



Rewarding Learning

ADVANCED SUBSIDIARY (AS)
General Certificate of Education
2025

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

[SPS11]

SPS11

FRIDAY 30 MAY, MORNING



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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20SPS1101

Answer **all six** questions

1 (a) Identify **three** ways in which a business might segment its market.

1. _____
2. _____
3. _____ [3]

(b) Explain the term tangible goods and give **one** example.

Explanation _____

_____ [2]

Example _____ [1]





[12]

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[Turn over



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4 (a) Define the term consultancy process.

[2]

(b) Sky Blue Airlines are a Belfast based airline flying mainly to European destinations. They are planning to open up new routes into North Africa and the Middle East.

Sky Blue Airlines has appointed you, as a professional business services consultant, to investigate the feasibility of this expansion.

Evaluate the use of the following **two** primary research methods for Sky Blue Airlines.

- Focus Groups
- Online Surveys

The quality of written communication is assessed in this question.





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- 5 You have been appointed as a professional business services consultant by Abacus plc to provide advice to the Board of Directors. The Chief Executive Officer (CEO), Heidi Coyle, has asked you to produce a Boston Matrix with recommendations.

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

The quality of written communication is assessed in this question.

Abacus plc

Abacus plc is a multinational manufacturer and supplier of electrical appliances, computer software and communication-related devices.

Abacus plc has pioneered the development of new smart mobile phones, which are now considered a market leader despite low market growth.

Abacus plc's corporate strategy is to spread risk, and therefore have expanded into electronic Notebooks, which are larger than an iPad but smaller than a laptop. The Notebooks have been problematic and have acquired a relatively low market share (15%) in a fast-growing market. The Board of Directors is currently reviewing the manufacturing of the Notebooks, with a view to making improvements to encourage growth or suspend production.

The strategic plan for Abacus plc outlines the need to maintain the success of their range of Voice over Internet Protocol (VoIP) phones and electronic organisers. The revenue generated by the sales of this range has been vital to the business. Due to both high market growth (40%) and market share (72%), Abacus plc will need to invest in the product to ensure their position in the market is maintained.

More recently Abacus plc has launched a range of software relating to personnel management systems. These are aimed specifically at being more user-friendly and flexible than similar products currently available from competitors. However, even with the initial investment, this has failed to make an impact, experiencing low market share (5%) and growth (2.5%).





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Question Number	Marks
1	
2	
3	
4	
5	
6	
Total Marks	

Examiner Number

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