



Rewarding Learning

ADVANCED SUBSIDIARY (AS)
General Certificate of Education

Centre Number

--	--	--	--	--

Candidate Number

--	--	--	--	--

Professional Business Services

Assessment Unit AS 1

assessing

Introduction to Professional Business Services

[SPB11]

SPB11

Assessment



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 six** questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 80.

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 **4(b)**, **5** and **6**.

ADVICE TO CANDIDATES

You are advised to take account of the marks for each question in allocating the available examination time.

Assessment Level of Control:

Tick the relevant box (✓)

Controlled Conditions	
Other	





BLANK PAGE

DO NOT WRITE ON THIS PAGE

(Questions continue overleaf)

12349.04R

[Turn over



16SPB1105

- 6 You have been appointed as a professional business services consultant by Scribblers plc to provide advice to the Board of Directors.

The CEO of Scribblers plc has asked you to produce a Boston Matrix with recommendations.

Read the case study below and carry out a Boston Matrix for Scribblers plc, making **three** justified recommendations for the way forward.

The quality of written communication is assessed in this question.

Scribblers plc

Scribblers plc is a multinational manufacturer and supplier of stationery and office equipment. It was established as a family-owned business, now spanning three generations, who specialised in writing instruments, particularly pencils and the traditional ballpoint pen. In the late 1970s, a corporate decision was made to manufacture a range of office equipment.

Scribblers plc has pioneered the development of quick-drying gel pens with their Fulcrum range, which are now considered a market leader despite weak market growth.

Scribblers plc's corporate strategy is to spread risk, and therefore their expansion into the Stylus range for iPads has been problematic. Both the Script and Capture ranges of stylus have only acquired a relatively low market share (15%) in a fast-growing market. The Board of Directors is currently reviewing this range with a view to making improvements to stimulate growth or discontinue production.

The strategic plan for Scribblers plc outlines the need to maintain the success which the Tinta and Lignum range of scanners/photocopiers has made. The revenue generated by the sales of the Tinta and Lignum ranges has been vital to the business. Due to the high market growth (40%) and market share (72%), Scribblers plc will need to invest in the product to ensure their position in the market is maintained.

More recently Scribblers plc has launched their software range of computer-aided design packages for architects. The Master Build and Odeon software products are aimed specifically at being more user-friendly and flexible than similar products currently available from competitors. However, even with the initial investment, both the Master Build and the Odeon have failed to make an impact, experiencing low market share (5%) and growth (2.5%).





Blank writing area with horizontal lines.

12349.04R

[Turn over



16SPB1111



Blank writing area with horizontal lines.

[20]

12349.04R



16SPB1113

THIS IS THE END OF THE QUESTION PAPER

BLANK PAGE

DO NOT WRITE ON THIS PAGE

12349.04R



16SPB1114





BLANK PAGE

DO NOT WRITE ON THIS PAGE

12349.04R



16SPB1115

DO NOT WRITE ON THIS PAGE

For Examiner's use only	
Question Number	Marks
1	
2	
3	
4	
5	
6	

Total Marks	
--------------------	--

Examiner Number

Permission to reproduce all copyright material has been applied for.
In some cases, efforts to contact copyright holders may have been unsuccessful and CCEA will be happy to rectify any omissions of acknowledgement in future if notified.

SPB11/13
270190

