

FOR OFFICIAL USE

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G

KU DM

Total

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4200/402

NATIONAL
QUALIFICATIONS
2009

TUESDAY, 19 MAY
10.20 AM – 11.35 AM

BUSINESS
MANAGEMENT
STANDARD GRADE
General Level

Fill in these boxes and read what is printed below.

Full name of centre

Town

Forename(s)

Surname

Date of birth

Day Month Year

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Scottish candidate number

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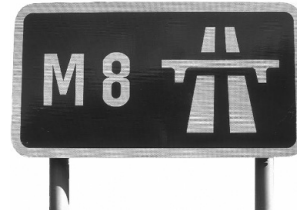
Number of seat

- 1 Read each question carefully.
- 2 Attempt **all** the questions.
- 3 All answers are to be written in this answer book.
- 4 Do **not** write in the margins.
- 5 Before leaving the examination room you must give this book to the invigilator. If you do not, you may lose all the marks for this paper.



1. Study the information below and then answer the questions that follow.

HobbyCraft created 50 jobs when it opened its first branch in Scotland at the Glasgow Fort. HobbyCraft is a private limited company.



Adapted from HobbyCraft website

Marks

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4		
2		
4		

1. (continued)

(a) Suggest and justify **2** reasons why HobbyCraft may have chosen to locate at the Glasgow Fort.

You must give 2 different justifications.

Suggestion 1 _____

Justification _____

Suggestion 2 _____

Justification _____

(b) Identify **2** features of a private limited company.

1 _____

2 _____

(c) Identify **4** steps used in the recruitment and selection process.

1 _____

2 _____

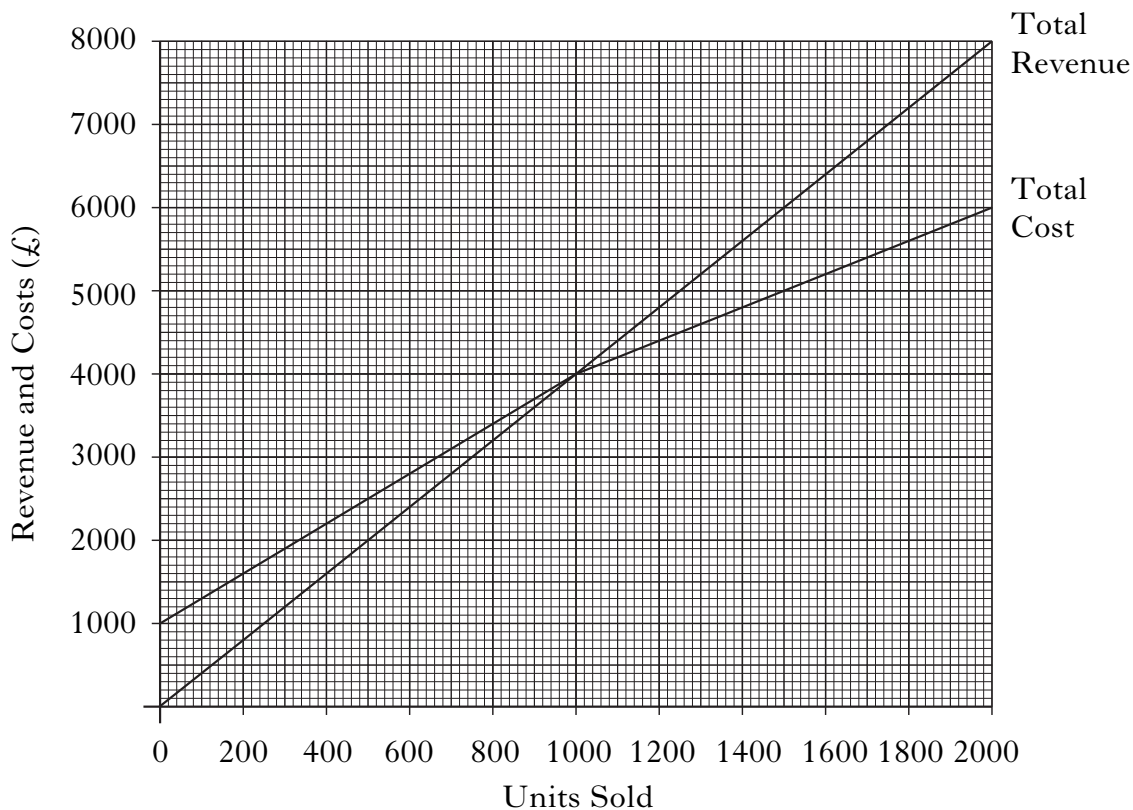
3 _____

4 _____

Marks

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2. Aleksi Gorzowski manufactures wooden rocking horses.



(a) Identify from the above graph:

(i) Number of units sold at break-even point;

(ii) Total Revenue at break-even point.

2

(b) Identify the following costs as fixed or variable. Put a tick (✓) in the correct box.

	Fixed Cost	Variable Cost
Rent		
Raw Materials		
Insurance		

3

Marks

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2. (continued)

(c) Aleksı is calculating his costs. Please help him to complete the missing figures. Insert your answers in the table below.

Month	Fixed Cost	Variable Cost	Total Cost
January	£1000	£2500	
February	£1000		£5000
March		£3500	£4500

3

(d) Suggest and justify a suitable software application which Aleksı could use to help him calculate the above information.

Software Application _____

Justification _____

2

[Turn over

Marks

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3. (continued)

(b) Sony, Microsoft and Nintendo carry out market research.

Identify and describe **one** method of field research and **one** method of desk research.

Field Method _____

Description _____

Desk Method _____

Description _____

4

(c) Suggest and justify a pricing policy which could be used by Microsoft.

Pricing Policy _____

Justification _____

2

(d) Other than price, suggest **2** ways the games console manufacturers can compete with each other.

Suggestion 1 _____

Suggestion 2 _____

2

[Turn over

Marks

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3. (continued)

(e) Other than price, describe **2** elements of the marketing mix.

1 _____

2 _____

2

[Turn over for Question 4 on *Page ten*

Marks

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4. (continued)

(d) Beetroot Blue is involved in both secondary and tertiary sectors of industry. Explain the terms:

Secondary Sector _____

Tertiary Sector _____

2

[Turn over

Marks

KU	DM
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6. (continued)

(c) “Save the Children” is in the voluntary sector of the economy. Name and describe **2** other sectors of the economy.

Sector _____

Description _____

Sector _____

Description _____

4

(d) Suggest **2** ways “Save the Children” could raise awareness of the charity.

Suggestion 1 _____

Suggestion 2 _____

2

[END OF QUESTION PAPER]

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