

Please check the examination details below before entering your candidate information

Candidate surname	Other names
Centre Number	Candidate Number
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**Pearson Edexcel International GCSE (9–1)**

**Friday 2 June 2023**

Afternoon (Time: 1 hour 30 minutes)	<b>Paper reference</b>	<b>4CM1/02</b>
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**Commerce**

**PAPER 2: Facilitating commercial operations**

<b>You do not need any other materials.</b>	Total Marks
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### Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided  
– *there may be more space than you need.*
- You must **show all your working out** with **your answer clearly identified** at the **end of your solution**.

### Information

- The total mark for this paper is 80.
- The marks for **each** question are shown in brackets  
– *use this as a guide as to how much time to spend on each question.*
- Calculators may be used.

### Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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**Pearson**

## SECTION A

Answer ALL questions. Write your answers in the spaces provided.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

- 1 (a) Which **one** of the following is a request for payment?

Select **one** answer.

(1)

- A A receipt
- B An order
- C A quotation
- D An invoice

- (b) Which **one** of the following is a function of a stock exchange?

Select **one** answer.

(1)

- A To guarantee high dividends for shareholders
- B To own a wide range of shares
- C To trade shares
- D To issue standing orders

- (c) Define the term **postal order**.

(1)

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(d) Define the term **store card**.

(1)

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(e) *Frais Caprices* is a business in Morocco, Africa. It produces Moroccan sauces made from locally supplied vegetables. It then sells these to restaurants. It has borrowed €178 000 from the European Central Bank to improve, promote and export its products to France in Europe where there is a growing trend to eat more vegetarian food.

(i) State **one** way *Frais Caprices* could change its packaging to appeal to customers of vegetarian food in France and Europe.

(1)

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(ii) State **one** reason why *Frais Caprices* might choose to promote itself by sending leaflets to restaurants in France.

(1)

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Figure 1 shows some financial information for *Frais Caprices*.

2021	€
Profit for the year	25 000
Capital employed	75 000

Figure 1

(iii) Calculate, to two decimal places the Return on Capital Employed (ROCE) for *Frais Caprices* in 2021. You are advised to show your working.

(2)

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(f) Explain **one** benefit to small businesses of offering informal credit to their customers.

(3)

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(g) Explain **one** benefit to a business of having its own fleet of trucks.

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2 (a) Which **one** of the following is the purpose of a bonded warehouse?

Select **one** answer.

(1)

- A** To sell goods directly to retailers
- B** To store imports before payment of taxes
- C** To freeze a range of foods in lorries
- D** To sell imported goods direct to the public

(b) Which **one** of the following is an example of informative advertising?

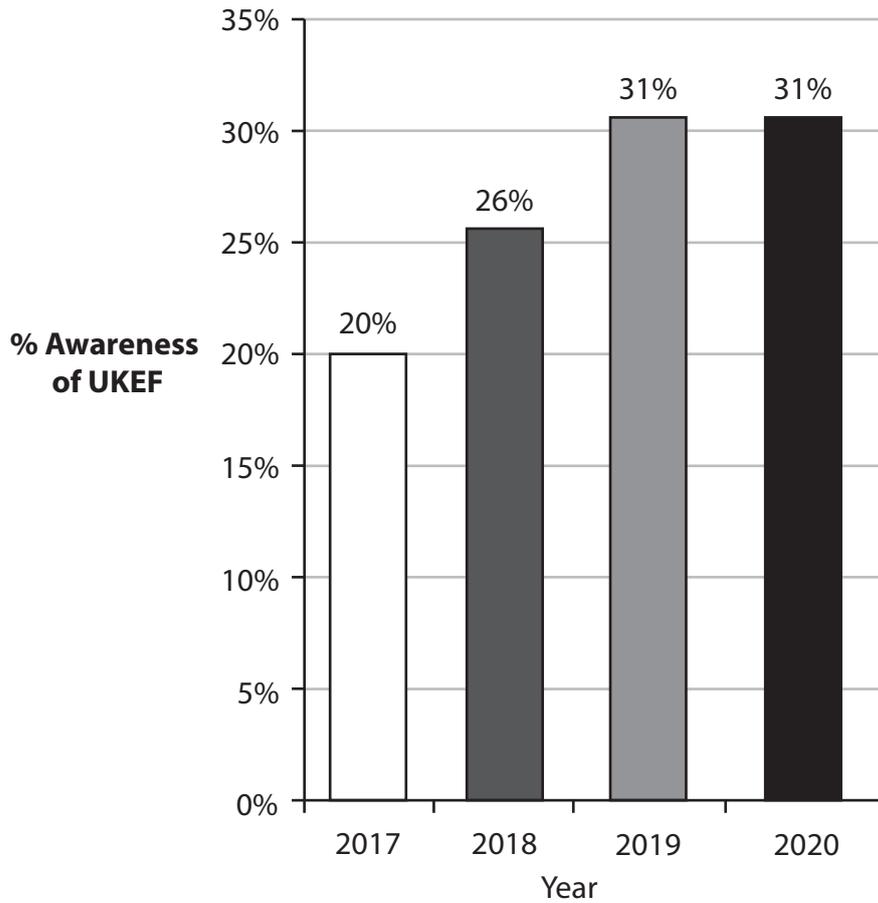
Select **one** answer.

