Surname	Centre Number	Candidate Number
Other Names		2

GCE A LEVEL

A510U10-1





BUSINESS – A level component 1 Business Opportunities and Functions

THURSDAY, 7 JUNE 2018 – AFTERNOON

2 hours 15 minutes

	For Ex	aminer's us	e only
	Question	Maximum Mark	Mark Awarded
Section A	1.	3	
	2.	6	
	3.	9	
	4.	9	
Section B	5.	7	
	6.	12	
	7.	8	
ALS	8.	14	
	9.	12	
	Total	80	

ADDITIONAL MATERIALS

A calculator.

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 in the spaces provided in this 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 of the necessity for good English and orderly presentation in your answers.



	SECTION A	
-		
Give neth	one example of a business using batch production and describe two benefits of this od of production. [3]	
(a)	Outline the meaning of the term external economies of scale. [2]	
(b)	Suggest two ways in which an IT company can benefit from external economies of scale. [4]	
(b)		
(b)	scale. [4]	
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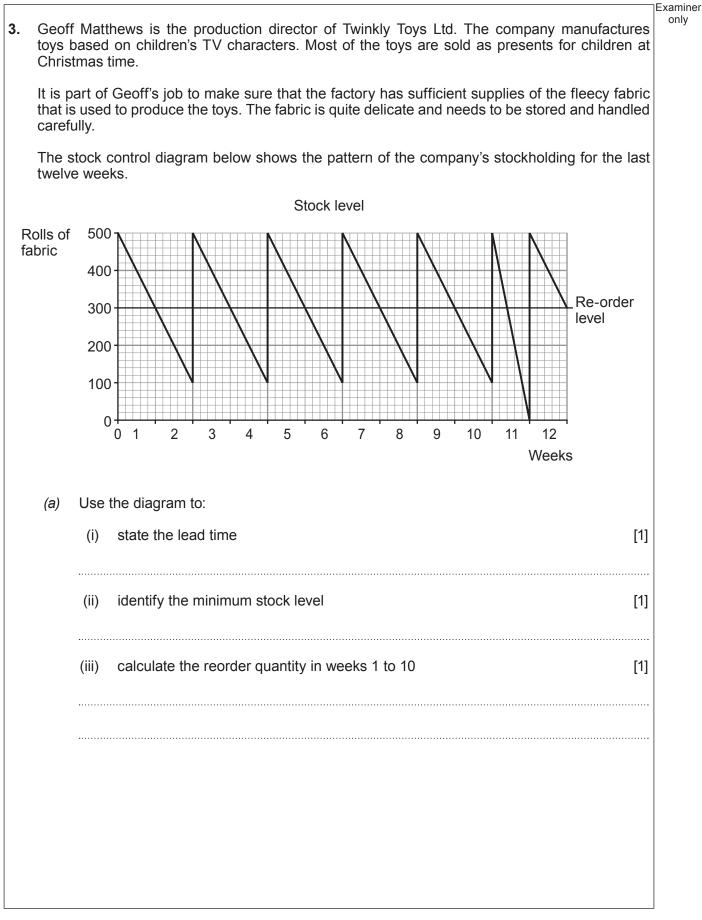


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Examiner only With reference to the diagram, explain what happened during week 11 and explain its (b) possible cause. [2] Explain why it is important for Twinkly Toys to carefully control its stock. [4]. (C) A510U101 05 9



whick local kitch	h she sold to shops and en and she	o friends and n she has now ι needs to mov	eighbours. As reached the st /e into a purpo	siness making the business g age where she se built factory she still intends	rew she started can no longer /. When she m	d to sell her so manage in he noves she inter	ups to er own
				ears but will ne machinery that		ne additional fi	nance
(a)				uld be suitable stating the reas			source [4]
······							
•••••							
Ella I carto		ed that her m	onthly fixed cc	sts will be £18	00. She sells	her soup for £	:1.15 a
carto	on.	ed that her m ts per carton a	·	osts will be £18	300. She sells	her soup for £	:1.15 a
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Examiner only

Examiner only Ella estimates her annual sales for next year will be 50000 cartons of soup. Calculate her estimated profit or loss for next year. [3] (C) _____ _____ A510U101 07 9

SECTION B

Examiner only

8

5. According to the Social Enterprise UK website there are approximately 70 000 social enterprises in the UK contributing £18.5 billion a year to the UK economy and employing almost a million people.

The Big Issue, the Eden Project and Jamie Oliver's restaurant 'Fifteen' are examples of social enterprises. So are award-winners Divine Chocolate, a Fairtrade chocolate company co-owned by the cocoa farmers co-operative KuapaKokoo in Ghana and Timewise, an organisation which connects professionals with flexible employment opportunities.

