

Surname	Centre Number	Candidate Number
First name(s)		0



GCSE

C510U20-1



O21-C510U20-1



FRIDAY, 26 NOVEMBER 2021 – AFTERNOON

BUSINESS – Component 2

Business Considerations

1 hour 30 minutes

ADDITIONAL MATERIALS

Resource Material.

A calculator.

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

Do not use pencil or gel pen. Do not use correction fluid.

Answer **ALL** questions.

Write your name, centre number and candidate number in the spaces at the top of this page.

Write your answers in the spaces provided in this booklet.

Additional space is provided for some questions within the booklet (if required). If further space is required for any question, you should use the lined page(s) at the end of this booklet. The question number(s) should be clearly shown.

You are advised to spend your time as follows:

Question 1 - about 10 minutes reading the Resource Material
- about 35 minutes answering the questions

Question 2 - about 10 minutes reading the Resource Material
- about 35 minutes answering the questions

INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question or part-question. You are advised to divide your time accordingly.

The total number of marks available is 60.

You are reminded of the need for good English and orderly, clear presentation in your answers.

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
1a	6	
1b	2	
1c	2	
1d	8	
1e	4	
1f	8	
2a	1	
2b	3	
2c	6	
2d	8	
2e	12	
Total	60	

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OCT21C510U20101

1. (a) Explain the financial **and** non-financial rewards Jakub may experience as an entrepreneur. [6]

- (b) Using **Figure 1**, calculate the average profit for Cool Cutz over the 5-year period. (Show your workings.) [2]



- (c) (i) Identify **one** method of secondary market research Jakub could have used when carrying out his secondary market research. [1]

- (ii) Identify **one** method of primary market research Jakub could have used when carrying out his primary market research. [1]

- (d) Analyse the market research data shown in **Figures 2 and 3** and explain its usefulness to Jakub. [8]



Additional space for Question 1(d) only.

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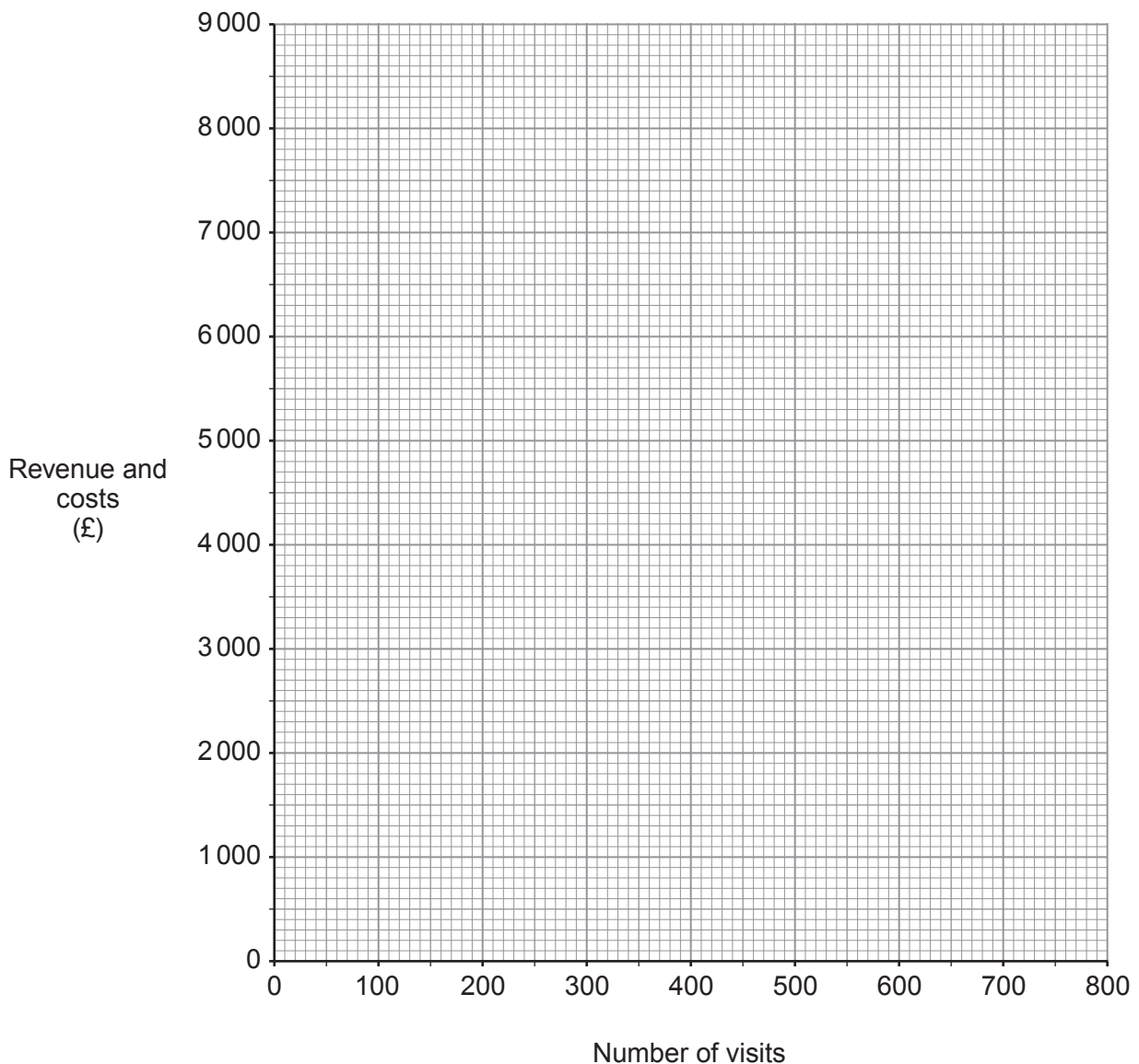
(e) On the break-even chart below **plot** and **label** the:

(i) Fixed costs line [1]

(ii) Total costs line [1]

(iii) Total revenue line [1]

Break-even chart for Cool Cutz in current premises



(iv) Identify the number of visits per month needed to break-even in Jakub's current premises. [1]

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- (f) Advise Jakub on whether to stay in his current premises or move to new premises sited on the main high street of the local town. [8]

Examiner
only

Additional space for Question 1(f) only.



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READ THE CASE STUDY MATERIAL ON QUESTION 2 IN THE RESOURCE MATERIAL BEFORE ANSWERING THESE QUESTIONS

2. (a) Identify Admiral's business ownership. [1]

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(b) (i) Define what is meant by discrimination. [1]

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(ii) Explain why businesses do not discriminate in the workplace. [2]

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(c) Explain **two** benefits to a business of using on-the-job training to train staff. [6]

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[8]





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Additional space for Question 2(e) only.

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