

Please check the examination details below before entering your candidate information

Candidate surname

Other names

Centre Number

Candidate Number

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Pearson Edexcel International GCSE

Time 1 hour 30 minutes

Paper
reference

4BS1/02

Business

PAPER 2: Investigating large 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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Q:1/1/1/1



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FORMULAE FOR INTERNATIONAL GCSE BUSINESS

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

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

Markup:

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

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 ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

- 1 The *LEGO* Group is a privately-owned business in Denmark. The business was founded in 1932 by the Kristiansen family. The family still owns it. The name *LEGO* is an abbreviation of two Danish words, 'leg godt' which means 'play well'. It is now one of the world's largest manufacturers of toys with 15 factories and over 18,000 employees around the world.

LEGO manufactures toys, games and art materials for boys and girls of all ages, and products from films such as *Star Wars* and *Harry Potter*. It believes that children are the role models of the future and playing with *LEGO* can support children in a developing and complex world.

- (a) (i) Which **one** of the following shows money coming in and money going out of a business?

Select **one** answer.

(1)

- A A mortgage
- B Break-even
- C Cash flow
- D Profit and loss

- (ii) Which **one** of the following could a person complete when applying for a job?

Select **one** answer.

(1)

- A Application form
- B Shortlisting
- C Job description
- D Person specification

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Figure 1 shows financial information for one of *LEGO*'s suppliers in Danish Krone (DKK).

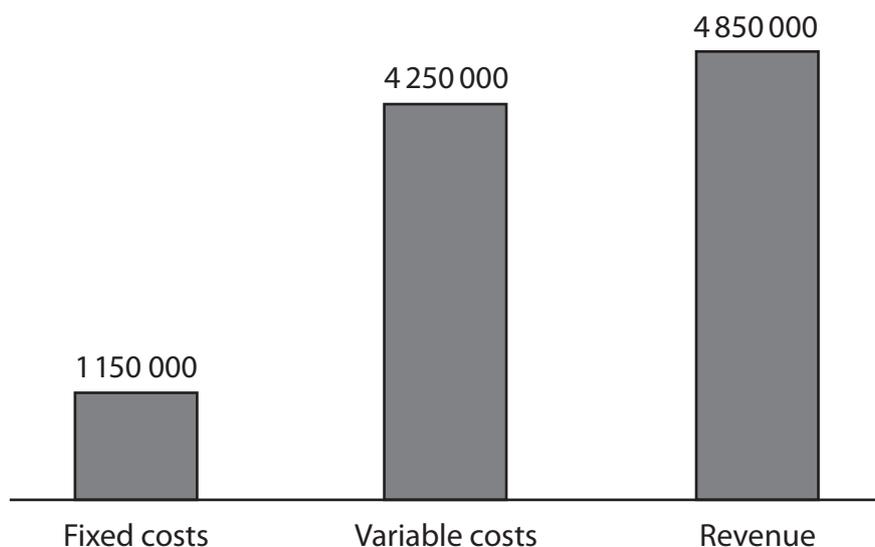


Figure 1

(iii) Which **one** of the following is the correct statement?

Select **one** answer.

(1)

- A** Total costs of 10 250 000
- B** Cash inflow of 3 100 000
- C** Loss of 550 000
- D** Profit of 600 000

(iv) Which **one** of the following is a benefit of being a franchisee?

Select **one** answer.

(1)

- A** Being able to choose your own suppliers
- B** Selling an established brand
- C** Not having to pay interest on a bank loan
- D** Having complete control of the business

LEGO's revenue in 2019 was 38.5 billion DKK. In 2020 it was 40.81 billion DKK.

(v) Which **one** of the following is the percentage increase from 2019 to 2020?

Select **one** answer.

(1)

- A 0.06%
- B 1.06%
- C 2.31%
- D 6%

(vi) Which **one** of the following functional areas could help employees who had a problem with their wage?

Select **one** answer.

(1)

- A Production
- B Finance
- C Marketing
- D Sales

(b) Define the term **break-even**.

(1)

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(c) Define the term **public corporation**.

(1)

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(d) State **one** benefit for *LEGO* of having a short span of control.

(1)

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LEGO sells pineapple pencil holders for 148.00 DKK. The markup is 15%.

- (e) Calculate, to two decimal places, the cost of making the pineapple pencil holders. You are advised to show your working.

