



GCSE

3510U20-1

MONDAY, 12 JUNE 2023 – AFTERNOON

BUSINESS

Unit 2: Business Perceptions

1 hour 30 minutes plus your additional time allowance

Surname _____

First name(s) _____

Centre Number _____

Candidate Number 2 _____

For Examiner's use only

| Question | Maximum Mark | Mark Awarded |
|-----------------|---------------------|---------------------|
| 1(a)(i) | 2 | |
| 1(a)(ii) | 1 | |
| 1(b) | 1 | |
| 1(c) | 1 | |
| 1(d) | 1 | |
| 1(e) | 4 | |
| 1(f) | 6 | |
| 1(g) | 4 | |
| 1(h) | 10 | |
| 2(a) | 1 | |
| 2(b) | 4 | |
| 2(c)(i) | 1 | |
| 2(c)(ii) | 1 | |
| 2(d) | 3 | |
| 2(e) | 6 | |
| 2(f) | 4 | |
| 2(g) | 10 | |
| 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. If you run out of space, use the additional page(s) at the back of the booklet, taking care to number the question(s) correctly.

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**

(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 60.

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

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

1. (a) (i)

**Calculate the percentage change in sales revenue
for McDonald's between 2015 and 2021. [2 marks]**

**(ii) Explain ONE reason for the fall in sales revenue
between 2013 and 2018. [1 mark]**

**(b) Calculate how many franchised restaurants
McDonald's had in 2020. [1 mark]**

(Turn over)

1. (c) State ONE reason why McDonald's may use franchising. [1 mark]

(d) Define what is meant by the term multinational. [1 mark]

(e) Explain TWO possible impacts on the UK from a multinational operating in the UK. [4 marks]

1.

2.

Additional space for Question 1(f) only:

1. (g) Analyse the benefits to McDonald's of using e-commerce and m-commerce. [4 marks]

(Turn over)

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

**2. (a) State what is meant by business enterprise.
[1 mark]**

**(b) Explain TWO consequences of poor
communication in the workplace. [4 marks]**

1. _____

2. _____

2. (c) (i)

Identify ONE way employment law protects employees. [1 mark]

(ii) Explain ONE way employment law can impact on a business. [1 mark]

(d) Using the cash-flow forecast, calculate the following: [3 marks]

(i) Opening bank balance in April

(ii) Turnover in July

(iii) Net cash-flow in September

(Turn over)



END OF PAPER

(Turn over)

