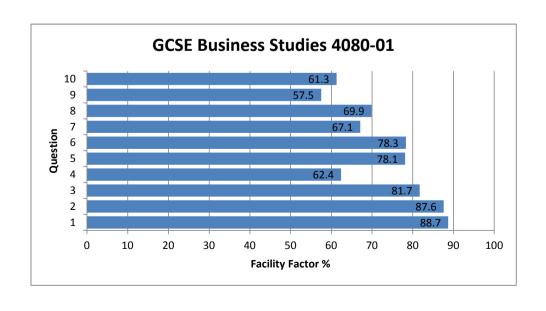


# WJEC 2014 Online Exam Review

## **GCSE Business Studies 4080-01**

All Candidates' performance across questions

?	?	?	?	?	?	?	_
Question Title	N	Mean	SD	Max Mark	F F	Attempt %	
1	4999	1.8	0.5	2	88.7	99.9	
2	4995	1.8	0.5	2	87.6	99.8	
3	4981	3.3	1	4	81.7	99.6	$\leftarrow$
4	4842	2.5	1.1	4	62.4	96.8	
5	4966	3.1	1.1	4	78.1	99.3	
6	5000	3.1	1	4	78.3	99.9	
7	5002	13.4	3.4	20	67.1	100	
8	5003	14	3.6	20	69.9	100	
9	4992	11.5	4.5	20	57.5	99.8	$\leftarrow$
10	4995	12.3	4.2	20	61.3	99.8	$\leftarrow$



## Answer all the questions in the spaces provided.

3.	Suggest and explain <b>two</b> reasons why packaging is important to manufacturers of food prod	lucts [4]
	(i)	
	(ii)	



3.	Suggest and explain <b>two</b> reasons why packaging is important to manufacturers of food product
	(1) packaging informs people on the
	amounts of ingredients and nubrents
	on the inside the food packaging
	allows this to be displayed easily.
	(11) Rosanay Packaging promotes the
	good products, if the packagines is
	designed to attracts its target
	market, then the sales will increase.

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	allows this to be displayed easily
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	good products, if the packaging is
	designed to attracts its target
	marnet, then the sales will merease.

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3.	Suggest and explain <b>two</b> reasons why packaging is important to manufacturers of food products. [4]
	(1) He If it looks more appealing, the
	more people will buy it. People would rather
	buy something that looked good know something that didn't look good
	(ii) If it's colougul, it will catch the age
	of more people so you with will more
	than I vely get more sales.

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	(ii) If it's colourful, it will could the eye
	of more people so you with we more
	than lively get more sales.

(e)	Hugh Lewis would like to improve his expected cash flow position. Evaluation businesses, such as Hugh's, may achieve an improved cash flow.	luate ways in wh [10 QV
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(e) Hugh Lewis would like to improve his expected cash flow position. Evaluate ways in which businesses, such as Hugh's, may achieve an improved cash flow. [10 QWC]
There are various ways in which
businesses, such as Hughs, can
improve their cash plaw.
one way would be to reduce
the amount he charges for his
boot trips in order te encourage
more people to go on a bac
boot the Thu would help his
cash flow by increasing sales.
was per by all soon of all so
He calla auso try to pund a
cheaper insurance company
as this walla reduce his
costs and therefore improve his
nitrash clan.
Although it could be a nik, ne
could increase his prices during
July as it is his busilest
month and allete the extra
customers, it would increase
his net cash flow pronding
that the customiers still pay hus
higher prices in July.

He cauca also let go of any un related skaff he has as this would reduce the amount of wages he has to pery resulting in 123 0035 and a potter oash place.

In conclusion, I would golde either to reduce prices or find one upor insurance or fine to improve cash flow as these one the sagest options. Reducing stall may not be inable so I would not recommend it and

(e) Hugh Lewis would like to improve his expected cash flow position. Evaluate ways in which businesses, such as Hugh's, may achieve an improved cash flow. [10 QWC]
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Although it could be a risk, ne
could increase his prices during
Tully as it is his busiest
month and allete the extra p
custamers, it would increase
his net cash flow pronding
that the customers stull pay hu
higher prices in July.
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He called also let go of any un needed staff he has ous this would reduce the amount of wages he has to pery resulting in 1233 0035 and a potter oash flow.

In conclusion, I would aduse either to reduce prices or fuel to insurance or fuel to improve cash flow ous these oure the sagest options leducing stall may not be mable so I would not recommend it and



6/10

(e) Hugh Lewis would like to improve his expected cash flow position. Evaluate ways in which businesses, such as Hugh's, may achieve an improved cash flow. [10 QWC]

One way to improve his cash flow is to find a new supplier of fuel. This way Hugh can reduce his payments when he finds a supplier who sells fuel at a lower price. However, it is possible that a cheaper fuel would be of poorer quality. That would mean Hugh would need to use more fuel, which means his cashs payment could increase instead.

Another option is for Hugh Lews to put more capital towards advertising. Advertising through media such as television or radio could bring in more customers. If this happened then his turn over would increase and net cashflow would increase. The problem with this is that his payments would also increase, therefore increase in net cashflow may not be as high as expected.

A third option for Mygh is to decrease the wages poid to his employees. This would means his payments decrease, which would increase net cashflow the Unfortunately, this could reduce employee motivation. If his employees are de-motivated than they are less likely to work extract effectively and or put effort into their the work. This could result in poorer service to customers, which would decrease turnover as customers would stop going on boat trips. It could also build a bad reputation for the business.

