

Write your name here	
Surname	Other names
Pearson Edexcel International GCSE	Centre Number Candidate Number
Commerce	
Tuesday 13 January 2015 – Morning Time: 2 hours	Paper Reference 4CM0/01
A calculator may be used.	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.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 100.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- A calculator 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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Answer ALL questions.

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 Complete the following sentences by inserting only **one** word in each space.

(a) Division of labour is also known as (1)

(b) A economy has both private and public sectors. (1)

(c) The owners of a limited company are called (1)

(d) Celebrity endorsement in advertising is an example of a persuader. (1)

(Total for Question 1 = 4 marks)

2 Using an example in each case, define:

(a) consequential loss insurance (2)

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(b) fidelity guarantee insurance. (2)

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(Total for Question 2 = 4 marks)



- 3** A business has opening stock of £20 000, closing stock of £40 000 and cost of goods sold of £180 000.

Calculate the rate of turnover. Show your working.

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(Total for Question 3 = 2 marks)

- 4** State **two** disadvantages for a customer of shopping online.

1

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2

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(Total for Question 4 = 2 marks)

- 5** Suggest **two** reasons why small businesses find it difficult to raise finance.

1

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2

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(Total for Question 5 = 2 marks)



6 State **two** reasons why retailers have seasonal sales.

1

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2

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(Total for Question 6 = 2 marks)

7 Market research can be classified into desk (secondary) and field (primary).
For each type of market research listed below, classify whether it is an example of desk research or field research by putting a cross ☒ in the correct box below.

Type of Market Research	Desk	Field
(i) Government statistics	☐	☐
(ii) Consumer panel	☐	☐
(iii) Observation	☐	☐
(iv) Trade magazine	☐	☐

(Total for Question 7 = 4 marks)

8 Name the legal document that can be drawn up when a partnership is formed.

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(Total for Question 8 = 1 mark)

9 Identify **two** recent developments in transporting goods.

1

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2

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(Total for Question 9 = 2 marks)

10 Outline **two** benefits of effective communication to a business.

1

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(Total for Question 10 = 2 marks)

11 Give **three** functions of a stock exchange.

1

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2

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3

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(Total for Question 11 = 3 marks)



12 Give **two** features of a franchise.

1

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(Total for Question 12 = 2 marks)

13 Explain how successful advertising can lead to lower prices for goods and services.

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(Total for Question 13 = 4 marks)



- 14** The table below shows the number of people employed in different industries in a country.

Industries	Number of people employed
Agriculture	1,500,000
Commercial services	2,400,000
Construction	600,000
Direct services	1,600,000
Fishing	200,000
Forestry	400,000
Manufacturing	1,200,000
Mining	100,000
Total employed	8,000,000

- (a) (i) Identify **one** primary industry of this country.

(1)

- (ii) Calculate how many people are employed in the secondary sector of production in this country.

(1)

- (iii) Calculate the percentage of the total number of people employed in tertiary activities in this country.

(2)

- (b) Why do you think there has been an increase in the number of people employed in commercial services in this and other countries?

(2)

(Total for Question 14 = 6 marks)



15 The importance of small-scale retailers has been declining over the years because of the rapid growth of supermarket chains in many countries.

(a) Describe **two** differences between small-scale retailers and supermarket chains.

(4)

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(b) Explain why there has been a rapid growth of supermarket chains in many countries.

(5)

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(c) Analyse why it is important for a small-scale retailer to provide personal customer service.

(5)

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(d) Explain **two** ways in which the wholesaler helps to ensure the survival of small-scale retailers

(6)

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(Total for Question 15 = 20 marks)



- 16** The following newspaper advertisement shows details of weekly ZBox Container Services from Chittagong to Chennai in March.

ZBOX CONTAINER SERVICES

Weekly container services from Chittagong to Chennai

Ship name	Voyage No.	Chittagong	Chennai
Neptune	7495	1 March	3 March
Saracen	7496	8 March	10 March
Neptune	7497	15 March	17 March
Saracen	7498	22 March	24 March

Visit our website www.zbox.com OR
Call us on 07843294739

- (a) (i) Suggest **two** ways in which ZBox Container Services could make its advertisement more informative.

(2)

1

2

The advertisement shows two methods of contacting ZBox Container Services.

