

General Certificate of Education
January 2005
Advanced Subsidiary Examination



ASSESSMENT and
QUALIFICATIONS
ALLIANCE

BUSINESS STUDIES
Unit 3

BUS3

Wednesday 12 January 2005 Afternoon Session

In addition to this paper you will require:

- a clean copy of the Case Study (enclosed);
- an 8-page answer book.

You may use a calculator.

Time allowed: 1 hour

Instructions

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is BUS3.
- Answer **all** questions.
- Do all rough work in the answer book. Cross through any work you do not want marked.

Information

- The maximum mark for this paper is 53.
- Mark allocations are shown in brackets.
- You will be assessed on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to use specialist vocabulary, where appropriate. The degree of legibility of your handwriting and the level of accuracy of your spelling, punctuation and grammar will also be taken into account.
- Up to 3 marks will be awarded for the quality of your written communication.

Answer **all** questions.

- 1 Explain how the start-up of *Sounds Perfect Ltd* may have benefited from the use of patents.
(6 marks)
- 2 With the help of the data provided in **Table 1**, outline why the USA was chosen for the export drive (**Section D**).
(6 marks)
- 3 (a) Outline **two** economic trends that have affected the UK economy over recent months.
(4 marks)
(b) To what extent might one or both of these trends affect *Sounds Perfect Ltd*, if **Strategy A** were adopted (**Section F**)?
(11 marks)
- 4 Explain why *Sounds Perfect Ltd* might benefit if Kate and Andy took the time to establish clear company objectives.
(8 marks)
- 5 Discuss whether strategy **A or B** draws more from the strengths of *Sounds Perfect Ltd*, as outlined in the Case Study.
(15 marks)

END OF QUESTIONS