Please check the examination details below before entering your candidate information

Candidate surname	Other names

Centre Number | Candidate Number

Pearson Edexcel International Advanced Level

Monday 8 January 2024

Morning (Time: 2 hours)

Paper reference **WBS11/01**

Business

International Advanced Subsidiary
UNIT 1: Marketing and people

You must have:
Source Booklet (enclosed)

Total Marks

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 in Sections A, B and C.
- Answer the questions in the spaces provided
  – *there may be more space than you need.*

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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SECTION A

Read Extract A in the Source Booklet before answering Question 1.

Write your answers in the spaces provided.

1 (a) Define the term 'demand'. (Extract A, line 7)

(2)

In 2022, average incomes in Europe increased by 4% and *Meqnes*' sales in Europe increased from 1,000 travel bags to 1,120 travel bags a week.

(b) Using this data, calculate the income elasticity of demand (YED) for *Meqnes* travel bags.

(4)

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(c) Analyse **two** benefits to *Meqnes* of having strong branding.

(6)

Aesthetics is one element of the design mix.

(d) Discuss the importance of aesthetics to *Meqnes* when designing its products.

(8)

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(e) Assess the benefits to a business, such as *Meqnes*, of using the Boston Matrix to make decisions on its product portfolio.

(10)

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(Total for Question 1 = 30 marks)

TOTAL FOR SECTION A = 30 MARKS

SECTION B

Read Extracts B, C and D in the Source Booklet before answering Question 2.

Write your answers in the spaces provided.

2 (a) Define the term 'social objective'. (Extract B, line 5)

(2)

(b) Using the data in Extract C, calculate to 2 decimal places, the average global revenue for the fast-food market between 2019 and 2022.

(4)

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(c) Analyse **two** factors that may lead to a change in supply in the fast-food market.

(6)

(d) Discuss the benefits for a fast-food business of using emotional branding to promote its products.

(8)

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(e) Assess the likely success of using competitive pricing for a new business entering the fast-food market.

(10)

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(Total for Question 2 = 30 marks)

TOTAL FOR SECTION B = 30 MARKS

SECTION C

Read Extracts E, F and G in the Source Booklet before answering Question 3.

Write your answer in the space provided.

One of *Google*'s goals is to create the happiest workplace in the world.

3 Evaluate the extent to which financial methods of motivation may help *Google* achieve its goal.

(20)

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(Total for Question 3 = 20 marks)

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

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GradeMax

Pearson Edexcel International Advanced Level

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Source Booklet
Do not return this Booklet with the question paper.

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Source for use with Section A

Extract A

About *Meqnes*

Entrepreneur Kamal Jahid was born in Morocco and later studied in Poland. He started his business, *Meqnes*, in Poland with his friend, David Liebers. They both had an interest in fashion and shared a passion for style and elegance.

Meqnes started by producing travel bags which continue to be its best-selling product. They are handmade from the finest Moroccan leather using skilled craftsmanship. Demand for the bags continues to grow.

Meqnes now sells a range of elegant fashion products, and the brand is recognised internationally. Its belts and laptop cases are growing in popularity. Every product is hand-stitched by skilled workers using high quality materials, which can be personalised with the owner's name or initials on request.

During the global health crisis *Meqnes* started to produce face masks. For every mask sold *Meqnes* donated another mask to a senior citizen in Poland.

Meqnes' product portfolio includes:

- travel bags
- belts
- face masks
- laptop cases
- scarves
- credit card holders.

