Please check the examination details below before entering your candidate information

Candidate surname	Other names

Centre Number | Candidate Number

Pearson Edexcel International Advanced Level

Thursday 9 January 2025

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.

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SECTION A

Read Extracts A, B, C and D in the Source Booklet before answering Question 1.

Write your answers in the spaces provided.

1 (a) Define the term 'mass market'. (Extract A, line 4)

(2)

In 2022 *Mars Wrigley* made 280 employees redundant.

The average yearly salary for each of these employees was $60 000.

Each of these employees received 15% of their yearly salary as a redundancy payment.

(b) Using this data, calculate the total cost of all the redundancy payments made by *Mars Wrigley* to its 280 employees.

(4)

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(c) Analyse **two** factors, other than price, that may lead to a change in demand for chocolate confectionery.

(6)

(d) Discuss the importance of increasing market share as an objective, to a business such as *Mars Wrigley*.

(8)

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(e) Assess the extent to which *Tony's Chocolonely*'s ethical sourcing may affect the success of its business.

(10)

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(Total for Question 1 = 30 marks)

TOTAL FOR SECTION A = 30 MARKS

SECTION B

Read Extracts E and F in the Source Booklet before answering Question 2.

Write your answers in the spaces provided.

2 (a) Define the term 'empowerment'. (Extract E, line 10)

(2)

The main material used to manufacture baby toys is plastic.

(b) Construct a supply and demand diagram to show the effect on the market for baby toys of an increase in the cost of plastic.

(4)

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(c) Analyse **two** possible non-financial entrepreneurial motives that may have encouraged Mona Ataya to start her business.

(6)

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(d) Discuss the advantages to *Mumzworld* of using online retailing to sell its baby products.

(8)

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(e) Assess whether the use of flexible working by *Mumzworld* is likely to increase employee performance.

(10)

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(Total for Question 2 = 30 marks)

TOTAL FOR SECTION B = 30 MARKS

SECTION C

Read Extracts G and H in the Source Booklet before answering Question 3.

Write your answer in the space provided.

3 Evaluate the extent to which 'Product' is the most important element of the marketing mix for *Dyson*.

(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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Sources for use with Section A

Extract A

The global chocolate confectionery market

Chocolate confectionery is a sweet treat that contains chocolate. In 2022, 7.5 million tonnes of chocolate confectionery were sold globally and the revenue was $62.4bn.

Mars Wrigley, a mass market manufacturer of chocolate confectionery, is the largest global producer by revenue. It produces a wide range of well-known chocolate products including Snickers, Twix, Mars and M&M's.

In 2022 *Mars Wrigley* closed its original factory in Chicago. A total of 280 people were made redundant.

Extract B

Top five global chocolate confectionery businesses, by revenue, in 2022

Business	Revenue $bn
Mars Wrigley	20.0
Ferrero Group	15.3
Mondelez	11.8
Hershey	10.4
Nestlé	7.9

Extract C

Changes in the chocolate confectionery market

The global chocolate confectionery market is being affected by many factors. There was strong growth in the market during the global health crisis, when consumers typically bought more sweet treats.

However, since the global health crisis supplier costs have increased, including the price of cocoa which is the main ingredient in chocolate. This has resulted in many manufacturers, such as *Mars Wrigley*, reducing the size and weight of chocolate bars, whilst keeping them at the same price for the consumer.

The market is being affected by an increase in negative publicity in Europe, which is aiming to raise awareness of the high fat, sugar and salt content in products such as confectionery items.

Extract D

Ethical sourcing in the chocolate market

Tony's Chocolonely is a Dutch business that manufactures and sells chocolate bars. It was started in 2005 by journalist Teun van de Keuken and its chocolate is now sold in many countries.

The aim of *Tony's Chocolonely* is to raise awareness about the inequalities and unfair treatment of workers in the production of chocolate. The word Chocolonely comes from how lonely Teun felt in his campaign to promote ethical sourcing in the chocolate market. He still feels that his competitors do not listen to him about the need to create change in this market.

Tony's Chocolonely ensures that all the cocoa farmers supplying its business are paid a fair price and that child labour is not used on their farms. It continues to attempt to persuade all chocolate manufacturers to do the same.

Sources for use with Section B

Extract E

About *Mumzworld*

Mumzworld is an online business, based in Dubai. It sells clothes, baby strollers, furniture, books and toys for babies and children.

Mumzworld was started in 2011 by Mona Ataya and is now the largest online business selling baby products in the Middle East. It offers over 350,000 products from 6,500 global businesses.

Mona is on the list of the 100 most successful Arab women. She worked for three global businesses before starting *Mumzworld*. Whilst raising her family, she found it difficult to get advice when buying baby products and grew tired of the busy shopping malls. Mona aims to provide empowerment to more women in the Middle East and offers a range of job opportunities to women with families and dependants.

Extract F

Flexible working at *Mumzworld*

Mumzworld offers its employees a flexible working environment. Employees may work part-time, work from home and choose their working hours.

Parents are welcome to bring their children into the office when they need to. Walking into the *Mumzworld* office, it is normal to see children playing or sitting on the bean bags scattered around the office.

Sources for use with Section C

Extract G

About *Dyson*

Dyson, a Singapore based business, was started by inventor and entrepreneur James Dyson. James has devoted his life to solving problems and developing high quality products by using advanced technology. *Dyson* employs scientists and engineers who seek to invent new approaches to traditional household products. The premium-priced product portfolio includes:

- low-energy, cordless and robot vacuum cleaners
- bladeless fans
- low-energy lighting
- high-efficiency hairdryers
- cordless hair straighteners
- electric-car batteries.

Dyson has demonstration stores in 100 major cities where customers can view and test the products. Its products are available to buy in large retail stores and from online stores such as *Amazon*.

Extract H

Promotion at *Dyson*

When releasing new products, *Dyson* holds events where it invites reporters and industry experts to test its innovative products. It does not spend a large amount of money on advertising compared to its competitors. *Dyson* relies on word-of-mouth advertising and customer reviews to promote its products.

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Acknowledgements

Extracts A and B adapted from: https://www.zippia.com/advice/largest-chocolate-companies/

Extract C adapted from: https://www.thegrocer.co.uk/confectionery/cracks-are-beginning-to-show-in-the-global-chocolate-market/681584.article

Extract D adapted from: https://tonyschocolonely.com/uk/en

Extract E adapted from: https://www.mumzworld.com/about-us

Extract F adapted from: https://blog.mumzworld.com/meet-mona-ataya-mumzworld-ceo/

Extract G adapted from: https://www.dyson.co.uk/james-dyson

Extract H adapted from: https://techcrunch.com/2019/03/20/dyson-launches-a-vacuum-with-better-battery