

Please check the examination details below before entering your candidate information	
Candidate surname	Other names
Centre Number	Candidate Number
Pearson Edexcel International GCSE (9–1)	
Friday 30 May 2025	
Morning (Time: 1 hour 30 minutes)	Paper reference 4CM1/02
Commerce PAPER 2: Facilitating commercial operations	
You do not need any other materials.	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.*
- 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 ►

P78800A

©2025 Pearson Education Ltd.
Y:1/1/1



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 trading documents is sent to a supplier asking for details about its products?

Select **one** answer.

(1)

- ☐ **A** An order
- ☐ **B** An enquiry
- ☐ **C** An invoice
- ☐ **D** A receipt

- (b) Which **one** of the following is an advantage to a business of buying equipment using hire purchase?

Select **one** answer.

(1)

- ☐ **A** The business will own the equipment immediately
- ☐ **B** Hire purchase is cheaper than buying the equipment outright
- ☐ **C** A large sum does not have to be paid at the start of the agreement
- ☐ **D** The business can decide how much it pays each month

- (c) Define the term **mark-up**.

(1)

.....

.....

.....

- (d) Define the term **price stability**.

(1)

.....

.....

.....

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

- (e) *Virgin Active Australia* (VAA) has fitness gyms in Sydney and Melbourne. It recently closed a gym in Melbourne when its lease ended in 2024. Rents for city properties are very high. The gyms have personal trainers using a wide range of expensive equipment. Personal trainers remove any unpopular equipment to use less electricity.

The gyms are advertised throughout both cities. One method of advertising is using local billboards near the main highways. These show large pictures of people enjoying their fitness training.

- (i) State **one** way VAA has reduced its expenses.

(1)

- (ii) State **one** benefit to VAA of advertising on billboards near the main highways.

(1)

Figure 1 gives brief financial information for *Virgin Active Australia*.

2022 \$million	
Sales revenue	436
Profit for the year	94

Figure 1

- (iii) Calculate, to two decimal places, the profit for the year margin for VAA in 2022. You are advised to show your working.

(2)

.....%

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

(f) Explain **one** benefit to a small business of using a night safe.

(3)

(g) Explain **one** reason why commercial banks lend money to businesses.

(3)



Virgin Active Australia has membership packages to suit the needs of different customers. The monthly charge for *VAA* customers can differ from one month to another. This will depend on the membership package they choose. Customers can upgrade their package at any time. *VAA* encourages its customers to set up direct debits.

(h) Analyse why direct debits may be a good method of payment for *VAA*.

(6)

DO NOT WRITE IN THIS AREA

(Total for Question 1 = 20 marks)



2 (a) Which **one** of the following is a function of central banks?

Select **one** answer.

(1)

- ☐ **A** To issue all the notes and coins circulating in their country
- ☐ **B** To collect and deliver all the mail in the country
- ☐ **C** To offer current accounts to the public
- ☐ **D** To provide ATMs all over the country

(b) Which **one** of the following is the correct formula to calculate the yield on a share that cost \$2.50 and received a dividend of \$0.06?

Select **one** answer.

(1)

- ☐ **A** $\$2.50 \times \0.06×100
- ☐ **B** $\$0.06 \div \2.50×100
- ☐ **C** $\$2.50 + \0.06×100
- ☐ **D** $\$2.50 - \0.06×100

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



(c) **Figure 2** shows the value of global air traffic in billion dollars from 2018–2023.

