

Please check the examination details below before entering your candidate information

Candidate surname

Other names

Centre Number

Candidate Number

## Pearson Edexcel International GCSE (9–1)

**Friday 2 June 2023**

Afternoon (Time: 1 hour 30 minutes)

Paper  
reference

**4CM1/02**

### Commerce

### PAPER 2: Facilitating commercial operations

**You do not need any other materials.**

Total Marks

#### Instructions

- Use **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.
- Answer the questions in the spaces provided  
– *there may be more space than you need.*
- You must **show all your working out** with **your answer clearly identified** at the **end of your solution**.

#### 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.*
- 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 ►

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SECTION A

Answer ALL questions. Write your answers in the spaces provided.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 (a) Which **one** of the following is a request for payment?

Select **one** answer.

(1)

- A A receipt
- B An order
- C A quotation
- D An invoice

(b) Which **one** of the following is a function of a stock exchange?

Select **one** answer.

(1)

- A To guarantee high dividends for shareholders
- B To own a wide range of shares
- C To trade shares
- D To issue standing orders

(c) Define the term **postal order**.

(1)

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(d) Define the term **store card**.

(1)

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(e) *Frais Caprices* is a business in Morocco, Africa. It produces Moroccan sauces made from locally supplied vegetables. It then sells these to restaurants. It has borrowed €178 000 from the European Central Bank to improve, promote and export its products to France in Europe where there is a growing trend to eat more vegetarian food.

(i) State **one** way *Frais Caprices* could change its packaging to appeal to customers of vegetarian food in France and Europe.

(1)

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(ii) State **one** reason why *Frais Caprices* might choose to promote itself by sending leaflets to restaurants in France.

(1)

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Figure 1 shows some financial information for *Frais Caprices*.

2021	€
Profit for the year	25 000
Capital employed	75 000

Figure 1

(iii) Calculate, to two decimal places the Return on Capital Employed (ROCE) for *Frais Caprices* in 2021. You are advised to show your working.

(2)

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(f) Explain **one** benefit to small businesses of offering informal credit to their customers.

(3)

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(g) Explain **one** benefit to a business of having its own fleet of trucks.

(3)

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2 (a) Which **one** of the following is the purpose of a bonded warehouse?

Select **one** answer.

(1)

- A** To sell goods directly to retailers
- B** To store imports before payment of taxes
- C** To freeze a range of foods in lorries
- D** To sell imported goods direct to the public

(b) Which **one** of the following is an example of informative advertising?

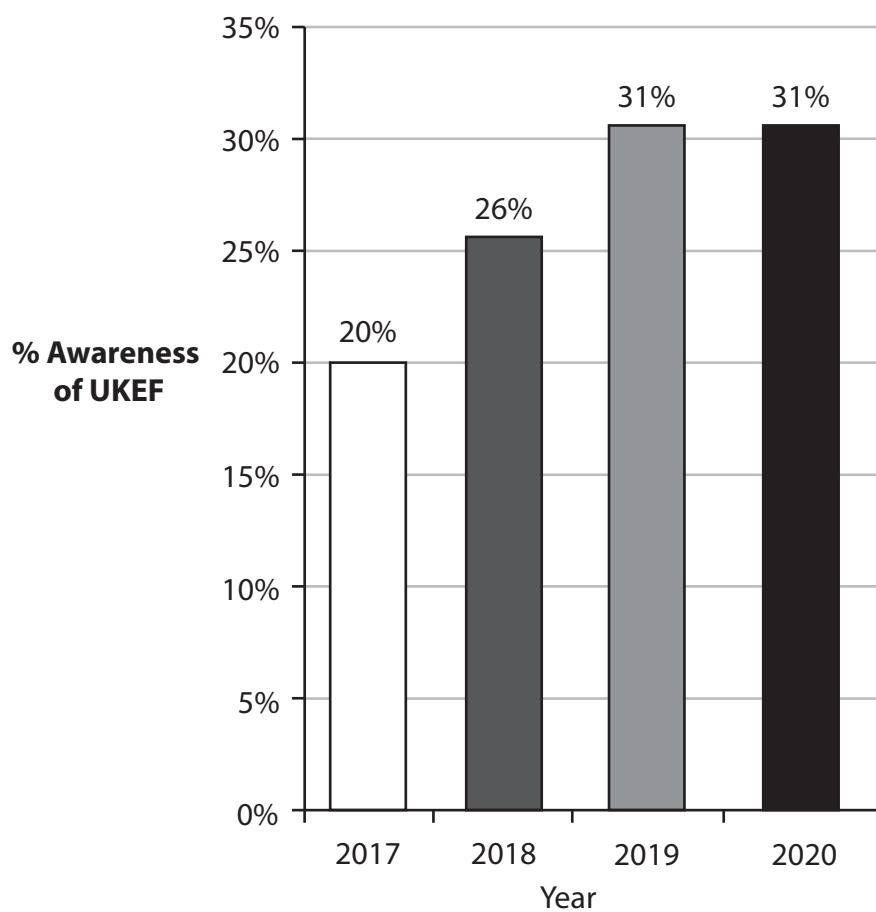
Select **one** answer.

