



Rewarding Learning

ADVANCED SUBSIDIARY (AS)
General Certificate of Education
2023

Centre Number

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Candidate Number

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Professional Business Services

Assessment Unit AS 1

assessing

Introduction to Professional
Business Services



[SPB11]

SPB11

WEDNESDAY 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 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.

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Answer **all six** questions

- 1 (a) Explain the term Professional Business Services and give **one** example of a service a professional business services firm provides.

[3]

- (b) Explain the term secondary production and provide **one** example.

[3]





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- 5 As a professional business services consultant, you have been employed by Well-Worth-It to provide advice to their Board of Directors.

Read the case study below and carry out a SWOT analysis for Well-Worth-It, making **three** justified recommendations for the way forward.

Well-Worth-It Expanding to Lisnaskea and Strabane

Well-Worth-It is a chain of food and clothing shops operating in prime locations in major towns throughout Northern Ireland. They plan to open a new branch in Lisnaskea, County Fermanagh in March 2024 and a further store in Strabane, County Tyrone in May of the same year. This development will bring the total number of Well-Worth-It shops in Northern Ireland to 22. The opening of the additional Well-Worth-It shops will attempt to capture new customers and challenge competitors. Well-Worth-It are considering opening more shops in the Republic of Ireland. However, different Government policies such as taxation and exchange rates may influence this decision.

Opening the two new stores will provide 90 jobs and cost in the region of £5 million. Customers will be able to shop longer hours and delivery will be guaranteed within a 30 mile radius, at no extra cost. Given the close proximity of the Republic of Ireland, these stores will accept payment in Euro or Sterling. Well-Worth-It will also dual price their products (display both Euro and Sterling prices) enabling customers to make comparisons. They are also considering introducing a Bureau de Change in both branches to enable customers to exchange Euro for Sterling.

Well-Worth-It offer their own purple brand products, which are cheaper than traditional brand names. Purple brands are sourced in Northern Ireland, with a strong emphasis on locally produced and sold goods. Well-Worth-It also sells luxury products. The Managing Director of Well-Worth-It, Mr John Peterson, said "We hope to attract a lot of cross-border shopping and we felt that both Strabane and Lisnaskea were ideally situated. The new stores will have a low carbon footprint. We are mindful that we have a responsibility to society to reduce, reuse and recycle, so to that end we will encourage schemes aimed at reducing packaging of our products."





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Question Number	Marks
1	
2	
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4	
5	
6	
Total Marks	

Examiner Number

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