



Rewarding Learning

ADVANCED SUBSIDIARY (AS)
General Certificate of Education

Centre Number

--	--	--	--	--

Candidate Number

--	--	--	--	--

Business Studies

Assessment Unit AS 1

assessing

Introduction to Business



[SBU11]

SBU11

SPECIMEN QUESTION PAPER FOR STYLE

TIME

1 hour 30 minutes.

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.

You must answer the questions in the spaces provided.

Do not write outside the boxed area on each page or on blank pages.

Complete in black ink only. **Do not write with a gel pen.**

INFORMATION FOR CANDIDATES

The total mark for this paper is 80.

Quality of written communication will be assessed in Question 1 parts (c) and (d) and Question 2 parts (c) and (d).

Quantitative skills will be assessed in Question 2(c).

Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.

Any workings should be clearly shown since marks may be awarded for partially correct solutions. This paper is accompanied by a Case Study Booklet.

ADVICE TO CANDIDATES

You are advised to take account of the marks for each part question in allocating the available examination time.

14159



20SBU1101

Answer **both** questions

Read Case Study 1 (MJM Group (Limited)) and answer the questions that follow.

1 (a) Explain the term **quality** using an example from the case study.

[4]



(b) Analyse **two** benefits of job production to MJM Group.

[8]

[Turn over





[10]

[Turn over





Blank writing area with horizontal lines.







BLANK PAGE

DO NOT WRITE ON THIS PAGE

(Questions continue overleaf)

[Turn over





[10]





THIS IS THE END OF THE QUESTION PAPER

BLANK PAGE

DO NOT WRITE ON THIS PAGE

14159



20SBU1117

BLANK PAGE
DO NOT WRITE ON THIS PAGE

14159



20SBU1118





BLANK PAGE
DO NOT WRITE ON THIS PAGE

14159



20SBU1119

DO NOT WRITE ON THIS PAGE

For Examiner's use only	
Question Number	Marks
1(a)	
1(b)	
1(c)	
1(d)	
2(a)	
2(b)	
2(c)	
2(d)	

Total Marks	
--------------------	--

Examiner Number

Permission to reproduce all copyright material has been applied for.
In some cases, efforts to contact copyright holders may have been unsuccessful and CCEA will be happy to rectify any omissions of acknowledgement in future if notified.

14159/1



20SBU1120