(1)

- A** *Microsoft* advertising how to use its latest version of Windows
- B** *Adidas* using David Beckham to endorse its Christmas range of sportswear
- C** Hotel groups in Thailand sharing advertising in foreign travel journals
- D** *Facebook* persuading businesses it can build brands better than *Twitter*



(c) **Figure 2** shows the percentage of small and medium size businesses that know that the UK Export Finance (UKEF) helps exporters.



**Figure 2**

- (i) Identify the year with the lowest percentage of businesses aware of UKEF. (1)
- 
- (ii) Identify the year in which awareness of UKEF was 5% higher than the previous year. (1)
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**(Total for Question 2 = 20 marks)**

**TOTAL FOR SECTION A = 40 MARKS**



P 7 2 9 6 2 A 0 1 1 2 0

## SECTION B

Answer ALL questions.

Read the following extract before answering the questions.

Write your answers in the spaces provided.

*Fujitsu* is a leading global information and communication technology (ICT) business in Japan. It manufactures technological products including a wide range of computers that it sells to individuals, retailers and businesses around the world.

It has 130,000 employees and millions of customers in 180 countries.

*Fujitsu* sponsors the 'Women in Tech Excellence Awards' to recognise and encourage the development of technological skills in women. These awards recognise top-performing women in the technology industries and inspire younger women looking to build a career in these industries.

*Fujitsu* uses videoconferencing. One use is to provide training for businesses that *Fujitsu* sells complete computer systems to. Another use is to encourage employees to consult with their colleagues around the world by videoconference.

3 (a) Which **one** of the following is a disadvantage of teleconferencing?

Select **one** answer.

(1)

- A Technical problems may interrupt a meeting
- B The meeting can be recorded on the computer
- C It takes a long time to organise a teleconference
- D Food and drinks have to be provided to the attendees

(b) Which **one** the following is a reason why *Fujitsu* might like to write a letter to the winners of the 'Women in Tech Excellence Awards'?

Select **one** answer.

(1)

- A To save the cost of electronic communication
- B To ensure there are no spelling errors
- C To show its appreciation of their success
- D To ensure the letter is received on time

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(c) State **one** reason *Fujitsu* sponsors the 'Women in Tech Excellence Awards'.

(1)

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(d) Complete the Receipt to show the missing amounts.

Currys Electricals  
Kidderminster  
Worcestershire  
UK

VAT No 875513

CODE 25638	Fujitsu SP-112ON Document Scanner
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Quantity	Nett	20% VAT	Gross
1	203.99	(i) .....	244.79
			<b>£</b>
		<b>Total due</b>	244.79
		<b>Cash paid</b>	(ii) .....
		<b>Change</b>	5.21

RECEIPT NO: 030352428

**Thank you**

**Till: 0303****19/11/2021**

(2)

**Figure 3**



(e) Analyse why *Fujitsu* uses videoconferencing to train its business customers.

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*Fujitsu* considers it important to offer a reliable supply to its retail customers. The retailers like to have their computers delivered as quickly and cheaply as possible.

Changing weather conditions can delay supplies as transport may have to take different routes to avoid problems. However, computers can be transported safely for a long time if packed well and handled sensitively.

*Fujitsu* constantly reviews the most reliable methods it can use to transport its computer systems from Japan to Europe.

It is considering two main options:

**Option 1:** use of air freight

**Option 2:** use of container ships.

(f) Justify which **one** of these two options would help *Fujitsu* to offer a reliable supply of products to its customers in Europe.

(9)

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(Total for Question 3 = 20 marks)

**TOTAL FOR SECTION B = 20 MARKS**





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### SECTION C

Answer ALL questions.

Read the following extract before answering the questions.

Write your answers in the spaces provided.

*FTLO Travel* sells holidays online to customers around the world. It targets 25–39 year-olds, many of whom are travelling alone. It offers exciting international travel experiences to groups of people who have similar interests and a desire to explore new places.

Users of the *FTLO Travel* website fill out a questionnaire that identifies their travel interests. *FTLO Travel* then uses this information to plan trips. It puts these planned trips on its website so that anyone interested can book them. *FTLO Travel* emails details of these trips to selected potential customers.

*FTLO Travel* customers book their travel on its website. They must use a credit card to pay for their booking.

- 4 (a) Outline **one** benefit to *FTLO Travel* of receiving completed questionnaires from interested online customers.

(2)

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(b) Analyse why *FTLO Travel* insists customers use a credit card for payment of their booking.

(6)

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*FTLO Travel* customers may have been attracted to its website having visited *Facebook, Pinterest, Instagram, LinkedIn* or by their friends. Once on the website, potential customers can enjoy videos and read reviews of past trips.

In 2022, sales of trips had gone up over 200% compared with the number of trips sold in 2019.

- (c) Evaluate how social media helps *FTLO Travel* to improve its sales. You should use the information provided and your own knowledge of commerce in your answer.

(12)

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(Total for Question 4 = 20 marks)

**TOTAL FOR SECTION C = 20 MARKS**  
**TOTAL FOR PAPER = 80 MARKS**

**Source information**

<https://ebrdgeff.com/morocco/projects/modernisation-of-a-sauce-production-unit-for-a-moroccan-agri-food-sme/>

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