



GCSE

3510U10-1

FRIDAY, 9 MAY 2025 – AFTERNOON

BUSINESS

Unit 1: Business World

2 hours plus your additional time allowance

Surname _____

First name(s) _____

Centre Number _____

Candidate Number 0 _____

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
1.	2	
2.	2	
3.	4	
4.	4	
5.	8	
6.	20	
7.	20	
8.	20	
9.	20	
Total	100	

ADDITIONAL MATERIALS

In addition to this paper you may require a calculator.

INSTRUCTIONS TO CANDIDATES

Use black ink, black ball-point pen or your usual method.

Write your name, centre number and candidate number in the spaces provided on the front cover.

Answer ALL questions.

Write your answers in the spaces provided in this booklet.

Additional space is provided for some questions within the booklet (if required). If further space is required for any question, use the additional page(s) at the back of the booklet, taking care to number the question(s) correctly.

(Turn over)

INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question or part-question. You are advised to divide your time accordingly.

The total number of marks available is 100.

You are reminded of the need for good English and orderly, clear presentation in your answers.

Answer ALL the questions in the space provided.

- 1. Identify which TWO are benefits to a business of operating within the European Union (E.U.)**
[2 marks]

Tick (✓) TWO boxes only.

Free trade with countries in the E.U.		Access to E.U. grants	
Translation of E.U. languages on packaging and instructions		Greater competition	

- 2. Identify which TWO of the following are examples of pricing strategies. [2 marks]**

Tick (✓) TWO boxes only.

Free trial		Skimming	
Loss leader		BOGOF	

(Turn over)

3. Below are a number of business terms.

Private limited company (Ltd)

Intellectual property

Closing the sale

Ethical practices

Responding to feedback

Partnership

Consumer law

Sustainability

Identify which of the terms on page 5 best describes each of the following:

3 (a) Protects customers when buying products and makes sure they are fit for purpose. [1 mark]

(b) A feature of good customer service. [1 mark]

(c) Businesses acting in a responsible manner to reduce their impact on the environment. [1 mark]

(d) A business ownership model with unlimited liability. [1 mark]

(Turn over)

- 4. Wesley Marshal has just finished an apprenticeship and is now a qualified electrician. The business that helped train Wesley offered him a job but he decided to reject this opportunity as he had always liked the idea of being an entrepreneur and starting his own business.**
- (a) Outline the role of an entrepreneur when starting a business. [2 marks]**

Wesley believes he should write a business plan as part of the process of setting up his business.

4 (b) Suggest TWO sections of information that an entrepreneur should include in a business plan.

[2 marks]

1. _____

2. _____

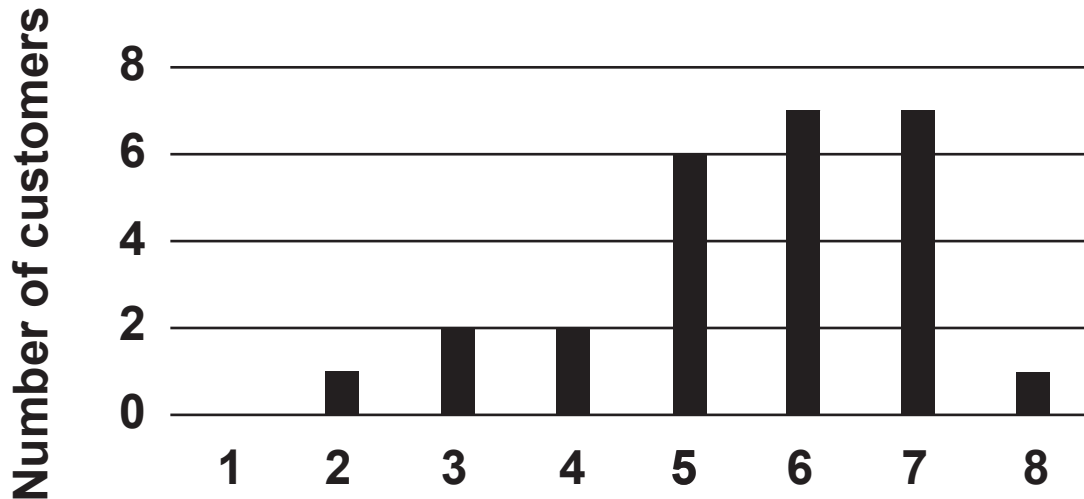
- 5. Holyhead Home Furnishings (HHF) sells products for the home such as cushions, furniture and lighting. It is a small business with only one shop on Holyhead High Street and no online sales.**

HHF uses a cost-plus pricing strategy and sells its products for 65% more than it pays for them.

