General Certificate of Education
June 2005
Advanced Subsidiary Examination

ASSESSMENT and QUALIFICATIONS ALLIANCE

BUSINESS STUDIES   **BUS3**
Unit 3

Monday 6 June 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.

BUS3

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Answer **all** questions.

1   Outline **two** problems that a tertiary business such as *Jack Lisle* might have in building a customer
    base.   *(6 marks)*

2   Business leaders often criticise the government for excessive regulation of business. Examine the
    case **for** government intervention to protect staff and customers of new small businesses such as
    Jack Lisle.   *(8 marks)*

3   Discuss whether Jack and Ling were right to focus on opportunities rather than threats as they
    developed their businesses.   *(15 marks)*

4   Explain **two** ways in which *Wei Foods Ltd* might try to protect itself from competition. *(6 marks)*

5   Assume that the maximum forecast figures in **Tables 1 and 2** prove correct over the coming
    eighteen months. To what extent might the future of *Wei Foods Ltd* be threatened by the effect of
    any **two** of the six economic variables shown in the tables?   *(15 marks)*

END OF QUESTIONS