

Please check the examination details below before entering your candidate information

Candidate surname

Other names

**Pearson Edexcel
International GCSE**

Centre Number

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Candidate Number

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Thursday 16 May 2019

Afternoon (Time: 1 hour 30 minutes)

Paper Reference **4BS1/01R**

Business

Paper 1: Investigating small businesses

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.*

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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FORMULAE FOR INTERNATIONAL GCSE BUSINESS STUDIES

Gross profit margin:

Gross profit = revenue – cost of sales

$$\text{Gross profit margin} = \frac{\text{gross profit}}{\text{revenue}} \times 100$$

Operating profit margin:

Operating profit = gross profit – other operating expenses

$$\text{Operating profit margin} = \frac{\text{operating profit}}{\text{revenue}} \times 100$$

Mark up:

$$\text{Mark up} = \frac{\text{profit per item}}{\text{cost per item}} \times 100$$

Return on capital employed (ROCE):

$$\text{ROCE} = \frac{\text{operating profit}}{\text{capital employed}} \times 100$$

Current ratio:

$$\text{Current ratio} = \frac{\text{current assets}}{\text{current liabilities}}$$

Acid test ratio:

$$\text{Acid test ratio} = \frac{\text{current assets} - \text{inventory}}{\text{current liabilities}}$$

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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 *Lavender*, a Malaysian business, started with bakery, patisserie and takeaway shops. It has now developed into several other businesses. *L.café* is a self-serve café selling a variety of cakes and drinks. *L.bistro* is a casual dining place with a selection of Asian foods. *L.table* is a formal restaurant that uses high quality and organic ingredients.

(Source adapted from: <https://www.lavender.com.my/about-us-c1kfx>)

- (a) (i) Which **one** of the following would be a source of finance that could be used for a cash flow problem? (1)

Select **one** answer.

- A Venture capital
- B Overdraft
- C Debenture
- D Leasing

- (ii) Which **one** of the following is a phase of the product life cycle? (1)

Select **one** answer.

- A Star
- B Place
- C Maturity
- D Branding

- (iii) Which **one** of the following is an example of a fixed cost for *Lavender*? (1)

Select **one** answer.

- A Flour used in the cakes
- B Packaging used for *Lavender's* cakes
- C Sugar used in production
- D Rent for *Lavender's* businesses



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(iv) When a business employs a new member of staff, part of their induction training would include:

(1)

Select **one** answer.

- A Health and safety
- B Total Quality Management
- C Off-the-job training
- D Government schemes

Lavender buys 150 kilograms (kgs) of yeast from Germany at a cost of €2 250.

The exchange rate is €1 = 5 Malaysian Ringgits (MYR).

(v) How much does *Lavender* pay in MYR for the yeast?

(1)

Select **one** answer.

- A 750
- B 2 250
- C 11 250
- D 337 500

Lavender calculates the cost of the cakes it makes. The weekly fixed cost is 759 MYR. The variable cost per cake is 4.70 MYR.

(vi) Calculate the total cost of selling 1,650 cakes in a week.

(1)

Select **one** answer.

- A 2 413.70
- B 3 567.30
- C 7 755.00
- D 8 514.00

(b) Define the term **short-term finance**.

(1)

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(c) Define the term **above the line promotion**.

(1)

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(d) State **one** reason *Lavender* would recruit internally.

(1)

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Lavender are offering a discount of 15% if customers buy 25 cakes. Each cake costs 12 MYR.

(e) Calculate the cost of buying 25 cakes. You are advised to show your working.

(2)

..... MYR

(f) Explain **one** advantage of being a franchisee.

(3)

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(g) Analyse why customer satisfaction might be important to *Lavender*.

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(Total for Question 1 = 20 marks)

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2 (a) State **one** non-financial method of motivating staff at *Lavender*.

(1)

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(b) State **one** function of the finance area in *Lavender*.

(1)

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(c) Explain **one** way a business can use penetration pricing.

(3)

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(d) Explain **one** reason why a business would have a short span of control.

(3)

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(e) Explain **one** reason why diseconomies of scale may occur in a business.

(3)

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3 Figure 1 is an extract from *Lavender's* Statement of Comprehensive Income. Use the information below and then answer the following questions.

	Bakery (000s MYR)	<i>L.café</i> (000s MYR)	<i>L.bistro</i> (000s MYR)
Revenue	149	75	65
Cost of sales	83	51	33
Gross profit	66	24	32
Gross profit margin	44.3%		49.2%

Figure 1

(a) Define the term **current liabilities**.

(1)

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(b) Outline **one** reason why the revenue is higher for the Bakery shops rather than for *L.café* and *L.bistro*.

(2)

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Lavender already uses a website to promote its products.

(c) Evaluate the benefits to *Lavender* of using other forms of technology to promote its products.

(12)

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Handwriting practice area with 18 horizontal dotted lines.

(Total for Question 4 = 20 marks)

TOTAL FOR PAPER = 80 MARKS



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