- (a) Calculate the selling price of a product if HHF buys it for £20. [2 marks]**

5 (b) Explain a problem that a business might face by using cost-plus pricing. [2 marks]

Number of products bought by each customer



Number of products bought

Amount spent by each customer



Amount spent per customer

HHF has carried out primary (field) market research and obtained the information from 26 of its customers shown opposite.

5 (c) Name the type of data that is shown in the bar graphs opposite as a result of HHF's primary (field) research. [1 mark]

HHF sells products from as little as £1 but some of the furniture sells for up to £1000 per item.

(d) Using the information in the graphs, explain how HHF could improve its profits. [3 marks]

(Turn over)

6. The first Dobbies Garden Centre was founded 150 years ago in Scotland. It expanded into northern England and now has 79 garden centres across the UK and also sells products online, through its website. The core business for Dobbies is selling plants and garden items, although most of the garden centres also have a café/restaurant and sell clothing. The Head Office is a few miles outside Edinburgh and employs over 200 people who work in the main functional departments such as Human Resources and Marketing. The Head Office provides support for the management teams of each of the garden centres.

(a) Name TWO responsibilities of the Human Resources (HR) department. [2 marks]

1. _____

2. _____

One of the roles of the Head Office is to manage the procurement stage of the supply chain.

6 (b) Explain why procurement is important to the success of Dobbies. [4 marks]

[illegible]

(Turn over)

Dobbies uses a number of technology platforms to promote the business. These include Facebook, X (formerly known as Twitter), Instagram and its own YouTube channel. Dobbies also uses Google tools to provide search engine and pop-up adverts.

6 (c) Outline TWO reasons why Dobbies uses a number of technology platforms to promote its business.

[4 marks]

(Turn over)

In 2019, Dobbies bought 37 Wyevalle garden centres, which increased the number of stores it then owned to 68.

6 (d) Calculate the percentage increase in the number of Dobbies garden centres after it bought the Wyevalle stores. [2 marks]

Wyevale owned 145 garden centres in 2019 but due to financial problems, closed the business and made all its garden centres available to buy.

Dobbies reportedly paid £135 million for the 37 Wyevale stores but decided against buying more. Before buying Wyevale, Dobbie's revenue was £150 million per year with profits of around £8 million.

The purchase of the Wyevale stores made Dobbies the largest garden centre operator in the UK.

6 (e) Evaluate the growth strategy used by Dobbies, when it bought Wyevale in 2019. [8 marks]

Additional space for Question 6 (e) only:

(Turn over)

- 7. Lewis Pies Ltd is a family-owned food manufacturer that opened in 1936. It specialises in pies, pasties, sausage rolls, cakes and bread, offering a range of different flavours in each. The business uses batch production to make its products in its factory in Swansea. Lewis Pies Ltd sells to businesses such as restaurants, cafés and retailers as well as directly to individual customers who order through its website. Lewis Pies Ltd delivers its products throughout the UK, Europe and the Middle East and aims to fulfil orders within 5 days.**
- (a) Outline why Lewis Pies Ltd uses batch production. [2 marks]**

7 (b) Describe TWO ways Lewis Pies Ltd can make sure it produces quality food products. [4 marks]

[illegible]

(Turn over)

7 (c) Explain TWO reasons why a manufacturer would choose to sell its products to retailers as well as directly to customers. [4 marks]

[illegible]

(Turn over)

Lewis Pies Ltd has invested over £100 000 to improve its factory. The money has been spent on an automated machine cleaning system, more pastry making machines and separate equipment to manufacture halal, vegan, vegetarian and meat products in the same factory without risk of cross contamination (each piece of equipment will only be used to make either halal, vegan or meat products).

7 (d) Assess the impact that these changes may have had on the stakeholders of Lewis Pies Ltd.

[10 marks]

(Turn over)

Additional space for Question 7 (d) only:

8. Two years ago, June Davies resigned from her job as a teacher to set up her business, A Tutor 4 U. She is a sole trader and the business specialises in maths and science tuition for GCSE students in Bangor, North Wales. June has recently employed three workers so that her business can offer tutoring to more people compared to when she was working by herself. June is optimistic about the future and is already looking into ways of growing the business.