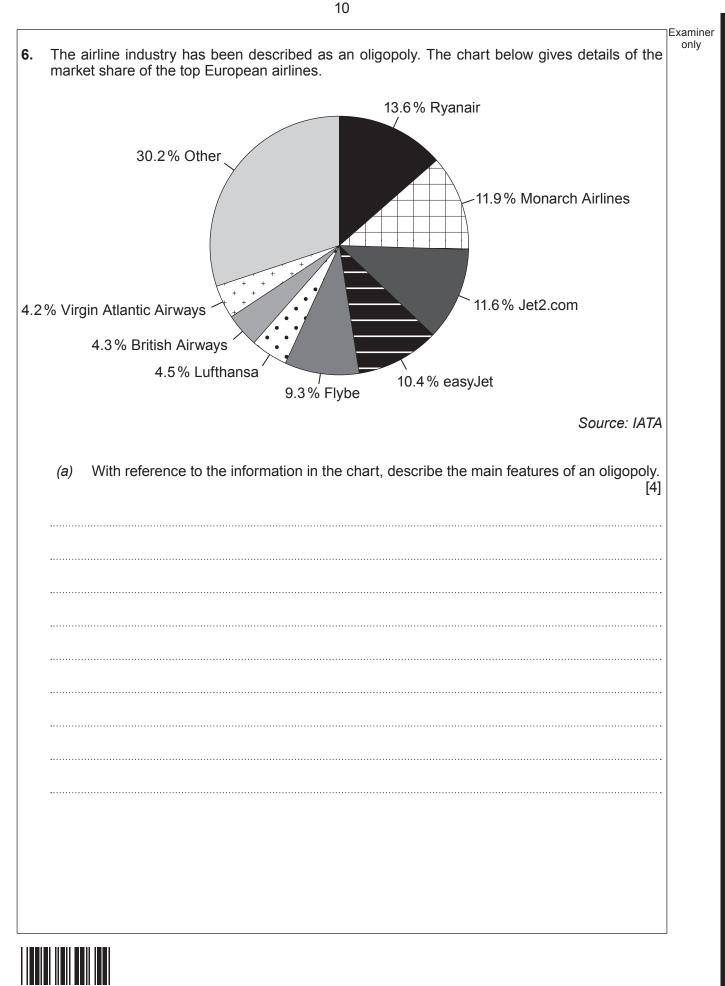
Social enterprises operate in a range of industries:

- Cafedirect is the UK's largest Fairtrade hot drinks company
- The Elvis & Kresse Organisation takes industrial waste materials, turns them into stylish luggage and hand bags and donates 50% of the profits to the Fire Fighters Charity
- Hill Holt Wood educates at-risk youths in an ancient woodland
- Central Surrey Health is a pioneering social enterprise in the healthcare world that is run by the nursing and therapy teams it employs.

Discuss the ways in which social enterprises differ from other private sector businesses.	[7



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(b)	Discuss the ways that the various airlines might compete with each other apart fro cutting their prices.	om [8]
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le	espite equal opportunities legislation in the UK, women in full-time work are still paid 13.9% ess than men working the same hours.	
E	valuate the impact of equal opportunities legislation on employers and employees in the UK. [8]	
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8.	Polo mints were first manufactured in the United Kingdom in 1948 at the Rowntree's factory, in York. The brand is now owned by Nestlé. Polos have had an exceptionally long life cycle which has resulted in a consistent flow of cash over the years.	Examine only
	B POLOTational	
	 (a) With the aid of a diagram, describe the relationship between a product's life cycle and its cash flow. 	



not c	aging, flavours and size as well as changes in ingredients in order to ensure that to ontain any artificial flavours or colouring.	
(b)	Discuss the importance of extension strategies in the life cycle of Polo mints.	[10]



The following report encound on the DDO website	
The following report appeared on the BBC website.	
ancy working from home? Wishing you could drop down to a four-day	week?
Nell, don't just sit there. Ask! From now on, providing you are a UK employee, you egal right to request this, and your employer will have a legal obligation to answer. A hat – they will have a legal obligation to provide a valid reason if they cannot say ye	and not just
Until now, parents of children under the age of 16, and those registered as carers for adults have had the right to ask for a change in work patterns that better suits thei But now the same rules will apply to all employees, regardless of their dependants hey have worked for their employer for at least 26 weeks.	r home life.
Source: www	v.bbc.co.uk
Discuss the view that flexible working will benefit both employers and employees.	[12]
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