

Please check the examination details below before entering your candidate information

Candidate surname

Other names

Centre Number

Candidate Number

--	--	--	--	--

--	--	--	--	--

Pearson Edexcel Level 1/Level 2 GCSE (9–1)

Sample assessment materials for first teaching Xxxx 20XX

Morning/Afternoon (Time: 1 hour
45 minutes)

Paper
reference

1BS0/02

Business

PAPER 2: Building a business

You must have:

Source Booklet (enclosed)

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided – *there may be more space than you need.*
- You are advised to **show all your working out** with **your answer clearly identified** at the **end of your solution**.

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*
- Calculators may be used.

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.

Turn over ►

S76884A

©2022 Pearson Education Ltd.
1/




Pearson

SECTION A

Answer ALL questions. Write your answers in the spaces provided.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 Figure 1 shows the organisational structure of a business.

(a) Which **one** of the following organisational structures is shown in Figure 1?

(1)

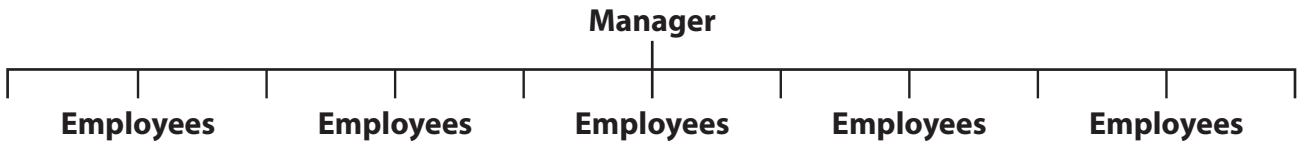


Figure 1

Select **one** answer.

- A Decentralised
- B Flat
- C Hierarchical
- D Remote

(b) Which **one** of the following documents states the qualities an employer is looking for in a new employee?

(1)

Select **one** answer.

- A Application form
- B CV
- C Job description
- D Person specification

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



(c) Explain **one** impact that a pressure group can have on a business.

(3)

(d) Explain **one** disadvantage to a business of having poor customer service.

(3)

(Total for Question 1 = 8 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



2 (a) Which **two** of the following are examples of goods?

(2)

Select **two** answers.

- A** Cars
- B** Education
- C** Hairdressing
- D** Televisions
- E** Train journeys

(b) Which **two** of the following would allow a business to improve employee retention?

(2)

Select **two** answers.

- A** Decreased remuneration
- B** Excessive communication
- C** Introducing job rotation
- D** Providing training
- E** Reduced employee autonomy



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Table 1 contains financial information about a business.

Sales revenue	£800 000
Cost of sales	£225 000
Gross profit	£575 000
Other operating expenses and interest	£200 000

Table 1

(c) Using the information in Table 1, calculate the net profit of the business.

(2)

£

(d) Explain **one** reason why aesthetics may be important in the design mix of a product.

(3)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



(e) Explain **one** drawback to a business of introducing a system of quality assurance.

(3)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total for Question 2 = 12 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



3 (a) Procurement involves a business having a strong relationship with which **one** of the following stakeholder groups?

(1)

Select **one** answer.

- A** Local community
- B** Managers
- C** Pressure groups
- D** Suppliers

Figure 2 shows the market share of each business in a market.

