



GCSE – **NEW**

3510U20-1

TUESDAY, 4 JUNE 2019 – AFTERNOON

BUSINESS

Unit 2: Business Perceptions

1 hour 30 minutes plus your additional time allowance

Surname _____

Other Names _____

Centre Number _____

Candidate Number 0 _____

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
1(a)	2	
1(b)	1	
1(c)	6	
1(d)	6	
1(e)	2	
1(f)	3	
1(g)	10	
2(a)	1	
2(b)	4	
2(c)	4	
2(d)	6	
2(e)	3	
2(f)	12	
Total	60	

ADDITIONAL MATERIALS

Resource Material.

A calculator.

INSTRUCTIONS TO CANDIDATES

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.

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.

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

Do not use pencil or gel pen. Do not use correction fluid.

You are advised to spend your time as follows:

Question 1 - about 10 minutes reading the resource material
- about 35 minutes plus your additional time allowance answering the questions

Question 2 - about 10 minutes reading the resource material
- about 35 minutes plus your additional time allowance 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) Calculate the total sales value of women's jeans in the UK in 2017. [2]

(b) State what is meant by the term USP. [1]

1(e) Describe ONE possible reason why Hiut can charge high prices for its jeans. [2]

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

2(a) Using the data in the graph, calculate Bros Carpentry's market share of carpentry businesses in Bala. [1]

2(b) Explain ONE advantage and ONE disadvantage to Bros Carpentry’s CUSTOMERS of having products made using job production. [4]

Advantage:

2(b) Disdvantage:

2(e) Using the cash-flow forecast data, calculate the missing figures for: [3]

July net cash flow;

September opening bank balance;

December turnover.

30

END OF PAPER