- (ii) Analyse the method of communication that would be most appropriate if a customer needed to book space on a ship.

(4)

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

- (b) Why is the newspaper a suitable media for advertising this container service?

(4)

This image shows a full page of white paper with ten horizontal dashed lines, typical of primary school handwriting practice paper. The lines are evenly spaced and extend across the entire width of the page. There is no text or other markings on the paper.

(c) Identify **three** features of containers.

(3)

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(d) Explain why containers are used for transporting goods by sea.

(7)

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(Total for Question 16 = 20 marks)

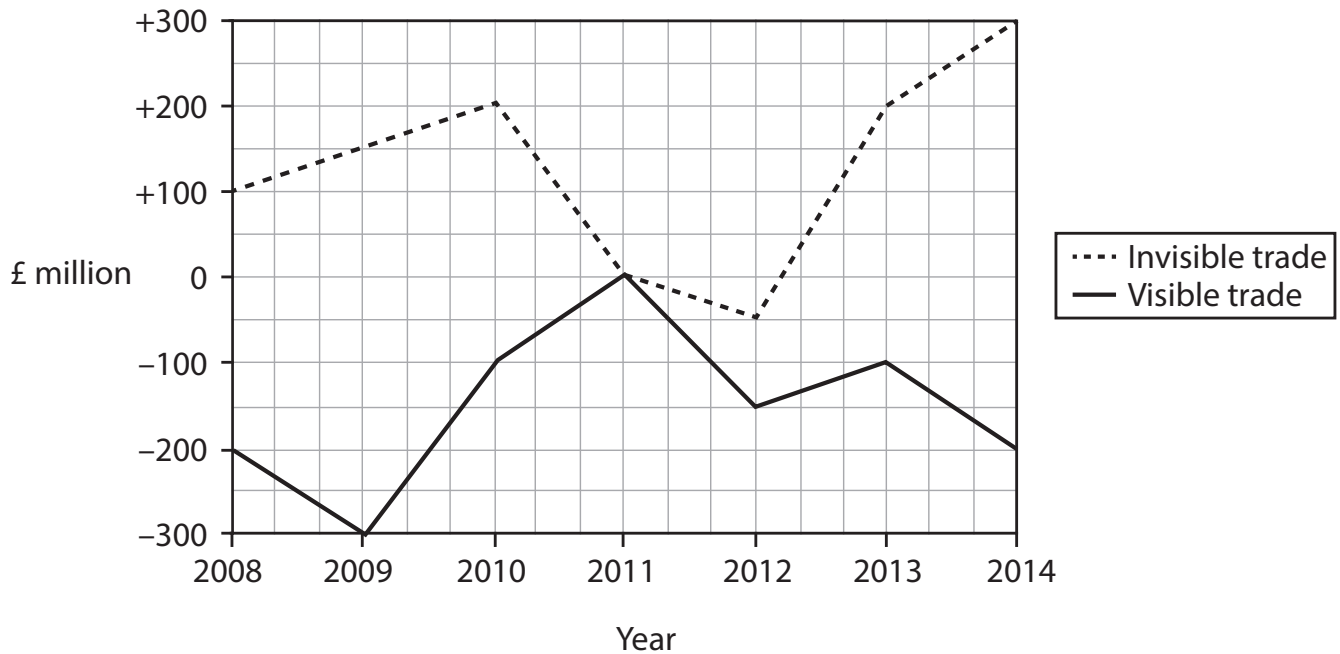


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QUESTION 17 BEGINS ON THE NEXT PAGE.



- 17** The following graph shows a country's balance of payments between 2008 and 2014. Study the graph and answer the questions that follow.

**Balance of Payments
2008 to 2014**



- (a) (i) Identify the year when the visible trade and the invisible trade were the same.

(1)

- (ii) Identify the period between 2008 and 2012 when invisible trade was in deficit.

(1)

- (iii) Calculate the balance of payments on current account for 2014. Show your working.

(2)

(b) Giving an example of **each**, outline the differences between visible and invisible trade.

(4)

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The government is considering a devaluation of its currency in relation to other currencies and also joining a trading bloc.

(c) Explain the possible effects on trade of a devaluation of its currency in relation to other currencies?

(4)

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(8)

TOTAL FOR PAPER = 100 MARKS