Write your name here				
Surname	Other na	mes		
Pearson Edexcel International Advanced Level	Centre Number	Candidate Number		
Business 9	Studies			
International Advanced Subsidiary Unit 2: Business Structures and Processes				
Thursday 4 June 2015 – Mo	orning	Paper Reference		
Thursday 4 June 2015 – Mo Time: 1 hour 30 minutes You do not need any other mat	J	Paper Reference WBS02/01		

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tiouse **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 Section A and Section B.
 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.
 - In your responses, you should take particular care with punctuation and
- grammar, as well as the clarity of your expression.
 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 ▶







SECTION A

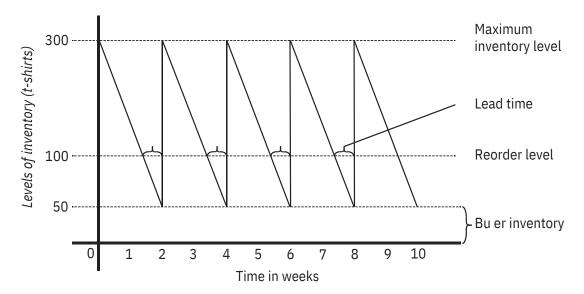
Answer ALL questions in this section.

Write the letter of your chosen answer in the box and then explain your choice in the space provided.

You should spend 30 minutes on this section. Use the data to support your answers where relevant. You may annotate and include diagrams in your answers.

	retevant. You may annotate and include diagrams in your answer	5.	
1	Tata Steel announced that it would permanently reduce the workforce at its Scunthorpe plant by 340 employees, due to weak demand for steel products. (a) The most appropriate way for Tata Steel to reduce the number of employees is	by (1)	
	A resignation		
	B redundancy		
	C training		
	D job rotation		
	- job rotation		
	Answer		
	(b) Explain why this answer is correct.	(3)	
•••••			
•••••			
•••••			
•••••			
•••••			
	(Total for Question 1 = 4	marks)	

2 The following is an inventory control chart for t-shirts in a small clothes shop.



(a) What is the reorder quantity of t-shirts?

(1)

- **A**0 100
- **B**00 **D**
- **2**50

Answer

(b) Explain why this answer is correct (Show your working). (3)	
(Total for Question 2 = 4 marks)	
	—

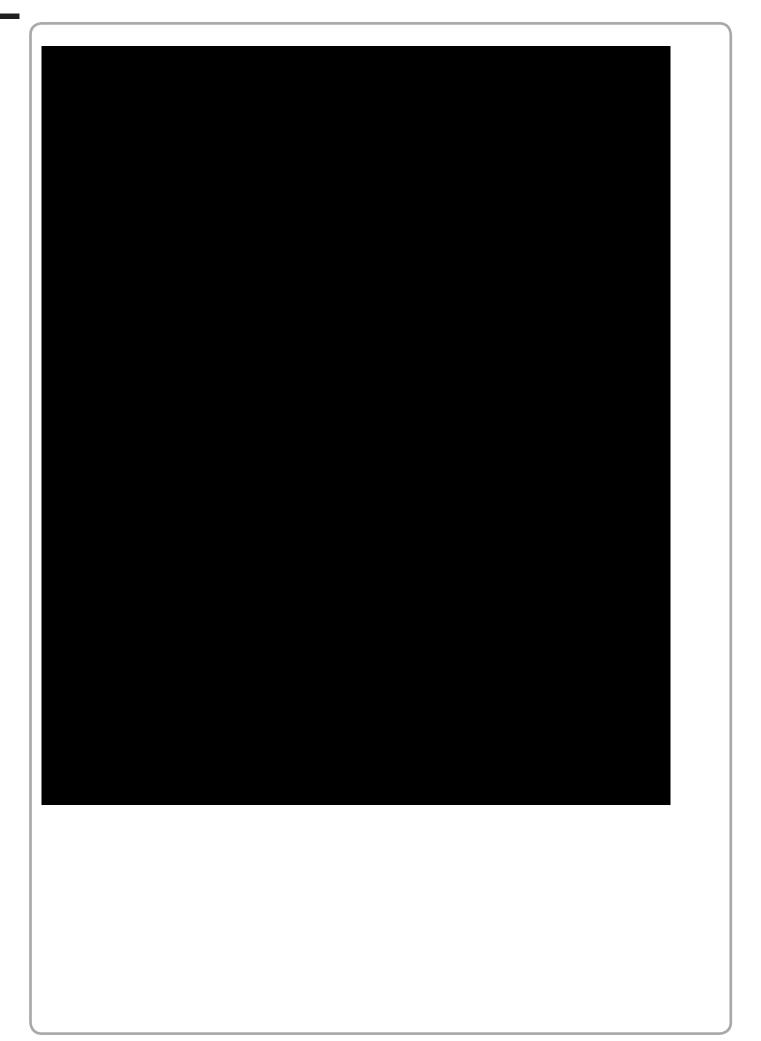
3	Barclays appointed Antony Jenkins as Chief Executive Officer (CEO) in 2012. He had worked at Barclays since 1983.	
	(a) The most likely reason for <i>Barclays</i> to use internal recruitment is	(1)
	A less is known about candidates	
	B there are more applicants to choose from	
	C it can act as a motivation for staff	
	D it is more expensive than external recruitment	
	Answer (b) Explain why this answer is correct.	
		(3)
	(Total for Question 3 = 4 m	arks)