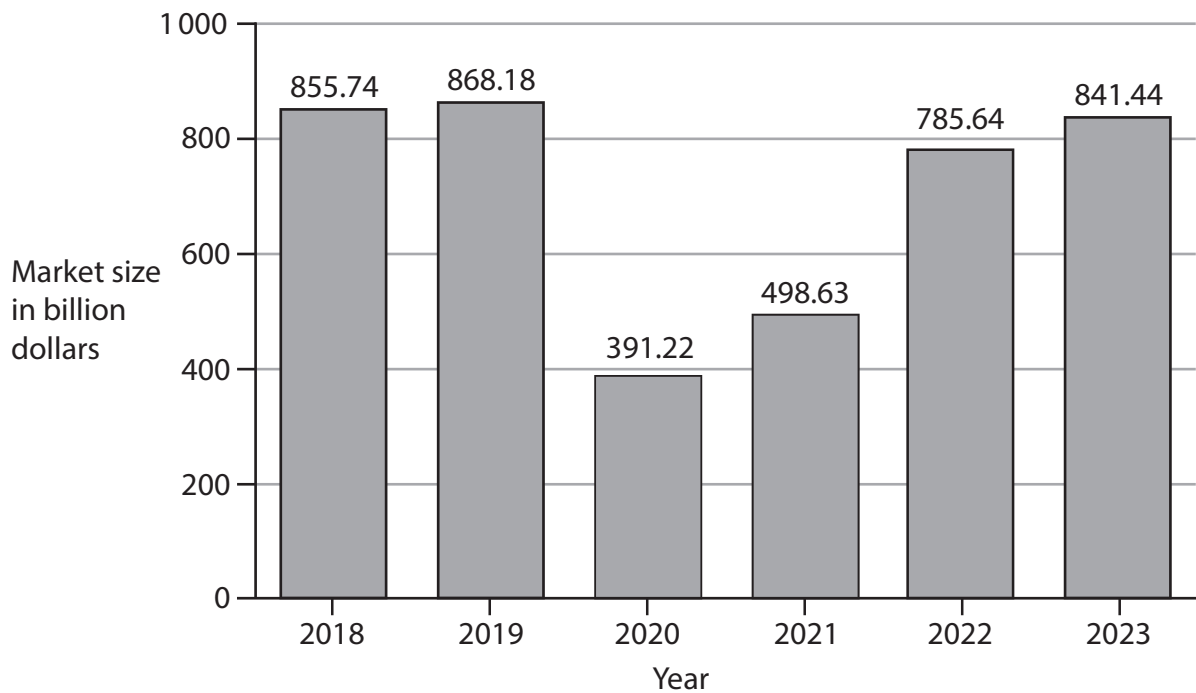


Figure 2

(i) Identify the lowest value of global air traffic in any year.

(1)

(ii) Identify the year with the greatest increase in the value of global air traffic on the previous year.

(1)

(d) Define the term **mortgage**.

(1)



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

(e) Explain **one** benefit to a business of sponsoring famous people.

(3)

(f) Explain **one** way an individual can benefit from having a current account.

(3)



(9)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total for Question 2 = 20 marks)

TOTAL FOR SECTION A = 40 MARKS



SECTION B

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 ☒.

Read the following extract before answering the questions.

Zomato is an Indian food delivery business that has grown rapidly since 2008. *Zomato* has developed a website and an app to attract new customers. Both list the restaurants from which food can be ordered and delivered and where tables can be booked.

Zomato charges restaurants 8% for each order delivered and receipts are given to customers on delivery.

- 3 (a) Which **one** of the following is a written record of what was discussed and decided at a meeting?

Select **one** answer.

(1)

- ☐ **A** A presentation
- ☐ **B** An agenda
- ☐ **C** A telephone call
- ☐ **D** The minutes

- (b) Which **one** of the following is a reason why *Zomato* provides a receipt to its customers.

Select **one** answer.

(1)

- ☐ **A** It will list all the ingredients used in that particular meal
- ☐ **B** Customers can prove what meal they ordered if they need to complain
- ☐ **C** The cost of the meals will not be seen by the restaurants
- ☐ **D** Its competitors will know the most popular meals that are being ordered

Zomato did not pay a dividend to shareholders in 2024.

- (c) State **one** disadvantage to *Zomato* of not paying a dividend to its shareholders.

(1)

.....

.....

.....

(d) Complete the Statement of Account in **Figure 3** to show the missing amounts.

(2)

STATEMENT OF ACCOUNT				
ZOMATO 94 Meghdoot, Nehru Place New Delhi Delhi – 110019				
GULATI RESTAURANT 6 Pandara Road Market New Delhi Delhi – 110003				
20 August 2024			Ref 2764	
Date	Reference	DEBIT	CREDIT	BALANCE
01.03.24	Opening balance			122.23
05.03.24	M209	240.75		(i)
12.03.24	M119	350.00		712.98
21.03.24	Payment		(ii)	340.48
AMOUNT OUTSTANDING				340.48

Figure 3

- (e) Analyse **two** benefits for *Zomato* of having its own transport to deliver online orders to customers.

