



GCSE

3510U20-1

FRIDAY, 16 MAY 2025 – AFTERNOON

BUSINESS

Unit 2: Business Perceptions

1 hour 30 minutes 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(a)	2	
1(b)	2	
1(c)	4	
1(d)	2	
1(e)	6	
1(f)	6	
1(g)	8	
2(a)	2	
2(b)	4	
2(c)	4	
2(d)	8	
2(e)	12	
Total	60	

ADDITIONAL MATERIALS

Resource Material.

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, you should use the lined page(s) at the end of this booklet. The question number(s) should be clearly shown.

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You are advised to spend your time as follows:

Question 1

- about 10 minutes reading the resource material**
- about 35 minutes answering the questions**

Question 2

- about 10 minutes reading the resource material**
- about 35 minutes answering the questions**

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 60.

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

READ THE CASE STUDY ON QUESTION 1 IN THE RESOURCE MATERIAL BEFORE ANSWERING THESE QUESTIONS.

1 (a) Describe what is meant by the term product portfolio. [2 marks]

- 1 (b) State the formula for net profit margin (NPM). Use the formula to calculate Sports Kit & Clothing's (SKC) net profit margin in 2024. [2 marks]

Formula:

Calculation:

1 (c) Analyse the financial performance of SKC for 2023 and 2024. [4 marks]

[illegible]

(Turn over)

1 (d) Explain how a rise in VAT might impact a business. [2 marks]

1 (e) Explain how a business might use the recruitment process to appoint a manager. [6 marks]

[illegible]

(Turn over)

Additional space for Question 1 (e) only:

1 (f) Explain the advantages and disadvantages to SKC of using multi-channel distribution. [6 marks]

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Additional space for Question 1 (f) only:

1 (g) Consider how ethical issues affect SKC. [8 marks]

(Turn over)

Additional space for Question 1 (g) only:

READ THE CASE STUDY ON QUESTION 2 IN THE RESOURCE MATERIAL BEFORE ANSWERING THESE QUESTIONS.

2 (a) Calculate the estimated percentage increase in the global value of the alloy wheel market between 2018 and 2025. [2 marks]

2 (b) Describe how Rimstyle might provide good customer service. [4 marks]

[illegible]

(Turn over)

2 (c) Explain TWO reasons why Rimstyle might have chosen to locate in Ashford, Kent. [4 marks]

[illegible]

(Turn over)

2 (d) Evaluate Rimstyle's decision to use a traditional method of stock control and buy in large quantities (buy in bulk). [8 marks]

[illegible]

(Turn over)

Additional space for Question 2 (d) only:

2 (e) Advise whether Rimstyle should trade internationally. [12 marks]

[illegible]

(Turn over)

Additional space for Question 2 (e) only:

[illegible]

(Turn over)

END OF PAPER

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

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