



General Certificate of Secondary Education
2025

Centre Number

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Candidate Number

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Business Studies

Unit 1

Starting a Business



[GBU11]

GBU11

FRIDAY 9 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 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(d)(ii)**.



Answer **all** questions

1 Marcella has been successfully operating her beauty, health and well-being business, Serenity, with her husband and daughter for over 20 years. Serenity employs three full-time and two part-time employees to satisfy the demands of its clients.

(a) (i) Identify **two** suitable aims for Serenity.

1. _____ [1]

2. _____ [1]



(ii) Identify and explain **two** entrepreneurial characteristics that could be displayed by the owners of Serenity.

1. _____

_____ [3]

2. _____

_____ [3]

(b) Explain how Serenity would use the following **two** business resources.

Land _____

_____ [2]

Capital _____

_____ [2]

[Turn over



(c) (i) What type of business ownership is Serenity?

_____ [1]

(ii) What size of business is Serenity?

_____ [1]

(iii) Explain the type of liability for the owners of Serenity.

_____ [2]

(iv) Explain **one** advantage of this type of business ownership.

_____ [2]



2 Marcella prides herself on the marketing that is carried out each year for Serenity to make it as successful as it is.

(a) Explain the term marketing.

[2]

(b) Explain a method of market research that Marcella could use.

[2]

(c) Marcella is very aware of the increasing costs of production.

Discuss how this factor could affect price in Serenity.

[2]

[Turn over



(d) (i) Marcella uses sales promotion in Serenity.

Describe **two** examples of sales promotion that Marcella could use.

Example 1 _____

_____ [2]

Example 2 _____

_____ [2]

(ii) List **two** ways Marcella could segment the market for Serenity.

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



- (f) Marcella is facing increased competition from other businesses (new and existing) in relation to the prices charged, the product/services offered, effective customer service and promotion

Analyse the following strategies that Serenity might use to manage competition.

Pricing _____

_____ [2]

Product/service _____

_____ [2]

Effective customer service _____

_____ [2]

Promotion _____

_____ [2]



3 (a) Explain the following terms:

First in, first out _____

_____ [2]

Tertiary production _____

_____ [2]

Batch manufacturing _____

_____ [2]

Specialisation _____

_____ [2]

EFQM _____

_____ [2]

[Turn over



(b) Marcella is keen to achieve ISO 9001 quality standard for Serenity.

(i) Explain the quality standard ISO 9001.

[2]

(ii) Explain the term quality assurance and its importance to Serenity.

Explanation _____

[2]

Importance _____

[2]



(c) Explain **two** roles of the Health and Safety Executive (HSE) to Serenity.

[4]



(d) Staff at Serenity are extremely busy with appointments for all the services it offers to its clients on a daily basis. Marcella must ensure that Serenity is following Health and Safety legislation.

(i) Identify **two** Health and Safety rights and responsibilities of Marcella, as an employer.

1. _____ [1]

2. _____ [1]



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|-------------------------|-------|
| Question Number | Marks |
| 1 | |
| 2 | |
| 3 | |
| Total Marks | |

Examiner Number

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