Sources for use with Section B

Extract B

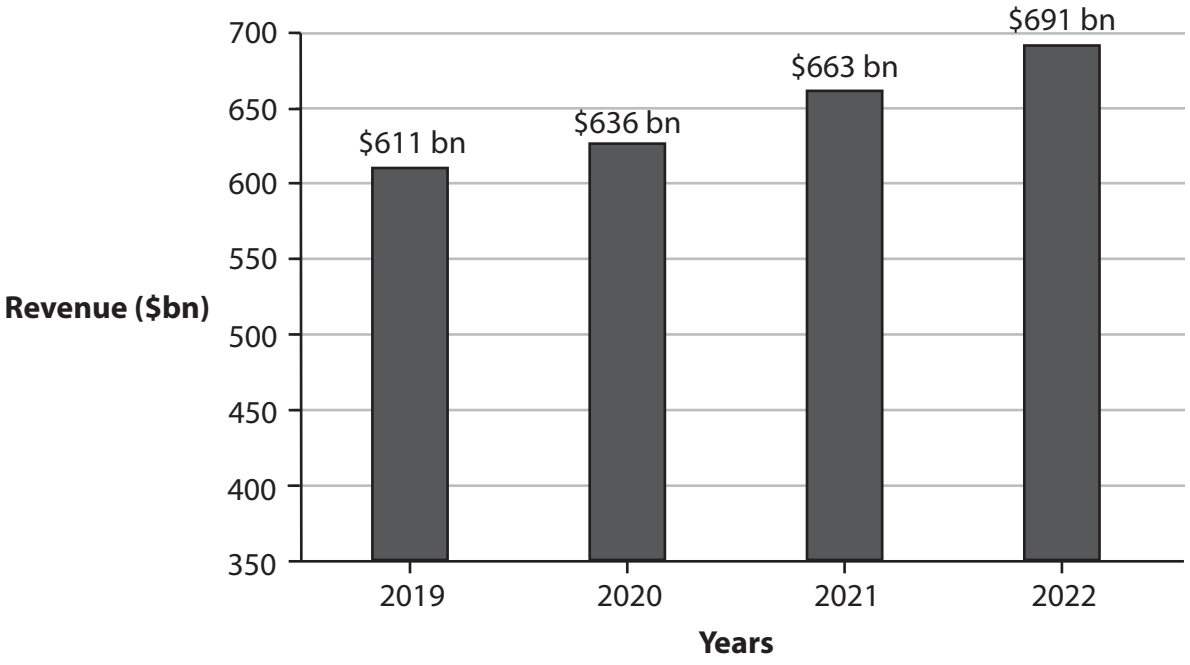
Ethical behaviour in the fast-food market

The fast-food market has been criticised over the years for poor ethical behaviour. Some fast-food businesses are attempting to improve their image by using emotional branding to market themselves as responsible businesses that care for the environment. Many fast-food businesses now refer to social objectives in their publicity and advertising campaigns.

McDonald's has announced a commitment that 100% of its packaging will come from renewable or recycled sources by 2025. *Burger King* has promised to help protect the rainforests that are being destroyed to make way for farm animals. *KFC* announced it will donate any food that would have been wasted to charitable causes.

Extract C

Global revenue for the fast-food market 2019–22



Extract D

Global fast-food market share 2020

Fast-food brand	Global market share
McDonald's	21.4%
Starbucks	7.5%
KFC	2.8%
Subway	2.8%
Domino's	1.6%
Pizza Hut	1.2%
Burger King	1.2%
Others	61.5%

Sources for use with Section C

Extract E

About *Google*

In 1995, students Larry Page and Sergey Brin began the *Google* story at Stanford University. Working in their student rooms, they created a search engine that was originally called Backrub. Today, *Google* provides hundreds of technology services and products that are used by billions of people across the globe. These include YouTube, Android, Gmail and Google Search.

Extract F

Benefits for *Google* employees

The benefits *Google* offers to its employees rank amongst the best of all businesses. One of its goals is to create the happiest workplace in the world. It offers a wide range of financial and non-financial benefits to employees that include:

- healthcare, pension and retirement benefits
- work from home and other flexible working arrangements
- free lunches and snacks
- access to gym and fitness equipment
- the 80/20 rule that allows employees to dedicate 80% of time to their job and 20% working on passion projects that they believe will help the business
- three months, unpaid time off, to work with non-profit organisations and community projects
- bring your dog to work in some offices.

Extract G

The average yearly software engineer salary at *Google* compared to its main competitors

Business	Average software engineer salary (base salary + bonus)
Microsoft	$136 877
Facebook	$119 905
Apple	$172 560
Google	$138 913

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Acknowledgements

Extract A adapted from: https://meqnes.com/pages/the-story-of-meqnes

Extract B adapted from: https://www.ethicalconsumer.org/food-drink/shopping-guide/fast-food-chains

Extract C adapted from: https://www.t4.ai/industry/fast-food-market-share

Extract D adapted from: https://zippia.com/advice/burger-king-statistics/

Extract E adapted from: https://about.google/our-story/

Extract F adapted from: https://perkupapp.com/post/11-awesome-google-benefits-and-perks-for-employees

Extract G adapted from: https://interviewkickstart.com/blog/perks-and-benefits-of-working-at-microsoft