



Rewarding Learning

ADVANCED SUBSIDIARY (AS)
General Certificate of Education
2024

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

FRIDAY 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) Identify **three** objectives of an organisation in the private sector.

1. _____

2. _____

3. _____ [3]

(b) Identify and explain **one** of the ethical principles that a professional business services firm may use when dealing with a client.

_____ [3]





[10]

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3 Using the information in the case study below, identify and explain with examples **two** Ansoff Matrix strategies Sprackburn Optical Ltd are using within the business.

Sprackburn Optical Ltd is a leading manufacturer of optical equipment. They manufacture specialised lenses and glasses, supplying opticians throughout the UK and Ireland. The company was recently valued at £500 million.

Within a 10 year period, Sprackburn penetrated the market on eyewear by making glasses more affordable. Sprackburn presented glasses as fashionable rather than just a medical aid and this market penetration saw Sprackburn become the market leader. Competitors tried to do the same, with little success.

In 2018, Sprackburn moved into the retail market and invested in walk-in stores, selling their glasses directly to customers. Due to the success of this investment, Sprackburn decided to offer a wider range of products to the customer, including home visits, supported by an intense advertising campaign.

In 2021, Sprackburn finalised an agreement with some of the leading glasses manufacturers, teaming up with Giles & Giles and Montford & Peace to offer high-end glasses at reduced prices.

Previously, going to the opticians was a lengthy process. The customer had to book an appointment, get their eyes tested, choose a frame and lens, and then wait a further 6 or 7 days to receive their glasses. Sprackburn linked with Faciem, a technological 3D modelling firm, to develop an app which allows customers to try on glasses virtually. Customers can also purchase glasses online without having to visit a store.

In 2022, Sprackburn announced a new range of glasses for children called Vista. Vista is a more durable range of glasses using the latest anti-scratch technology.

In 2023, Sprackburn diversified their operations through the development of a range of binoculars, microscopes and medical optical equipment, supplying new markets, including hospitals.



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(Questions continue overleaf)

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

Total Marks	
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Examiner Number

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