

Name	Centre Number	Candidate Number

PiXL
 GCSE Business Studies WJEC board
 Pre Public Exam Version 1.1

Question	Maximum Mark	Mark Awarded
1.	2	
2.	2	
3.	4	
4.	4	
5.	6	
6.	4	
7.	22	
8.	18	
9.	20	
10.	18	
TOTAL	100	

ADDITIONAL MATERIALS

Calculators may be used.

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.
 Do not use pencil or gel pen. Do not use correction fluid.
 Write your name, centre number and candidate number in the spaces at the top of this page.
 Answer **all** questions. Write your answers to all the questions in the spaces provided in this question-and-answer booklet.
 If you run out of space, use the continuation pages at the back of the booklet, taking care to number the question(s) correctly.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question or part-question.
 You are reminded that assessment will take into account the quality of written communication used in your answers to questions 7(c) and 9(d).

Answer **all** the questions in the spaces provided.

1. Select two features of a PLC from those listed below (2)

Shares can be bought on the stock exchange	
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Has unlimited liability	
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Only the CEO receives dividends	
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PLC stands for 'Public Limited company'	
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2. Identify two advantages of flow production for a firm such Coca-Cola (2)

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3. ReadMe PLC have created a new health and fitness magazine and are looking to launch it next month. Explain an appropriate pricing strategy they could implement. (4)

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4. Rachel has decided to invest in a Nandos franchise selling fast food chicken in her local town of Shepperton. Explain two advantages of being a franchise. (4)

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5. Facebook recently purchased 'Whatsapp' an online messaging service popular with mobile phone users. Explain two benefits of making acquisitions (6)

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6. ICT is a key tool used in businesses across the world. Write the most appropriate form of ICT for each of these situations listed below (4)

a) A meeting held with global partners

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b) Creation of financial documents

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c) Sending important files quickly across a company

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d) Communicating with customers immediately informing them of special deals

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7a. Define the term brand (2)

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7d. Sony relies on a brand image of quality, this helps provide strong sales with their core market. Suggest and explain two ways Sony can ensure their manufacturing processes provide high quality products (6)

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The Fast and the Fashionable LTD is a large multinational company headed up by the founder and CEO Harvey Lane. The company was started in 1996 following Harveys travels across Europe and Asia where he found high quality materials at low cost prices. Harvey has fashion outlets in New York, California, Liverpool, Rome and Shanghai. The factory where the clothes are made is in a small town just outside of Madrid where labour is cheap and unemployment is high.

8a. Define the term 'span of control' (1)

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8b. With 12,000 employees Harvey oversees a large number of staff, when interviewed many staff have described him as an autocratic leader. Explain two features of this type of leadership style. (3)

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8c. Harvey is looking to appoint a new Global Marketing manager list two documents he might use to help in the recruitment process. (2)

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8d. The Fast and the Fashionable have a thorough recruitment process when hiring any member staff for the company regardless of the role. Explain two advantages the company gains from using such an in depth approach to recruitment (4)

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8e. Consider the advantages and disadvantages of The Fast and the Fashionable being a multinational company (8)

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Gatwick Airport is one of the United Kingdoms largest airports, regularly seeing one million customers a week. It has an extensive workforce of employees including security staff, customer service assistants and Passport control officers. Robin is part of the security team ensuring passengers enjoy safe travel between destinations. Robin is on a full time contract with optional overtime arrangements; she is paid by the hour.

10a. Which two of the following three things are statutory payments found on a pay slip for an employee in the UK (2)

- Trade union membership
- National Insurance
- Income Tax

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10b. Gatwick Airport is one of the largest employers in the south of the country. It must comply with UK law, suggest one legal responsibility Gatwick has to its customers and one legal responsibility they have to their employees. (4)

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10c. Robin has recently completed 10 hours overtime at Gatwick Airport for New Years Eve, she earns double time for these hours. In the same week she completed her 35 normal working hours paid at £9.68 per hour. How much did she earn for the week? (2)

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End of Exam
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