space, use the continuation pages at the back of the booklet, taking care to number the question(s) correctly.

**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.(b)**).

*Answer all the questions in the spaces provided.*

- 1. The most successful businesses are those that correctly identify their customers' *needs* and *wants*.

Explain, with the use of examples, what is meant by needs and wants. [4]

.....

.....

.....

.....

.....

.....

.....

.....

|   |
|---|
|   |
| 4 |

- 2. **PRICES FOR SECOND-HAND FOUR WHEEL DRIVE VEHICLES (4X4S) RISE AS DRIVERS SEEK RUGGED VEHICLES TO COPE WITH STORMS AND FLOODING.**



According to auctioneers, the prices of second-hand 4x4 vehicles tend to rise as the temperature outside falls. They claim that customers who buy when the weather is bad will pay more for their second-hand 4x4 vehicles than those who buy them when the weather is fine.



**3. DIFFICULT CHOICE AT THE CHIPPY**

Competition has grown in the past twelve months for local chip shop owner Les Edwards since two of his main competitors have begun offering a home-delivery service.

Les has savings of £10 000 which he would like to use to extend the seating area attached to the shop.

His wife, Julia, however, thinks that he should spend the money on a delivery van to try and get a share of the increasingly popular home-delivery market.

Use the decision facing Les and Julia to explain the concept of opportunity cost. [4]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

|   |
|---|
|   |
| 4 |







5. **OGGY OGGY LOOKING TO FURTHER EXPAND ITS FRANCHISE ACROSS THE SOUTH WEST OF ENGLAND.**

The Oggy Oggy Pasty Company is a family-run business based in the Cornish town of Penzance. Rather than open any more of its own outlets, it decided to go down the franchise route. Established over twenty years ago, the franchise now stretches across the south west of England. The franchise is centred on the popular Cornish pasty, and there are currently more than twenty cafés and takeaways, offering a variety of traditional and speciality pasties, sausage rolls, pork pies, cakes, tea, coffee, and more under the Oggy Oggy brand name.



The one-off franchise fee, giving franchisees the right to trade under the Oggy Oggy brand, is £9950. They estimate that the start-up cost for a stand-alone takeaway unit is from £25 000, with a larger unit with a coffee shop starting from £45 000. This includes all Oggy Oggy Cornish Pasty company signage, price displays and menus. It also includes an initial supply of company uniforms and documentation, together with training and on-going support.

- (a) Alison Rees is considering becoming a franchisee with The Oggy Oggy Pasty Company. Suggest **two** appropriate sources of finance that she might use to start her business. [2]

.....

.....

.....

.....

.....

.....