When starting A Tutor 4 U, June spent £5 000 setting up the business.

- (a) Outline the term sole trader. [2 marks]

(Turn over)

8 (b) Describe why being a sole trader is a suitable ownership model for June Davies. [4 marks]

[illegible]

(Turn over)

8 (c) Apart from growth, identify TWO business aims.

[2 marks]

1. _____

2. _____

(d) Describe ONE suitable source of finance June Davies might have used to establish her new business. [2 marks]

(Turn over)

June Davies has applied for a trademark for the name of her business, A Tutor 4 U.

8 (e) Suggest and explain a reason why a business would decide to trademark its name. [2 marks]

June Davies has spoken to business advisors who suggested that she considers using franchising to grow the business.

8 (f) Discuss whether June Davies should use franchising to expand her business. [8 marks]

[illegible]

(Turn over)

Additional space for Question 8 (f) only:

9. **Bryn and Nerys Lloyd bought a house with a large amount of land in Little Haven, West Wales and decided to set up an environmentally friendly campsite. Little Haven Campsite has been open for 5 years and has 40 pitches, each of which is big enough for a tent, a campervan or caravan. Little Haven Campsite is open from April to September and the price for a pitch is £30 per night.**

The increase in the number of families and couples looking to stay in the UK for their holidays (staycations) has benefitted the business. There are over 10 other campsites within 5 miles of Little Haven Campsite.

- (a) **Identify ONE action that Bryn and Nerys could adopt to become an environmentally friendly campsite. [1 mark]**

Little Haven Campsite employs seasonal staff that work between April and September. The staff work 5 days a week, for a total of 38 hours. The staff carry out a range of duties including taking bookings, greeting customers, maintaining the pitches and cleaning the showers and toilets.

Bryn and Nerys train their staff each year. Some of the staff are new to the business but others have worked at campsites before.

9 (b) Identify TWO pieces of information from above, that would be included in the job description to work at Little Haven Campsite. [2 marks]

1. _____

2. _____

- 9 (c) Suggest and describe what type of training the staff at Little Haven Campsite are most likely to receive. [2 marks]**

9 (d) Describe why Little Haven Campsite trains its staff. [2 marks]

When a customer books a pitch, they pay a deposit of 10% to stop someone else being able to book it. The customer then pays the remaining amount when they arrive. Opposite is Little Haven Campsite's cash-flow forecast for March to September next year. Little Haven Campsite is only open to customers from April to September each year.

9 (e) Calculate the following missing figures in the cash-flow forecast opposite. [3 marks]

(i) Remaining balances paid in April

(ii) Net cash flow in August

(iii) Closing bank balance in May

(Turn over)

9 (f) Advise how Bryn and Nerys could improve Little Haven Campsite's predicted cash-flow. [10 marks]

[illegible]

(Turn over)

Additional space for Question 9 (f) only:

(Turn over)

END OF PAPER

(Turn over)

Question number	Additional page, if required. Write the question number(s) in the left-hand margin.

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Question number	Additional page, if required. Write the question number(s) in the left-hand margin.

	March	April	May	June	July	August	September
RECEIPTS	£	£	£	£	£	£	£
Deposits	4 000	3 000	2 000	1 000	500	500	100
Remaining balances paid	0	?	14 500	16 000	24 000	32 000	12 000
TOTAL RECEIPTS	4 000	12 700	16 500	17 000	24 500	32 500	12 100
PAYMENTS							
Salaries (Bryn & Nerys)	5 000	5 000	5 000	5 000	5 000	5 000	5 000
Wages	0	4 500	4 500	4 500	4 500	4 500	4 500
Electricity/ Water	0	1 000	1 300	1 600	2 000	2 400	1 100
Advertising	400	400	400	400	400	400	400
Maintenance and repairs	500	1 000	1 500	1 500	2 000	2 000	1 000
TOTAL PAYMENTS	5 900	11 900	12 700	13 000	13 900	14 300	12 000
Net cash flow	−1 900	800	3 800	4 000	10 600	?	100
Opening bank balance	−10 000	−11 900	−11 100	−7 300	−3 300	7 300	25 500
Closing bank balance	−11 900	−11 100	?	−3 300	7 300	25 500	25 600