

General Certificate of Education
January 2007
Advanced Subsidiary Examination



BUSINESS STUDIES
Unit 3

BUS3

Wednesday 10 January 2007 9.00 am to 10.00 am

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 to be marked.

Information

- The maximum mark for this paper is 53.
Three 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** possible problems faced by *Kiki* in attempting to extend its customer base to include the teenage female market segment. (6 marks)
- 2 Explain the possible benefits to *Kiki* of having clear objectives, such as the three objectives outlined in **Section E**. (6 marks)
- 3 To what extent might the SWOT analysis have been useful to Hannah in deciding her new strategy (**Section D**)? (15 marks)
- 4 Analyse **two** possible reasons why *Kiki* might consider its social responsibilities to its existing employees and suppliers. (8 marks)
- 5 Discuss the likely effects on *Kiki*'s European stores of the forecast GDP growth rate **and** the Indian Rupee to the euro exchange rate (**Table 2**). (15 marks)

END OF QUESTIONS