Candidate	Centre	Candidate	
Name	Number	Number	
		2	



GCE AS/A level

1081/01

BUSINESS STUDIES BS1

P.M. MONDAY, 16 May 2011 $1\frac{1}{4}$ hours

For Examiner's Use Only			
Question	Maximum Mark	Examiner's Mark	
1	4		
2	10		
3	12		
4	8		
5	16		
Total	50		

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

Answer all the questions in the spaces provided.

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

INFORMATION FOR CANDIDATES

Mark allocations are shown in brackets.

You are reminded that assessment will take into account the quality of written communication used in answers that involve extended writing (question 5(b)).

Answer all the questions in the spaces provided.

Expla	ain, with the aid of examples, the meaning of the 'public sector'.
	Total Ma
Four Angl Angl	LESEY FARM FOODS years ago, 56 year-old former midwife, Angharad Holmes moved back to her roots esey after inheriting the run-down farm that had been in her family since 1806. Too harad has turned the 70-acre Sarn Fraint farm into a booming organic business, rear
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<i>(b)</i>	Explain the advantages to Angharad of operating in a niche market. [6]

Total Mark

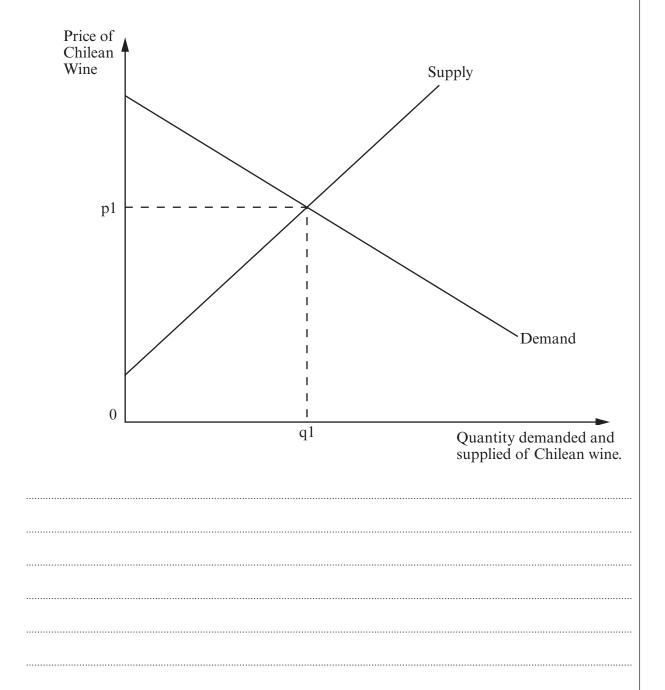
/10

3. CHILE'S WINE INDUSTRY DEVASTATED BY QUAKE

The earthquake on 28 February 2010 destroyed major parts of Chile's Central Valley. Southern ports were closed and, inside dozens of wine stores, a river of wine soaked into the soil. The big wine storage vats toppled over and wine stored in barrels rolled off the racks, cracked open or popped their seals. Initial estimates put the quantity of lost wine at 12% of wine production and 20% of Chile's stored wine, but the true figure is likely to be much higher than this.

Adapted from The Guardian, 04 March 2010

(a) Adapt the diagram below and explain why the price of Chilean wine might rise. [4]



<i>(b)</i>	Explain the factors which might influence the demand for Chilean wine.				

Total Mark

/12

4. There are 62 000 social enterprises in the UK, contributing over £24bn to the economy and employing approximately 800 000 people according to data from the Annual Survey of Small Business UK. Well-known examples of social enterprises include *The Big Issue*, Jamie Oliver's restaurant Fifteen, The Eden Project and the fair-trade chocolate company, Divine Chocolate.



Social enterprises operate in almost every industry in the UK, from health and social care to renewable energy, from retail to recycling, from employment to sport, from housing to education.

Adapted from www.socialenterprise.or		
To what extent are social enterprises different from other types of business?	[8]	

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(1081-01)

5. Sir James Dyson is a British industrial designer. He is best known as the inventor of the bagless vacuum cleaner. Dyson's first product was the Sea Truck, a high-speed watercraft launched in 1970 whilst he was at the Royal College of Art. His next product, the Ballbarrow, was a modified version of a wheelbarrow using a ball to replace the wheel. He then designed the Wheelboat which could travel at speeds of 64 km/h on both land and water.

Dyson recently wrote a report on 'How Britain could be repositioned as Europe's leading hi-tech exporter'. He warned that scrapping Government financial support for research and development (R&D) would damage innovative manufacturers in particular, just as the main political parties are vowing to rebalance the economy away from financial services and towards hi-tech industry. He is concerned about the state of the secondary sector in the UK today.

Adapted from The Guardian 08 March 2010

(a)	Explain why entrepreneurs, like Dyson, are important to the success of business the economy.	and [6]
		,

Consider the vie economy.	ew that the seconda	ary sector is the	most important s	ector of the UK [10]
				Consider the view that the secondary sector is the most important seconomy.

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