

**ADVANCED SUBSIDIARY GCE UNIT
BUSINESS STUDIES**

Businesses, Their Objectives and Environment

WEDNESDAY 10 JANUARY 2007

2871

Morning

Time: 1 hour

Additional materials: Answer Booklet (8 pages)
Candidates may use calculators in this examination.



INSTRUCTIONS TO CANDIDATES

- Write your name, Centre number and candidate number in the spaces provided on the answer booklet.
- Write your answers in the answer booklet.
- If you use additional sheets of paper, fasten the sheets to the answer booklet.
- Answer **all** questions.
- Read each question carefully and make sure you know what you have to do before starting your answer.

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is 45.
- You will be awarded marks for the quality of written communication where an answer requires a piece of extended writing.

This document consists of **6** printed pages and **2** blank pages.

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Answer **all** questions.

- 1 Outline **two** ways in which technology might affect the operation of Steve's business. [4]
- 2 Analyse possible effects of the information in Fig. 1 on Steve's business. [9]
- 3 **Other than through the imposition of quotas on commercial fishing**, evaluate how the government might affect Steve's business. [14]
- 4 State **two** stakeholders who have benefited from the survival of Steve's business. [2]
- 5 Steve has now identified two possible business objectives:
 - to break even at his current location;
 - to achieve growth through the purchase of Gerry's shop.Discuss the appropriateness of these objectives for Steve's business. [14]

Business Studies

Advanced GCE A2 7811

Advanced Subsidiary GCE AS 3811

Mark Schemes for the Units

January 2007

3811/7811/MS/R/07J

General Marking Instruction

- 1 The paper is to be marked to AS standard.
 - 2 Marking should be positive: marks should not be subtracted for errors or inaccuracies.
 - 3 In assessing quantitative answers the "own figure rule" (OFR) must be applied, ie a candidate must be given credit for calculations which, though wrong, are consistent with an earlier error.
 - 4 Candidates should be regarded as achieving the highest level of response which accurately describes their answer. They do not necessarily pass through all lower levels of response.
 - 5 Sections in bold refer to possible issues/content that the candidate might use. These are neither exhaustive nor necessarily required.
 - 6 Up to 2 marks will be awarded for quality of written communication, which in this context refers to:
 - (a) the clarity of the candidates' expression,
 - (b) the structure & presentation of ideas,and (c) their grammar, punctuation and spelling.
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- 2 Where the demonstration of communication is as good as could be expected under time constrained examination conditions,
 - 1 where the candidate's demonstration of communication is good in terms of clarity of expression

OR structure and presentation of ideas,

OR the grammar, punctuation and spelling,
are sound in the other regards
 - 0 where the clarity of the candidate's expression

OR structure and presentation of ideas,

OR the grammar, punctuation and spelling,
are such as to detract from the quality of the answer.