

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 source of short-term finance?

Select **one** answer.

(1)

- A Debentures
- B Factoring
- C Company shares
- D Venture capital

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

Select **one** answer.

(1)

- A An invoice
- B An advice note
- C An enquiry
- D A receipt

(c) Define the term **bank giro (credit transfer)**.

(1)

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(d) Define the term **hire purchase**.

(1)

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(e) *Blue Bottle Coffee* started in 2017, selling takeaway coffee and roasted coffee beans.

(i) State **one** benefit for *Blue Bottle Coffee* of having a bank account.

(1)

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(ii) State **one** way *Blue Bottle Coffee* could benefit from trade credit.

(1)

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Figure 1 shows some details of roasted coffee beans bought by *Blue Bottle Coffee* in 2023 on credit.

Credit	Interest rate per year
\$7 500	8%

Figure 1

(iii) Calculate the interest *Blue Bottle Coffee* will be charged in 2023. You are advised to show your working.

(2)

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(f) Explain **one** benefit to a customer of using a credit sale.

(3)

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(g) Explain **one** benefit to a customer of having a savings account.

(3)

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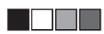
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Blue Bottle Coffee now has coffee shops all over the US and a global website that sells coffee to online customers. It aims to support customer concerns about the environment.

It has introduced a range of EcoCups for shop customers and those who want a takeaway coffee. The EcoCup is made from natural materials that result in less waste when customers dispose of their cups.

Most *Blue Bottle Coffee* is organic. This means its suppliers must grow the coffee beans using organic methods.

(h) Analyse how increasing concern about environmental matters might impact on the way *Blue Bottle Coffee* advertises its products.

(6)

Area with horizontal dotted lines for writing the answer to question (h).

(Total for Question 1 = 20 marks)



2 (a) Which **one** of the following is a bulk carrier?

Select **one** answer.

(1)

- A** A cruise liner carrying passengers
- B** A container ship transporting containers
- C** A single deck ship carrying one type of cargo
- D** A ferry transporting people across a large river

(b) Which **one** of the following products would a warehouse stock in large quantities to meet seasonal demand?

Select **one** answer.

(1)

- A** Reading glasses
- B** Sunglasses
- C** Toothpaste
- D** Baby soap

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(c) **Figure 2** shows the number of letters posted in five regions in 2020.

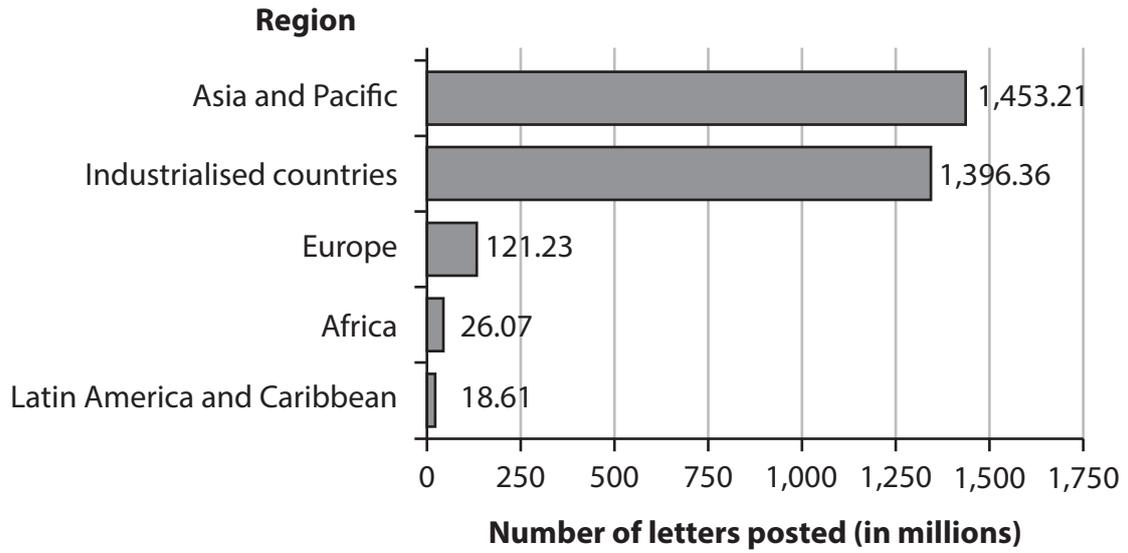


Figure 2

(i) Identify the region with the largest number of posted letters. (1)

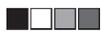
(ii) Identify how many letters were posted in Africa in 2020. (1)

(d) Define the term **dividend**. (1)

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(e) Explain **one** benefit to a business of using crowdfunding to finance a new project.