(2)

..... DKK

- (f) Explain **one** disadvantage of using questionnaires as a method of market research.

(3)

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(g) Analyse the benefits for *LEGO* of being a multinational business.

(6)

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(Total for Question 1 = 20 marks)



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(d) Explain **one** reason why product trials are important to a business.

(3)

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(e) Explain **one** reason why a business complies with health and safety legislation.

(3)

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(Total for Question 2 = 20 marks)



3 *LEGO* ensures its employees are fully prepared to carry out the tasks they are employed for. It looks after and encourages its employees to develop and improve their own skills.

(a) Define the term **delegation**.

(1)

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(b) Outline **one** benefit to *LEGO* of being a privately-owned family business.

(2)

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An employee working in the offices earns 150 000 DKK. In 2020 *LEGO* gave its employees a 4.5% pay increase.

(c) Calculate the employee's new salary. You are advised to show your working.

(2)

..... DKK



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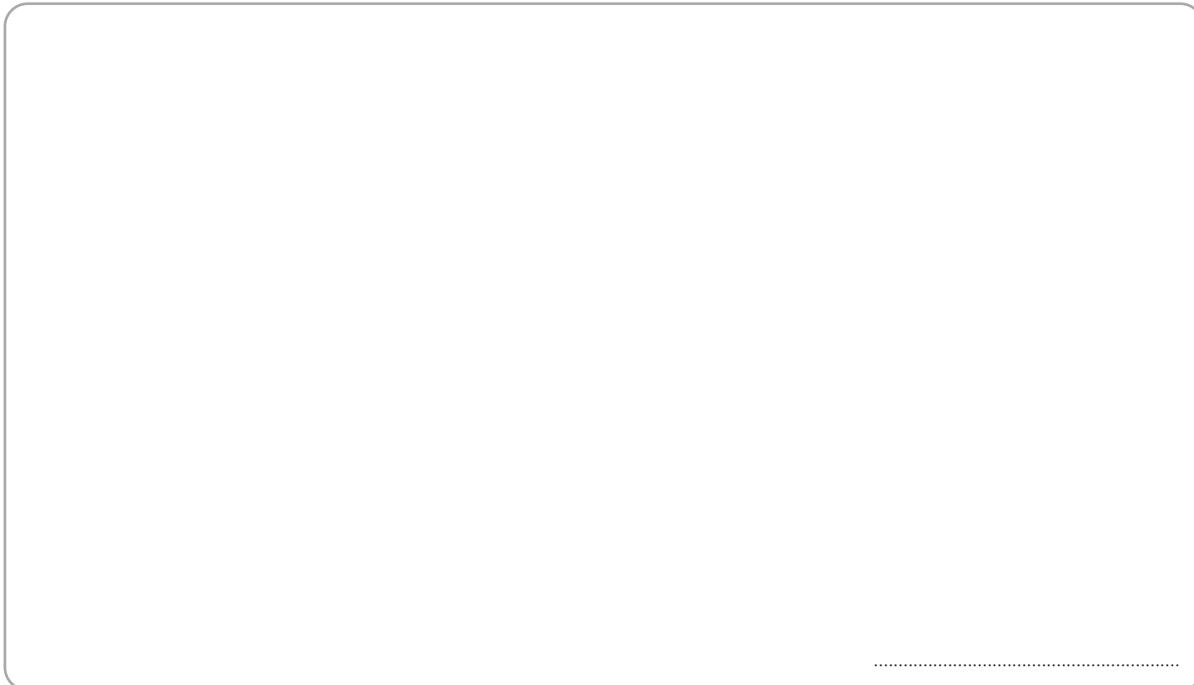
(Total for Question 3 = 20 marks)



4 In 2019 *LEGO* had current assets of 34 946 million DKK and current liabilities of 12 763 million DKK.

(a) Calculate, to two decimal places, the current ratio in 2019. You are advised to show your working.

(2)



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LEGO has progressed from a small carpenter's shop to a global enterprise and has been named 'Toy of the Century' twice.

- (c) Evaluate how *LEGO* has maintained a competitive advantage in the making of toys and games. You should use the information provided as well as your own knowledge of business.

(12)

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(Total for Question 4 = 20 marks)

TOTAL FOR PAPER = 80 MARKS



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