	T M D (1/7A)		
4	In McDonalds' Atlanta headquarters a tall organisational structure is used.		
	(a) A characteristic of a tall organisational structure is	(1)	
	A a narrow span of control	(=)	
	B less bureaucracy		
	C a short chain of command		
	D faster decision-making		
	Answer		
	(b) Explain why this answer is correct.	(3)	
	(Total for Question 4 = 4 m	arks)	
		J	

5 Walkers, a potato crisps manufacturer, wants to increase output using its existing production facilities.	
(a) Which one of the following is a way to improve capacity utilisation at <i>Walkers</i> ?	(1)
A Reduce advertising spending	
B Increase the prices of products	
C Reduce inventory levels	
D Increase the product range	
Answer	
(b) Explain why this answer is correct.	(3)
(Total for Question 5 = 4 mar	ks)

6	The car manufacturer, <i>Maruti Suzuki India</i> , uses a system of Total Quality Management (TQM).	
	(a) Using TQM is most likely to result in an increase in	(1)
	A customer satisfaction	
	B bour turnover	
	Coventory levels D	
	product defects	
	Answer	
	(b) Explain why this answer is correct.	(3)
_	(Total for Question 6 = 4 mark	(s)
	TOTAL FOR SECTION A = 24 MARI	KS

Due to copyright the following images and text have been redacted. **SECTION B** Answer ALL questions in this section. You should spend 60 minutes on this section.



nalyse one reason why <i>Nike</i> would want to	
	(Total for Question 7 = 6 marks)

8 (a) Analyse why it might be difficult to estimate future sales for <i>MUFC</i> .	(6)	

Sir Alex Ferguson was often said to have an autocratic leadership style.		
(b) Explain two benefits of this leadership style for a business such as <i>MUFC</i> .	(4)	
	(6)	
(Total for Question 8 = 12	marke)	
(Total for Question 6 – 12	marks)	

9	(a) Explain one reason why <i>MUFC</i> might want to minimise the amount of cash tied up in products at its megastore.	(4)	

(b) Assess the impact of falling ticket prices on MUFC's revenue.	(8)	
(Total for Question 9 = 12 mar	ks)	

10 Assess the impact on MUFC's marketing mix of the increasing use of social media. (12)	

(Total for Question 10 = 12 marks)	

11 Evaluate the importance of using financial and non-financial motivational techniques at <i>MUFC</i> to retain employees.		
at More to retain employees.	(14)	

(Total for Question 11 = 14 marks)	
TOTAL FOR SECTION B = 56 MARKS	
TOTAL FOR PAPER = 80 MARKS	