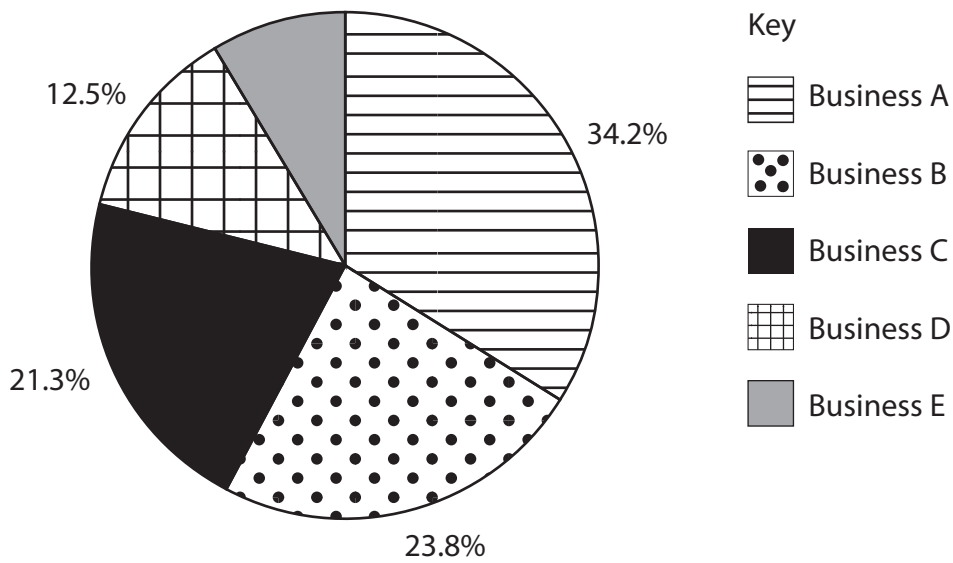


Figure 2

(b) Using the information in Figure 2, calculate the market share of Business E. You are advised to show your workings.

(2)

..... %



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

(c) Explain **one** reason why having a post-sales service may be important to a business.

(3)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(d) Explain **one** impact on a business from reducing the size of its workforce.

(3)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



(e) Discuss the disadvantage to a business of using a just in time (JIT) system of stock control.

(6)

DO NOT WRITE IN THIS AREA

Area with horizontal dotted lines for writing the answer.

(Total for Question 3 = 15 marks)

TOTAL FOR SECTION A = 35 MARKS



SECTION B

Answer ALL questions. Write your answers in the spaces provided.

In the Source Booklet, read Extract A before answering Questions 4, 5 and 6.

4 (a) Outline **one** drawback to *Tesla* of using e-commerce to generate sales.

(2)

.....

.....

.....

.....

.....

.....

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



(b) Analyse the benefit to *Tesla* of using flow production in its new factory.

(6)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

(Total for Question 4 = 8 marks)



- 5 Table 2 contains information about the price of a *Tesla* Model 3 car between 2017 and 2019.

Year	Price (in US\$)
2017	50 000
2018	41 000
2019	35 000

Table 2

- (a) Using the information in Table 2, calculate, the percentage reduction in the price of a *Tesla* Model 3 car between 2017 and 2019.

(2)

..... %

- (b) Using the information in Table 2, calculate the average price of a *Tesla* Model 3 car over the three year period between 2017 and 2019.

(2)

£



(c) Analyse the impact on *Tesla* of increasing levels of globalisation.

(6)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Area with horizontal dotted lines for writing.

(Total for Question 5 = 10 marks)



6 (a) State **one** impact to *Tesla* of continuing to make a loss.

(1)

.....

.....

.....

(b) Outline **one** drawback to *Tesla* of a government introducing tariffs on imports from the US.

(2)

.....

.....

.....

.....

.....

.....

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

In order to raise the finance for its new Chinese factory, *Tesla* is considering two options:

Option 1: share capital

Option 2: loan capital.

(c) Justify which **one** of these two options *Tesla* should choose.

(9)

Area with horizontal dotted lines for writing the answer.



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

(Total for Question 6 = 12 marks)

TOTAL FOR SECTION B = 30 MARKS



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

SECTION C

Answer ALL questions. Write your answers in the spaces provided.

