

Please check the examination details below before entering your candidate information

Candidate surname					Other names				
Centre Number					Candidate Number				
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Pearson Edexcel International Advanced Level

Time 2 hours

Paper reference **WBS11/01**

Business

International Advanced Subsidiary

UNIT 1: Marketing and people

You must have:
Source Booklet (enclosed)

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions in Sections A, B and C.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 80.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Calculators may be used.

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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SECTION A

Read Extracts A and B in the Source Booklet before answering Question 1.

Write your answers in the spaces provided.

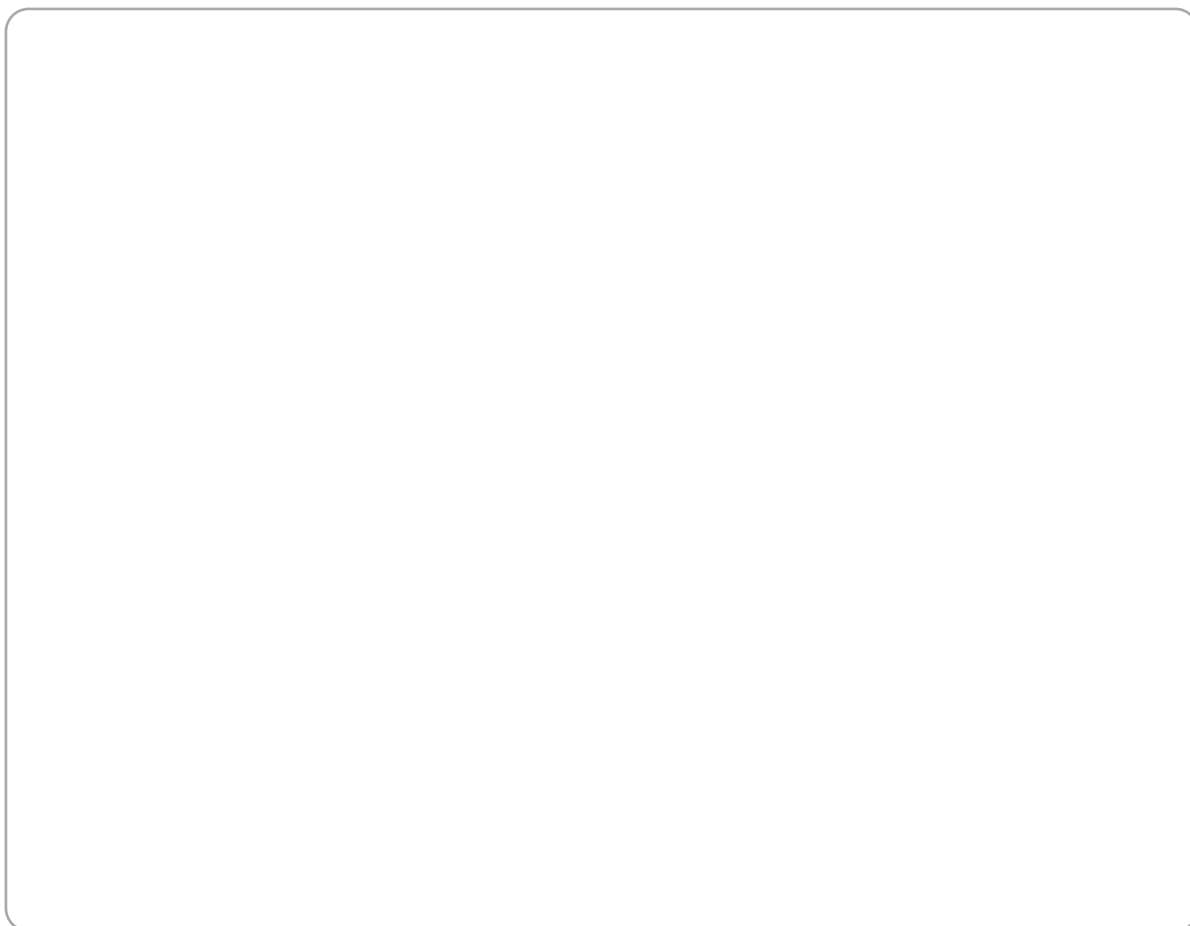
- 1 (a) Define the term 'quantitative data'. (Extract A, line 12)

(2)

There is increasing publicity about animals suffering from waste plastic and other non-biodegradable waste in the oceans of the world.

- (b) Construct a supply and demand diagram to show the impact of increasing publicity on the biodegradable packaging market.

(4)



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(c) Analyse **two** entrepreneurial characteristics shown by Vaibhav Anant that may have helped *Bambrew* to succeed.

(6)

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(d) Discuss the benefits for Vaibhav Anant of using secondary market research when starting his business.

(8)



(e) Assess if there is likely to be a trade-off between an ethical stance and profit for *Bambrew*.

(10)

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(Total for Question 1 = 30 marks)

TOTAL FOR SECTION A = 30 MARKS



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SECTION B

Read Extracts C, D and E in the Source Booklet before answering Question 2.

Write your answers in the spaces provided.

- 2 (a) Define the term 'social trends'. (Extract D, line 2)

(2)



In January 2019 *Aldi's* monthly revenue was £1.19bn.

In January 2020 the total monthly revenue for UK supermarkets was £16bn.

In January 2020 *Aldi* had a 9% market share of the total monthly revenue for UK supermarkets.

- (b) Using the data, calculate the increase in monthly revenue for *Aldi* between January 2019 and January 2020. You are advised to show your workings.

(4)



(c) Analyse **two** benefits for *Aldi* of having employee welfare as one of its main business objectives.

(6)

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(d) Assess the benefits for *Aldi* of sponsoring the UK Olympic team.

(8)

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(e) Assess the likely impact of price comparison websites on supermarkets in the UK.

(10)

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(Total for Question 2 = 30 marks)

TOTAL FOR SECTION B = 30 MARKS



SECTION C

Read Extract F in the Source Booklet before answering Question 3.

Write your answer in the space provided.

- 3** Evaluate the extent to which *Nike's* distribution strategy is likely to contribute to its future success.

(20)



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(Total for Question 3 = 20 marks)

TOTAL FOR SECTION C = 20 MARKS
TOTAL FOR PAPER = 80 MARKS



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