(1)

- A** *Microsoft* advertising how to use its latest version of Windows
- B** *Adidas* using David Beckham to endorse its Christmas range of sportswear
- C** Hotel groups in Thailand sharing advertising in foreign travel journals
- D** *Facebook* persuading businesses it can build brands better than *Twitter*



- (c) **Figure 2** shows the percentage of small and medium size businesses that know that the UK Export Finance (UKEF) helps exporters.



**Figure 2**

- (i) Identify the year with the lowest percentage of businesses aware of UKEF. (1)
- 
- (ii) Identify the year in which awareness of UKEF was 5% higher than the previous year. (1)
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(Total for Question 2 = 20 marks)

**TOTAL FOR SECTION A = 40 MARKS**



## SECTION B

Answer ALL questions.

Read the following extract before answering the questions.

Write your answers in the spaces provided.

*Fujitsu* is a leading global information and communication technology (ICT) business in Japan. It manufactures technological products including a wide range of computers that it sells to individuals, retailers and businesses around the world.

It has 130,000 employees and millions of customers in 180 countries.

*Fujitsu* sponsors the 'Women in Tech Excellence Awards' to recognise and encourage the development of technological skills in women. These awards recognise top-performing women in the technology industries and inspire younger women looking to build a career in these industries.

*Fujitsu* uses videoconferencing. One use is to provide training for businesses that *Fujitsu* sells complete computer systems to. Another use is to encourage employees to consult with their colleagues around the world by videoconference.

3 (a) Which **one** of the following is a disadvantage of teleconferencing?

Select **one** answer.

(1)

- A Technical problems may interrupt a meeting
- B The meeting can be recorded on the computer
- C It takes a long time to organise a teleconference
- D Food and drinks have to be provided to the attendees

(b) Which **one** the following is a reason why *Fujitsu* might like to write a letter to the winners of the 'Women in Tech Excellence Awards'?

Select **one** answer.

(1)

- A To save the cost of electronic communication
- B To ensure there are no spelling errors
- C To show its appreciation of their success
- D To ensure the letter is received on time

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(c) State **one** reason *Fujitsu* sponsors the 'Women in Tech Excellence Awards'.

(1)

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(d) Complete the Receipt to show the missing amounts.

Currys Electricals  
Kidderminster  
Worcestershire  
UK

VAT No 875513

CODE 25638	Fujitsu SP-112ON Document Scanner
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Quantity	Nett	20% VAT	Gross
1	203.99	(i) .....	244.79
			<b>£</b>
		<b>Total due</b>	244.79
		<b>Cash paid</b>	(ii) .....
		<b>Change</b>	5.21

RECEIPT NO: 030352428

**Thank you**

**Till: 0303****19/11/2021**

(2)

**Figure 3**



(e) Analyse why *Fujitsu* uses videoconferencing to train its business customers.

(6)

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**(Total for Question 3 = 20 marks)**

**TOTAL FOR SECTION B = 20 MARKS**



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**SECTION C**

**Answer ALL questions.**

**Read the following extract before answering the questions.**

**Write your answers in the spaces provided.**

*FTLO Travel* sells holidays online to customers around the world. It targets 25–39 year-olds, many of whom are travelling alone. It offers exciting international travel experiences to groups of people who have similar interests and a desire to explore new places.

Users of the *FTLO Travel* website fill out a questionnaire that identifies their travel interests. *FTLO Travel* then uses this information to plan trips. It puts these planned trips on its website so that anyone interested can book them. *FTLO Travel* emails details of these trips to selected potential customers.

*FTLO Travel* customers book their travel on its website. They must use a credit card to pay for their booking.

- 4** (a) Outline **one** benefit to *FTLO Travel* of receiving completed questionnaires from interested online customers.

(2)

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(b) Analyse why *FTLO Travel* insists customers use a credit card for payment of their booking.

(6)

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*FTLO Travel* customers may have been attracted to its website having visited *Facebook, Pinterest, Instagram, LinkedIn* or by their friends. Once on the website, potential customers can enjoy videos and read reviews of past trips.

In 2022, sales of trips had gone up over 200% compared with the number of trips sold in 2019.

- (c) Evaluate how social media helps *FTLO Travel* to improve its sales. You should use the information provided and your own knowledge of commerce in your answer.

(12)

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(Total for Question 4 = 20 marks)

**TOTAL FOR SECTION C = 20 MARKS**  
**TOTAL FOR PAPER = 80 MARKS**

**Source information**

<https://ebrdgeff.com/morocco/projects/modernisation-of-a-sauce-production-unit-for-a-moroccan-agri-food-sme/>

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