(3)

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(f) Explain **one** reason why a business has minutes of its meetings.

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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.**

Whole Kids is a family business in Australia. It makes luxury, organic and healthy foods for babies and children. Its products are available in major retail outlets across Australia. *Whole Kids* exports to the Middle East and Asia where buyers use different currencies. It is planning to start exporting to China. As global shopping patterns have changed, *Whole Kids* has launched its own ecommerce site.

- 3 (a) Which **one** of the following is a consular service?

Select **one** answer.

(1)

- A** A chamber of commerce
- B** A trade organisation
- C** A government
- D** An office assisting people abroad

- (b) Which **one** of the following approaches to advertising would *Whole Kids* use to say its baby food is better than its rivals?

Select **one** answer.

(1)

- A** Collective
- B** Persuasive
- C** Competitive
- D** Informative

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(c) State **one** banking service *Whole Kids* may use when making business trips abroad.

(1)

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(d) Complete the quotation below to show the missing amounts.

Item	Description	Quantity	Unit price \$	Total \$
AO11	Banana and apple frooshies	(i)	6.95	1 668.00
BF23	Organic vanilla cookies	480	2.95	1 416.00
Total due				(ii)

Figure 3

(2)

(e) Analyse how an overseas agent could help *Whole Kids* successfully export to China.

(6)

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(Total for Question 3 = 20 marks)

TOTAL FOR SECTION B = 20 MARKS



SECTION C

Answer ALL questions.

Read the following extract before answering the questions.

Write your answers in the spaces provided.

Nike sells sportswear including running shoes and football kits to retailers across the world. Its brand is well known and in high demand. As internet shopping has become more popular, *Nike* now sells direct to customers through its online store. It aims to further develop this ecommerce site.

Nike has opened several regional distribution warehouses across the US and Europe. These are used when selling direct to customers.

Four distribution warehouses are now open across the US. Deliveries are often made by road. *Nike* opened a new regional distribution warehouse in the south of Europe to support its warehouse in Belgium in northern Europe.

- 4 (a) Outline **one** benefit to *Nike* of delivering its products by road in the US.

(2)

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(b) Analyse why *Nike* has increased the number of regional distribution warehouses it operates.

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Nike aims to be digitally connected with its customers. It has created Nikeland, a free digital world of sport.

Visitors to Nikeland can test their skills competing in various mini-games. If a visitor wants to play football, they can dress their digital person in the latest *Nike* sportswear kits and experience a digital game. Players in Nikeland games win ribbons and medals. There is a Nikeland tool kit that creative visitors can use to easily design their own mini-games from interactive sports materials.

(c) Evaluate how Nikeland helps *Nike* promote its ecommerce 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



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BLANK PAGE**Source information**

Q1 adapted from: <https://www.cNBC.com/2019/07/12/blue-bottle-coffee-went-from-single-coffee-cart-to-700-millionbrand.html>

and

<http://magazine-b.com/en/blue-bottle-coffee/>

and

<https://www.americanexpress.com/en-us/business/trends-insights/articles/building-empire-james-freeman-bluebottle/>

and

<https://www.statista.com/topics/1248/coffee-market/#dossierKeyfigures>

Q2 adapted from: <https://lb-aps-frontend.statista.com/statistics/737171/international-letter-post-traffic/>

and

<https://theindianethnicco.com/pages/about-us>

and

<https://yourstory.com/smbstory/mother-daughter-duo-sewed-ethnic-wear-business-home/amp>

Q3 adapted from: <https://www.wholekids.com.au/about-us/>

and

<https://www.foodbusinessafrica.com/australian-organic-childrens-snack-company-whole-kids-to-launch-in-china/>

