

General Certificate of Education
January 2006
Advanced Subsidiary Examination

BUSINESS STUDIES
Unit 3

BUS3



Thursday 12 January 2006 Afternoon Session

For this paper you must have:

- 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.
3 of these marks will be awarded for the Quality of Written Communication.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers. All questions should be answered in continuous prose. Quality of Written Communication will be assessed in all answers.

Answer **all** questions.

Where appropriate, use examples from the Case Study to support your answers.

- 1 Explain **two** weaknesses in the way in which Nadia set up and operated *Abacus Aromatherapy* in the first three months of trading (**Section A**). (6 marks)
- 2 Analyse **two** possible reasons why Nadia chose to launch her business using a website (**Section A**). (8 marks)
- 3 To what extent do you think that UK and EU law helped or hindered the success of *Abacus Aromatherapy Ltd*? (15 marks)
- 4 Explain **two** ways in which IP plc may have been seen to have behaved unethically. (6 marks)
- 5 Discuss whether the decision to 'Extend sales into Europe' (**Option 2** in **Table 2**) is a suitable way of achieving the company's revised aims and objectives outlined in **Section E**. (15 marks)

END OF QUESTIONS