



**GCE AS/A LEVEL**

**2510U10-1**

**FRIDAY, 19 MAY 2023 – MORNING**

**BUSINESS – AS unit 1**

**Business Opportunities**

**1 hour 15 minutes plus your additional time allowance**

**Surname** \_\_\_\_\_

**First name(s)** \_\_\_\_\_

**Centre Number** \_\_\_\_\_

**Candidate Number** 2 \_\_\_\_\_

**For Examiner's use only**

<b>Question</b>	<b>Maximum Mark</b>	<b>Mark Awarded</b>
<b>1(a)</b>	<b>3</b>	
<b>1(b)</b>	<b>4</b>	
<b>2(a) (i)</b>	<b>1</b>	
<b>2(a) (ii)</b>	<b>1</b>	
<b>2(b)</b>	<b>4</b>	
<b>3</b>	<b>6</b>	
<b>4(a)</b>	<b>2</b>	
<b>4(b)</b>	<b>6</b>	
<b>5</b>	<b>8</b>	
<b>6(a)</b>	<b>2</b>	
<b>6(b)</b>	<b>3</b>	
<b>6(c)</b>	<b>10</b>	
<b>7</b>	<b>10</b>	
<b>Total</b>	<b>60</b>	

## **ADDITIONAL MATERIALS**

In addition to this examination paper, you will need:

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

(Turn over)

**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.**

**Answer ALL questions.**

**1. ENTREPRENEURSHIP**

**The importance of entrepreneurship in the UK is growing every year, with small businesses playing a vital role in improving both the economy and the community. These small businesses operate in the primary, secondary or tertiary sectors of the UK economy.**

- (a) State what is meant by the primary, secondary and tertiary sectors of the UK economy. [3 marks]**

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**(Turn over)**

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1 (b) Explain TWO reasons why entrepreneurs are important to the success of the UK economy.

[4 marks]

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## 2. CHANGES IN THE WAY WE SHOP

**Black Friday originated in the USA as a way of boosting Christmas spending in November with the temptation of bargains. Christmas is an important example of a SEASONAL MARKET. Most British retailers are now offering Black Friday sales in November with discounts applied across the retail sector both on the high street and online. Online retail giant Amazon, which operates in a GLOBAL MARKET, is often credited with bringing Black Friday discounts to the UK in 2010. Now, the sales event, which is no longer limited to 24 hours, runs through the weekend and finishes with so-called Cyber Monday.**

**(a) Define what is meant by:**

**(i) a seasonal market. [1 mark]**

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**(Turn over)**

**2 (a) (ii)**

**a global market. [1 mark]**

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**(b) With reference to the data, describe the changes in the way people shop. [4 marks]**

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**(Turn over)**



**3. LUXURY, NORMAL AND INFERIOR GOODS**

**With reference to elasticity of demand, explain the difference between luxury, normal and inferior goods. [6 marks]**

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**4. HIGH & MIGHTY V NEXT**

**High & Mighty is a retailer selling menswear. High & Mighty sell long-length jeans and large-size shoes with a range of clothing for big and tall men. Sizes go up to 6XL, jeans and trousers up to 38" leg and shoes and trainers up to size 17. This differs to most retail outlets that sell clothing in standard sizes.**

**Next plc is a fashion retailer that sells homeware, accessories and clothing and footwear for men, women and children. Next offers a range of women's sizes in regular, long, petite and plus size.**

- (a) With reference to High & Mighty, outline what is meant by a niche market. [2 marks]**

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**5. AIL GYFLE-SECOND CHANCE**

**Ail Gyfle is a social enterprise in Wales that believes in giving criminals a second chance. It supports offenders by employing them and providing opportunities to develop key life skills such as teamwork, communication, punctuality, behaving appropriately and the value of work. Ail Gyfle develops these skills by producing and selling home and garden furniture. These are made from recycled material such as old timber and other discarded household items. Last year, Ail Gyfle saved over 7 tonnes of waste from going to landfill.**

**Ail Gyfle provides on-the-job training. With the support of Adult Learning Wales, Ail Gyfle provides courses including carpentry, hand tools, health and safety and recycling.**

**With reference to Ail Gyfle, explain the key features of a social enterprise. [8 marks]**

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## 6. NEW BUSINESS START-UPS AND BUSINESS FAILURES

The table below gives information on the number of new business start-ups and business failures in the UK from 2015 to 2020.