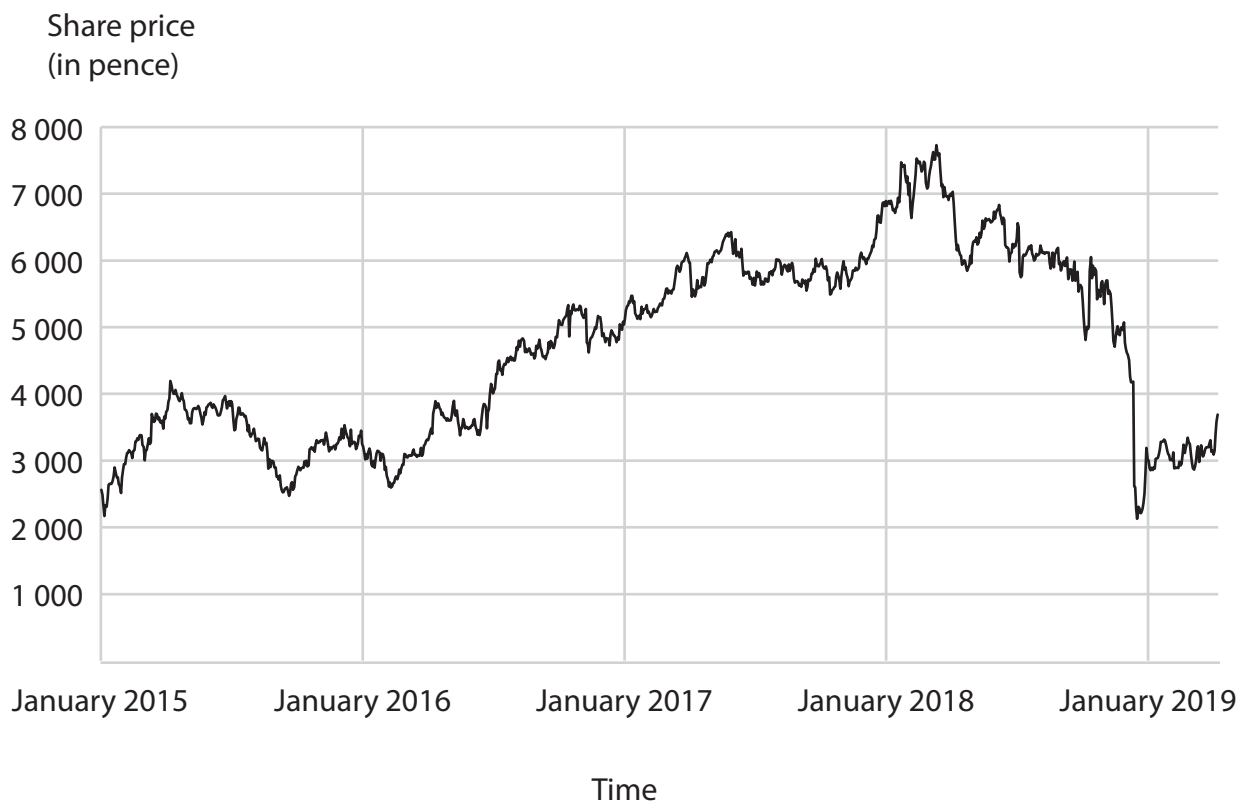
In the Source Booklet, read Extract B and then answer Question 7.

7 (a) Give **one** element of the marketing mix.

(1)

.....
.....
.....

Figure 6 shows the ASOS share price over time.



(Source: adapted from <https://www.asosplc.com/investors/share-price/share-price-chart>)

Figure 6

(b) Using the information in Figure 6, identify the year when the ASOS share price was higher than £70.

(1)

.....
.....
.....



(c) Outline **one** advantage to ASOS of increasing the range of products offered for sale on its website.

(2)

.....

.....

.....

.....

.....

.....

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

In order to increase its profits, ASOS is considering two options:

Option 1: lower prices

Option 2: advertise on more social media channels.

(d) Justify which **one** of these two options ASOS should choose.

(9)

Area with horizontal dotted lines for writing the answer.



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Blank writing area with five horizontal dotted lines.



(e) Evaluate whether high quality logistics will give ASOS a competitive advantage.
You should use the information provided as well as your knowledge of business.

(12)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Area with horizontal dotted lines for writing.



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

(Total for Question 7 = 25 marks)

TOTAL FOR SECTION C = 25 MARKS
TOTAL FOR PAPER = 90 MARKS



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE

