

Please write clearly in block capitals.

Centre number

Candidate number

Surname _____

Forename(s) _____

Candidate signature _____

I declare this is my own work.

INTERNATIONAL GCSE BUSINESS

Paper 1 Influences of Operations and Human Resources on Business Activity

Monday 25 October 2021

07:00 GMT

Time allowed: 2 hours

Materials

For this paper you must have:

- a calculator, which you are expected to use where appropriate.

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).
- All calculations must be shown.
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 90.

Advice

You may use a bilingual dictionary.

For Examiner's Use	
Question	Mark
1–9	
10	
11	
TOTAL	







Section A


Answer **all** questions in the spaces provided.

For multiple-choice questions, only **one** answer per question is allowed.

For each multiple choice question, completely fill in the circle alongside the appropriate answer.

CORRECT METHOD  WRONG METHODS    

If you want to change your answer you must cross out your original answer as shown. 

If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown. 

0 1

Which **one** of the following business types can only have one owner?

[1 mark]

- A** Limited company
- B** Multinational
- C** Partnership
- D** Sole trader

0 2

Which **one** of the following is **not** an environmental consideration for businesses?

[1 mark]

- A** Air pollution
- B** Interest rates
- C** Recycling
- D** Traffic congestion



0 3

Which **one** of the following is an example of a method of external growth?

[1 mark]

- A Employing more staff
- B Merging with a competitor
- C Opening new stores
- D Using e-commerce to reach a wider market

0 4

Which stakeholder is most likely to want high dividend payments from a business?

[1 mark]

- A Local community
- B Shareholders
- C Suppliers
- D Workers

0 5

Which **one** of these types of business is in the correct sector?

[1 mark]

	Type of business	Sector	
A	Car repair	Primary	<input type="radio"/>
B	Farm	Secondary	<input type="radio"/>
C	Mail delivery	Tertiary	<input type="radio"/>
D	Mobile phone network	Primary	<input type="radio"/>

Turn over for the next question

Turn over ►



0	6
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Identify and explain **one** way that health and safety law can affect a business.

[2 marks]

0	7
---	---

Explain **one** way a business can maintain consistent quality of its products.

[2 marks]

0	8
---	---

Explain why a business might use video-conferencing to communicate internally.

[2 marks]



0 9

Explain **two** factors that may affect a business' choice of supplier.

[4 marks]

1 _____

2 _____

15

Turn over for the next section

Turn over ►



Section BAnswer **all** questions in the spaces provided.**1 0****Item A**

Abdul's Website Design Company (AWDC) designs websites for businesses that want an impressive, professional e-commerce site. The business was started five years ago by Abdul in the United Arab Emirates. He received government finance to help with the start-up costs. When the business started, Abdul recruited four highly skilled website designers. In addition to creating excellent websites, AWDC aims to provide the best post-sales service in the industry. This includes a 24-hour helpline, and training for customers' staff.

1 0 . 1

Explain **one** reason why the government may have wanted to encourage Abdul's start-up.

[3 marks]

1 0 . 2

Explain why providing excellent post-sales service is important to Abdul's business.

[3 marks]



1 0 . 4

Identify and explain **two** benefits to AWDC of providing induction training for new employees when they start work at the business.

[6 marks]

Benefit 1 _____

Benefit 2 _____

Item C

The extra website designers have been working at AWDC for six months. Abdul is worried because motivation among his designers has fallen. He finds it hard to spend time with each designer to share his enthusiasm for design and service. He had already introduced a bonus system based on how many websites each designer completed. This has not generated the excellent work he expects from his designers. As a result, Abdul has decided to recruit two deputy managers, each responsible for seven designers. He is also considering changing the methods of motivation being used for staff.



Section C

Answer **all** questions in the spaces provided.

1	1
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Item D

Sophie Wong trained as an engineer in Singapore. Even as a child she enjoyed inventing new things. As an adult, she continued inventing products in her spare time – one invention was a new type of smoke alarm that needed no battery. She tried to sell the design to more than 30 companies, but they all rejected it. After five years of trying, she left her job and successfully set up her own business to manufacture and sell the smoke alarms.

1	1	.	1
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Identify and explain **two** personal characteristics that may have led to Sophie's success as an entrepreneur.

[6 marks]

Personal characteristic 1 _____

Explanation _____

Personal characteristic 2 _____

Explanation _____



Item E

Sophie’s business, WEA, is now one of the world’s biggest home appliance manufacturers. It sells a wide portfolio of household electrical equipment, from hair dryers to washing machines – each with a unique and new design. Next, Sophie decided to design a new type of television. The new design gives a clearer picture than any other on the market.

A small-scale production line ran for three months to test manufacture the newly designed television. The successful test and some market research have shown that:

- sales of the televisions should be higher than any of WEA’s other products
- market research forecasts sales of 6 750 000 televisions per year – 35% higher than Sophie’s first estimate
- WEA will need to double the quantity of power cables it buys from suppliers
- WEA will outsource production of the material for the screens as WEA have never manufactured television screens before
- WEA will need a loan to finance full-scale manufacturing but the interest charged will be low
- the average unit cost of manufacturing each television is expected to halve once full-scale production begins.

1 1 . 2

Calculate Sophie’s first estimate of how many televisions the company would sell per year.

[3 marks]

Question 11 continues on the next page

Turn over ►



1 1 . 4

WEA has decided to outsource production of screens. Identify and explain **one** advantage and **one** disadvantage of this decision.

[6 marks]

Advantage _____

Explanation _____

Disadvantage _____

Explanation _____

Question 11 continues on the next page

Turn over ►



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2 4



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