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Overall, mis is not a good solution.

15 Examiner only the price of book trips. This would increase his turnover per customer, Howeven, it would also result in a lower demonst demand because customers are not willing to pay me higher prices Therefore, H is unlikely that this would increase total turnover very much. Therefore, I believe that the best gotton for Hugh is to spend more on advertising. Although this will be costly manufactory at first, in the long run it will result in higher turnover as there will be more customers 10/10 Hugh Lewis would like to improve his expected cash flow position. Evaluate ways in which businesses, such as Hugh's, may achieve an improved cash flow. [10 QWC]

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-	- como expana.  - cutting derun on wages  - evectraty pius  - acuternising	
	- electricity bus	
10	- acuternsing	
-	and about on ruch	
	- try to maximise your profits	

(e) Hugh Lewis would like to improve his expected cash flow position. Evaluate ways in which businesses, such as Hugh's, may achieve an improved cash flow. [10 QWC]
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(e)	Discuss whether or not Judith should expand as a franchisor.	[10 Q\
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[10 QWC]

A franchisor is someone who allows o ther people to use the brand and products that they have already established

An advantage of this is that they would receive a percentage of the profit obtained by the franchises. If Judith was to expand as a franchises then aespite not working at the franchise she still receives some profit which would increase revenue:

her brand making more possible customers aware of her products. This would mean more sales and so turnover would increase:

Another advantage is that Judith makes expanding the decisions for the grachise. By remaining as a granchisor, she remains as the main decision maker and so decisions about products or branding would be made quickly saxing the business time.

monitoring the fractise which would need to be more regularly if she were to be come a franchisor, then monitoring would need to be done regularly to taking up time

Another dicadvantage is that Judith would

need to train the frachisees about how her
business runs. If she took time to train them there
this would be costly and time consuming it o she
costs could possibly increases
Overall, I think that Judith should
be come a franchicar because the would be
expanding ner business but without putting as franchises
sne etil obtaine? a percentage of the profit
and also be experince passed the base of
her brand while doing so.

### **END OF PAPER**

Judith wants to further expand the business by becoming a franchisor and allowing others to use her CookerClean name and business model.

(e) Discuss whether or not Judith should expand as a franchisor. [10 QWC]
A granchisar is someone who allows o ther people
to use the brand and products that they have
aiready established D
An advantage of this is that they would
receive a percentage of the profit obtained by the
franchises. If Judith was to expand as a franchisor
then applie not working at the franchise she
Still receives some profit which would increase
revenus.
As a franchisor, Judith would be expanding
her brand making more possible eurtomens aware
of her products. This would mean more sales and
so turnover would increase.
Another advantage is that Judith makes
the decisions for the fractise. By remaining as a
granchisor, she remains as the main decision maker
and so decisions about products or branding would
to means quickly sowing the business time
However, Judith would be responsible for
monitoring the fractice which would need to be
mone regularly if she were to be come a franchisor,
then monitoring would need to be done regularly
10 taking up time.
Another dicadvantage is that Judith would

nis would be costly and time confirming it as sees sets could possibly sucreass.  Overall, I brink that Thath should be become a franchicer because the would be expanding her business but without putting as franchises and work into the presentations. She would
Overall, I brink that Judith should be become a franchical because the would be expanding her business but without putting as franchises and work into the promises. She would
become a franchicar because the would be expanding her business but without putting as franchises and work into the production of the bound of the would
expanding her business but without putting as franchises out work into one other businesses. She would
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ser brand while doing so. D

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### **END OF PAPER**

her CookerClean name and business model. (e) Discuss whether or not Judith should expand as a franchisor. The acrantages of Judith Decoming a fromonysorous monther business mill be come more well known this means She will howemore historiess. Another advantage of worth becoming a trouverison is that she nill recieve a percentage of The profit that the trainisee earns, shappan meaning she will be maxing more However the disacrountages of pecching Hachisa our mout the trainchisee como que you a par reputation meaning mult son bisiness noul decrease it could also perinner INDIAN OCESNIT LIKE IT. THE FRANCHISER callo also lose money for the compound as It might not more enough money, to pay to me expenses

Judith wants to further expand the business by becoming a franchisor and allowing others to use

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franchisarare mais ner ousiness n'il
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her CookerClean name and business model. Discuss whether or not Judith should expand as a franchisor. [10 QWC] Judath recognition as Foundations We potentiall Houng brend recognition Sinesses WILL as Successful as reason why Judith tranchisor is that she puyments for the entrepreneurs Hoyalty Ryalty len expensive for the they may have ocument lowerer, a reason with Judith Should expund as a franchiser as The have to provide Encincial help, cend support to the worker. cause the french respecienced in Cleaning Coulces

Although she may be gaining royally payments from the franchisee, She will have a Varable cost to pay deporting on the amount of training the franchisee's need in cleaning overs process Judith response her set ways. Another possible impact to Judith letting franchisees using the CookClean traine is that if the franchisees do not meet her plue customer needs for example by leaving fragesprints on the stave and the possitiving of the brays need true been altered. This could result in Stightly turnshing her sepulation as a cooker cleaning including. [continued]

#### **END OF PAPER**

Reasons Why

Brand recognition. How to provide financial help

Gran regalities.

Lose her conjunal intention.

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CackClean have to that if the franchisees
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Cauld result in Stightly turnshing her
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#### **END OF PAPER**

Brand recognition.

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How to Provide
financial help
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Lose her anymal
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