



General Certificate of Secondary Education
2024

Centre Number

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Candidate Number

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Business Studies

Unit 1

Starting a Business

ML

[GBU11]

TUESDAY 14 MAY, AFTERNOON

TIME

1 hour 30 minutes, plus your additional time allowance.

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 three** questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 90.

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 **2(f)** and **3(e)(ii)**.

Answer **all** questions

1 Marcus and Matthew opened their restaurant fourteen years ago in Omagh. The restaurant is called Taste Sensation.

(a) (i) The brothers are very enterprising.

What does **enterprising** mean?

[2]

(ii) Explain **two** reasons why Marcus and Matthew may have started their business, Taste Sensation.

Reason 1 _____

Reason 2 _____

[4]

(b) (i) What type of business ownership is Taste Sensation?

_____ [1]

(ii) Explain **two** advantages for Marcus and Matthew, of this type of business ownership.

Advantage 1 _____

Advantage 2 _____

_____ [4]

(c) The government is keen to encourage enterprise.

Analyse **one** reason why the government is keen to encourage Marcus and Matthew in their enterprise.

_____ [3]

[Turn over

(d) Marcus and Matthew use a social enterprise business for their recycling.

(i) Explain **social enterprise**.

[2]

(ii) Analyse how a social enterprise business could deliver an economic output.

[3]

(e) Marcus and Matthew plan to grow Taste Sensation through franchising and want to locate the new franchise in Belfast.

(i) Explain **two** factors that may influence the location of the new franchise in Belfast.

Factor 1 _____

Factor 2 _____

[4]

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2 Marketing is an essential element for Taste Sensation to be successful.

(a) Explain **marketing mix**.

[2]

(b) Identify **two** pricing policies that Taste Sensation could use to price the food in their restaurants.

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

(c) Promotion, using local radio, has been very successful for Marcus and Matthew.

Explain the legal constraints on promotion by the Office of Communications (Ofcom).

[4]

(d) Marcus and Matthew are planning on using **e-business** for Taste Sensation.

(i) Explain **e-business**.

[2]

(ii) Analyse **two** advantages for Taste Sensation of using **e-business**.

Advantage 1 _____

Advantage 2 _____

[6]

[Turn over

(e) Taste Sensation places a great deal of emphasis on customer service.

Analyse **two** ways in which Taste Sensation can provide good customer service.

1. _____

2. _____

_____ [6]



(f) Marcus and Matthew are concerned about competition from other restaurants.

Analyse the impact that competition has on the marketing mix for Taste Sensation.

Product _____

Price _____

Place _____

Promotion _____

[8]

[Turn over

3 (a) Explain the following terms:

(i) Secondary production

[2]

(ii) Division of labour

[2]

(iii) Job manufacturing

[2]

(iv) Customer Service Excellence Standard

[2]



(b) Identify the most appropriate method of manufacturing for making the following food items at Taste Sensation:

Food items to be made in Taste Sensation	Method of manufacturing
A number of apple and cinnamon tarts for Sunday's dessert menu	[1]
A white sauce for a specific fish dish	[1]
A special meal for a customer who has a number of food allergies	[1]

(c) Marcus and Matthew are aiming to achieve a quality standard which would focus on the people who work in the business and the need to invest in their training and development. Its purpose would be to benefit the employees, which would then improve the performance of the business.

(i) Identify the quality standard which Taste Sensation is aiming to achieve.

_____ [1]

(ii) Analyse **one** reason why Taste Sensation would undertake the process of obtaining a quality standard.

_____ [3]

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Question Number	Marks
1	
2	
3	
Total Marks	

Examiner Number

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