



GCSE

3510U20-1

WEDNESDAY, 5 JUNE 2024 – 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)	3	
1(b)	3	
1(c)	2	
1(d)	4	
1(e)	8	
1(f)	10	
2(a)	2	
2(b)	4	
2(c)	6	
2(d)	2	
2(e)	2	
2(f)	2	
2(g)	12	
Total	60	

ADDITIONAL MATERIALS

Resource Material.

Calculator.

INSTRUCTIONS TO CANDIDATES

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

Answer ALL questions.

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

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.

(Turn over)

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.

(Turn over)

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

1 (a) (i)

**Assuming there were 18 000 tickets available for
sale in 2023, calculate the percentage of tickets
that were sold. [2 marks]**

(Turn over)

1 (a) (ii)

Using the average cost of a ticket, calculate the revenue earned from ticket sales in 2023. [1 mark]

(b) Explain why it was important that PR Partnership carried out market research before it set up the festival. [3 marks]

(Turn over)

1 (c) Describe why StagingUK Ltd employs some of its workers on zero-hour contracts. [2 marks]

1 (e) Discuss the factors that were important when selecting a site for the PowysRocks festival.

[8 marks]

(Turn over)

30

(Turn over)

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

2 (a) State TWO reasons why businesses grow.

[2 marks]

1. _____

2. _____

(b) Describe what methods of production Wren is likely to use in the manufacture of its range of kitchens. [4 marks]

(Turn over)

Additional space for Question 2 (c) only

2 (d) Explain how Wren has used new technology to improve customer experience when buying a kitchen. [2 marks]

2 (e) Assess ONE benefit to a business of recruiting internally. [2 marks]

END OF PAPER

30

(Turn over)