(6)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



Zomato aims to attract more customers to the expensive restaurants it advertises for the growing number of Indians visiting Delhi. It plans to launch an exciting promotional campaign highlighting the most popular dishes.

Zomato noted that Delhi has over sixteen million listeners to local radio channels.

The advertising cost is 165 rupees per second. This is likely to be one of the cheapest advertising options available to *Zomato*. Advertisements can be very short.

There is widespread access to the internet in Delhi. Many Indian visitors use it to learn about the hundreds of local restaurants from reviews left by customers. They book and pay for their evening meals online.

Zomato is considering the following two options:

Option 1: using the local Delhi radio

Option 2: developing its website and app.

(f) Justify which **one** of these two options *Zomato* should choose.

(9)

DO NOT WRITE IN THIS AREA

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total for Question 3 = 20 marks)

TOTAL FOR SECTION B = 20 MARKS



Answer ALL questions.

Read the following extract before answering the questions.

Write your answers in the spaces provided.

In Asia, many customers pay *Beekman 1802* using mobile devices such as smartphones.

- 4** (a) Outline **one** reason why *Beekman 1802* uses *DHL Express* to deliver its international orders by air.

(2)

- (b) Analyse the benefit to a customer of using a mobile device to pay for their purchases from *Beekman 1802*.

(6)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Handwriting practice area with six horizontal dotted lines.



The vegan beauty industry is expecting worldwide growth from \$17.39 billion in 2022 rising to \$24 billion in 2028. Many customers only want to use vegan skincare. This trend is rising fastest in 30–45 year old women in America, Europe, Britain and Australia.

Beekman 1802 developed a vegan skincare range. It invited two thousand 30–45 year old women to be the faces of the new launch. *Beekman 1802* partnered with celebrities on *Tik Tok*, a social media site popular with 30–45 year old women. It sold out of most of the new products and had its highest one-week sales ever.

- (c) Evaluate the impact of changing consumer preferences on the way *Beekman 1802* advertised its vegan skincare range. You should use the information provided and your own knowledge of commerce in your answer.

(12)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total for Question 4 = 20 marks)

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



BLANK PAGE**Source information:**

Q1 adapted from

(ei) (eii) <https://www.google.com/search?client=firefox-b-d&q=virgin+active+australia+financial+results+2023>
and

Integrated Annual report 2023

(eiii) <https://www.google.com/search?client=firefox-b-d&q=virgin+active+australia+financial+results+2023>
and

<https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=http://brait.investoreports.com/wp-content/uploads/2023/06/Brait-PLC-31March2023-Audited-Final-Results-Booklet.pdf&ved=2ahUKEwiH-IWh5eqJAxWLXEEAHTdelo0QFnoECBoQAQ&usg=AOvVaw2hNFjNb-cviREafqI04kaF>
and

Integrated Annual report 2023.Brait.pdf

(h) <https://www.virginactive.com.au/>

Q2c(i) and (ii) adapted from

<https://www.statista.com/statistics/1110342/market-size-airline-industry-worldwide/>

Q2g adapted from

<https://www.theafricaceoforum.com/en/ressources/mbokodo-putting-women-first-in-south-african-construction/>

Q3 stem adapted from

<https://www.zomato.com/investor-relations> and <https://www.elluminatiinc.com/how-zomato-works-business-model-revenue-insights/>

Q3c adapted from

<https://www.google.com/finance/quote/ZOMATO:NSE>

Q3f adapted from

<https://www.zomato.com/investor-relations> and <https://www.statista.com/statistics/1312459/india-leading-radio-stations-in-delhi/> and <https://www.bookmyad.com/services/radio>

Q4 adapted from

Stem: <https://www.google.com/search?client=firefox-b-d&q=beekman+1802+about+us>

Q4c adapted from

<https://www.vegansociety.com/news/news/body-shop-becomes-first-global-beauty-brand-100-vegan-product-formulations-certified-vegan-society>
and

<https://www.globalcosmeticsnews.com/beekman-1802-unveils-vegan-bio-milk-revolution-a-gen-z-skincare-game-changer/>