	<b>NUMBER OF BUSINESS START-UPS IN THE YEAR</b>	<b>NUMBER OF BUSINESS FAILURES IN THE YEAR</b>
<b>2015</b>	<b>383 000</b>	<b>282 000</b>
<b>2016</b>	<b>414 000</b>	<b>281 000</b>
<b>2017</b>	<b>376 000</b>	<b>346 000</b>
<b>2018</b>	<b>370 000</b>	<b>314 000</b>
<b>2019</b>	<b>390 000</b>	<b>324 000</b>
<b>2020</b>	<b>390 000</b>	<b>316 000</b>

Adapted from: <https://www.ons.gov.uk/businessindustryandtrade/business>

(Turn over)

**6 (a) Calculate the percentage change in the number of business start-ups between 2015 and 2020.**

**[2 marks]**

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**6 (b) Identify what the data shows about the number of businesses in the UK between 2015 and 2020.**

**[3 marks]**

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**7. LOCATION FOR A NEW BUSINESS**

**The location of any new business can play an important role in determining whether or not it is successful. It is one of the earliest decisions any business has to make and the ideal location is one which maximises revenue and minimises costs. Many factors influence location decisions, but their significance varies from industry to industry.**

**“The factors influencing location decisions are the same for all new businesses.” Discuss.**

**[10 marks]**

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**END OF PAPER**

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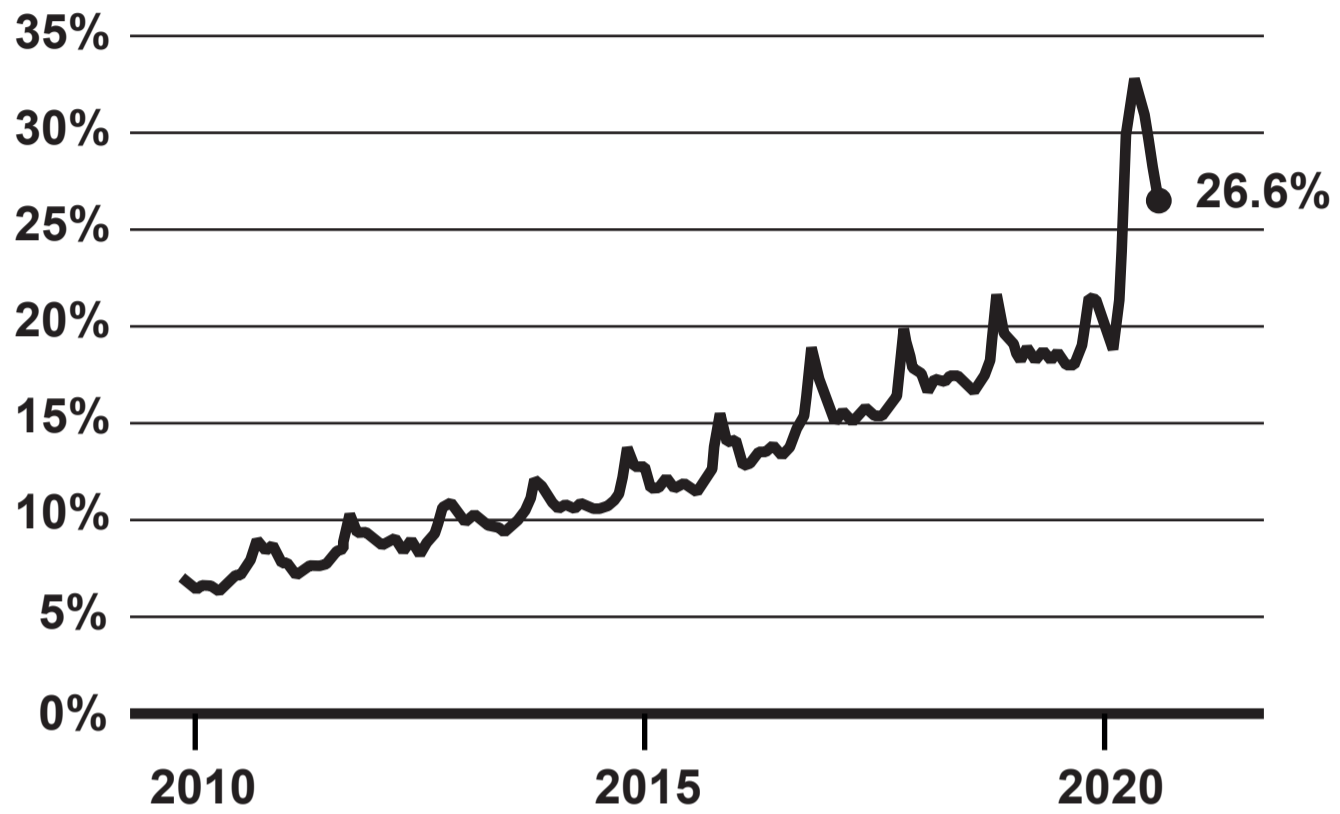






**FIGURE 1: ONLINE SPENDING IN THE UK**

**Online sales  
as a percentage  
of total retail sales**



Source: Office for National Statistics

**FIGURE 2: GROWTH RATE IN TOTAL RETAIL SALES (HIGH STREET AND ONLINE)**

