

Please check the examination details below before entering your candidate information

Candidate surname					Other names				
Centre Number					Candidate Number				
Pearson Edexcel Level 3 GCE Friday 17 May 2024									
Morning (Time: 1 hour 30 minutes)					Paper reference		8BS0/01		
Business Advanced Subsidiary PAPER 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.
- 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.*
- You may use a calculator.

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.

SECTION A

Read Extract A in the Source Booklet before answering Question 1.

Write your answers in the spaces provided.

1 (a) What is meant by market research?

(2)

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(b) What is meant by demand?

(2)

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(c) Using the information in Extract A, calculate the income elasticity of demand for oat milk. State your answer to two decimal places. You are advised to show your working.

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(d) Explain **one** way Oatly's marketing decisions could be affected by being in the growth stage of the product life cycle.

(4)



(e) Assess **two** factors which could affect the income elasticity of demand for Oatly's products.

(8)

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(f) Assess the limitations for Oatly of using secondary market research.

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(Total for Question 1 = 30 marks)

TOTAL FOR SECTION A = 30 MARKS



SECTION B

Read Extract B in the Source Booklet before answering Question 2.

Write your answers in the spaces provided.

2 (a) What is meant by product portfolio?

(2)

(b) What is meant by market share?

(2)



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(c) Explain **one** benefit to HECK! of being a private limited company.

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(d) Explain why having a strong brand might be important to HECK!.

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(e) Assess **two** entrepreneurial roles demonstrated by Jamie Keeble that may have been important to the success of HECK!.

(8)

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(f) Assess the importance of using market segmentation when releasing new products for HECK!.

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(Total for Question 2 = 30 marks)

TOTAL FOR SECTION B = 30 MARKS



SECTION C

Read Extract C in the Source Booklet before answering Question 3.

Write your answer in the space provided.

In 2021 Boohoo opened Debenhams Beauty, a physical store on the high street of Manchester. To increase sales in the competitive retail environment, Boohoo could open further Debenhams Beauty physical stores around the UK or focus on increasing its online sales.

- 3 Evaluate these **two** options and recommend which one is most suitable for increasing Debenhams Beauty sales in the competitive retail environment.

(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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Pearson Edexcel Level 3 GCE

Friday 17 May 2024

Morning (Time: 1 hour 30 minutes)

Paper
reference

8BS0/01

Business

Advanced Subsidiary

PAPER 1: Marketing and People

Source Booklet

Do not return this Booklet with the question paper.

Turn over ►

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SECTION A

Read Extract A before answering Question 1.

Extract A

One in three people in the UK drink plant-based milk

In 2020, UK shoppers spent £394m on plant-based milks, made from oats, almonds or soya from brands such as Alpro and Oatly. Amy Price, a senior food and drink analyst at market research company Mintel, said "the demand for plant-based milks was driven by environmental and health considerations."

5

Oat milk has risen in popularity, with sales increasing from £74m in 2019 to £146m in 2020, overtaking sales of almond milk. The interesting and unusual marketing of Swedish brand Oatly has driven the popularity. It sells a variety of oat milk which can be foamed for use in coffee drinks, such as cappuccinos, making it the most popular alternative to cow's milk for many coffee drinkers.

10

Demand for cow's milk has declined by 50% in the last 70 years. Rising incomes could be a factor in the change in demand for cow's milk, although it is still the market leader, with sales of over £3bn. In 2020, the average UK income was £30 800, a 2.31% increase from 2019.

(Source: adapted from https://www.theguardian.com/business/2021/sep/17/britons-drink-plant-based-milk-demand?CMP=fb_gu&utm_medium=Social&utm_source=Facebook#Echobox=1631870547)



SECTION B

Read Extract B before answering Question 2.

Extract B

HECK! plans £3.5m expansion

Sausage and burger manufacturer HECK! was created by Jamie Keeble and his family in 2015. Jamie says the private limited company is “one of the last independent businesses in the UK sausage industry, and our great taste and hands-on approach has made it the number one brand.” The company now has 58% market share in the premium brand sausage market, which also includes brands such as Richmond and Wall’s. 5

Jamie added, “The UK is the biggest snacking market in Europe, with 37% of young people saying they snack instead of having a proper meal.” The company’s latest innovation, Bangin’ Bites, is now stocked in Boots, WH Smith and Tesco. This new addition to the company’s product portfolio is a mini cooked version of its most popular sausages, packaged in portable pots for the growing ‘grab and go’ market. 10

A planned £3.5m expansion will enable HECK! to grow its own herbs and vegetables at its North Yorkshire site. Currently, the herbs and vegetables used in HECK!’s products are being imported from Europe, such as the 10,000 tonnes of basil it buys from Spain each year. 15

(Source: adapted from <https://www.yorkpress.co.uk/news/19318184.heck-food-plans-3-5m-expansion-turn-100m-2025/>)

SECTION C

Read Extract C before answering Question 3.

Extract C

Debenhams online marketplace

Online retailer Boohoo acquired high street brand Debenhams in January 2021, closing all physical stores to focus on its online sales. The new owners planned to create the Debenhams Marketplace, providing fashion, beauty, sports and homeware products in a one-stop online shop.

5

Boohoo has a strong track record of using its expertise in online sales to revitalise traditional brands. Debenhams already had 300 million UK website visits per year and Boohoo hopes the launch of the Debenhams Marketplace will build on this. Boohoo wants the Debenhams Marketplace to cater for the ever-growing demands of consumers who are increasingly looking to find everything they need via a one-stop online shop.

10

Before its sale to Boohoo, Debenhams had been the second largest beauty retailer in the UK with 6 million shoppers. It competed against other high street retailers such as Boots and online-only beauty stores such as Sephora. Some high-profile beauty brands, such as Yves Saint Laurent and Chanel, previously stocked by Debenhams stores, had refused to supply products unless there was a physical store to display them in.

15

(Source: adapted from <https://www.enterprisetimes.co.uk/2021/10/07/boohoo-group-launches-debenhams-online-marketplace/>)