



Rewarding Learning

General Certificate of Secondary Education
2022

Centre Number

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Candidate Number

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Business Studies

Unit 1

Starting a Business



[GBU11]

GBU11

TUESDAY 31 MAY, AFTERNOON

TIME

1 hour 30 minutes.

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.

You must answer the questions in the spaces provided.

Do not write outside the boxed area on each page or on blank pages.

Complete in black ink only. **Do not write with a gel pen.**

Answer **all three** questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 90.

Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.

Quality of written communication will be assessed in Questions **2(f) and 3(g)**.



Answer **all** questions

1 (a) Complete the following:

(i) Enterprising means taking _____ [1] to achieve
business _____. [1]

(ii) **Two** characteristics displayed by an entrepreneur are:

1. _____ [1]

2. _____ [1]

(iii) The government encourages enterprise because:

_____ [1] and

_____ [1]

(b) (i) List **two** types of business ownership that have unlimited liability.

1. _____ [1]

2. _____ [1]

(ii) Explain the term unlimited liability.

_____ [2]



Tesco plc operates in the private sector. It has over 130 stores throughout Northern Ireland and has the largest market share in food retail.

- (c) Compare and contrast the public and private sectors in terms of control and finance.

Control _____

Finance _____

_____ [4]

- (d) Explain **two** factors that might influence the location of stores for Tesco plc.

_____ [4]

[Turn over



(e) (i) Suggest **two** suitable aims for Tesco plc.

1. _____ [1]

2. _____ [1]

(ii) Analyse how **one** of these aims might affect Tesco's business activity.

[4]



[6]

[6]

[Turn over

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16GBU1105

- 2 GardendotPot is a newly opened garden centre in Bangor. It sells plants, shrubs, trees, garden furniture and equipment, BBQs, planters and fencing and operates a small coffee shop on site. It has recently developed a website to target the online market and has also carried out market research.

(a) Explain the purpose of market research.

[2]

(b) Explain the term market segmentation and explain **one** way GardendotPot could segment its market.

[4]



(c) Describe how GardendotPot could use both primary and secondary research.

[4]



(d) Identify and evaluate **one** suitable pricing policy that GardendotPot could use for its BBQ range.

[6]

(e) Explain how **two** provisions of the Consumer Rights Act might affect GardendotPot.

Provision _____ [1]

Effect

_____ [2]

Provision _____ [1]

Effect

_____ [2]

[Turn over



(f) Analyse the advantages and disadvantages of GardendotPot using e-business.

[illegible]

[illegible]

Business	Type of production
MJ Dental Practice	[1]
Bright House Mining Company	[1]
ABC Manufacturing Ltd	[1]

(b) Identify a changing trend across the types of production and discuss **two** reasons for it.

Trend _____ [1]

Reasons

[4]

[Turn over



(c) Describe job and process manufacturing.

Job _____

Process _____

_____ [4]

(d) Explain the minimum inventory level method of inventory control.

_____ [2]



(e) Discuss **two** responsibilities of employers in the area of health and safety.

[4]

(f) Explain the term quality assurance and its importance to a business.

[4]

[Turn over



[illegible]

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For Examiner's use only	
Question Number	Marks
1	
2	
3	

Total Marks	
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Examiner Number

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