1 WMH is a business which operates in the secondary sector. It makes furniture including tables and chairs. WMH's employees are all members of a trade union. The Managing Director knows the business is likely to remain small. She is considering introducing new technology into WMH's factory. She also knows it is important for a manufacturing business to choose a suitable location for a factory.

(a) Define 'trade union'.

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.... [2]

(b) Define 'secondary sector'.

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.... [2]

(c) Identify **four** reasons why a business might remain small.

Reason 1: ....

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Reason 2: ....

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Reason 3: ....

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Reason 4: ....

.... [4]

(d) Explain **two** possible effects of WMH introducing new technology.

Effect 1: ....

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Explanation: ....

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Effect 2: ....

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Explanation: ....

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.... [6]

(e) Explain **two** factors a manufacturing business should consider when deciding on a suitable location for a factory. Which factor is likely to be the most important? Justify your answer.

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4 ZPR is a business in the tertiary sector. It has 1 restaurant which has 20 employees. The Human Resources Manager is preparing a job description as ZPR needs 2 new chefs. He said: 'I need to advertise the job vacancies externally. ZPR will use a range of financial rewards as it can be difficult to recruit employees.' The manager knows there are many factors for a business to consider when deciding who to recruit.

(a) Define 'tertiary sector'.

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.... [2]

(b) Define 'job description'.

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.... [2]

(c) Identify **four** financial rewards a business could use.

Reward 1: ....

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Reward 2: ....

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Reward 3: ....

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Reward 4: ....

.... [4]

(d) Explain **two** ways ZPR could use to advertise its job vacancies externally.

Way 1: ....

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Explanation: ....

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Way 2: ....

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Explanation: ....

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.... [6]

(e) Explain **two** factors a business should consider when deciding who to recruit. Which factor is likely to be the most important for a tertiary sector business? Justify your answer.

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3 Hal wants to be a successful entrepreneur. He plans to leave his job to start up a bakery. The bakery will operate in the private sector. The business will have many stakeholder groups. Hal has been told it is important for a new business to select an appropriate source of start-up capital. He also knows new businesses are at a greater risk of failure.

(a) Define 'private sector'.

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.... [2]

(b) Identify **two** reasons why new businesses are at a greater risk of failure.

Reason 1: ....

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Reason 2: ....

.... [2]

(c) Identify **four** stakeholder groups a business might have.

Stakeholder 1: ....

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Stakeholder 2: ....

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Stakeholder 3: ....

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Stakeholder 4: ....

.... [4]

(d) Explain **two** characteristics Hal will need to become a successful entrepreneur.

Characteristic 1: ....

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Explanation: ....

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Characteristic 2: ....

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Explanation: ....

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.... [6]

(e) Do you think a bank loan is the best source of start-up capital for a new business? Justify your answer.

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4 SEP operates in the tertiary sector. As a social enterprise, SEP has many objectives. It collects old books from libraries and schools and sells them to customers at a low price. SEP provides training for its 10 part-time employees. SEP's manager wants to know how the introduction of a legal minimum wage might affect a business.

(a) Identify **two** services provided by businesses in the tertiary sector.

Service 1: ....

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Service 2: ....

.... [2]

(b) Identify **two** objectives a social enterprise might have.

Objective 1: ....

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Objective 2: ....

.... [2]

(c) Outline **two** benefits to SEP of having part-time employees.

Benefit 1: ....

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Benefit 2: ....

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.... [4]

(d) Explain **two** reasons why training is important to SEP.

Reason 1: ....

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Explanation: ....

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Reason 2: ....

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Explanation: ....

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.... [6]

(e) Do you think the introduction of a legal minimum wage will always have a negative effect on a business? Justify your answer.

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3 LRL makes skincare products including face cream. It is a private sector business in country X. One of LRL's objectives is to contribute to sustainable development. Maintaining customer loyalty is important and the Marketing Director knows a business must have an appropriate marketing mix. He is analysing data to calculate the value of LRL's market share. An extract is shown in Fig. 3.1. The total value of sales of skincare products in country X for 2023 was $120 million.

Market share data for skincare products in country X in 2023 (%)

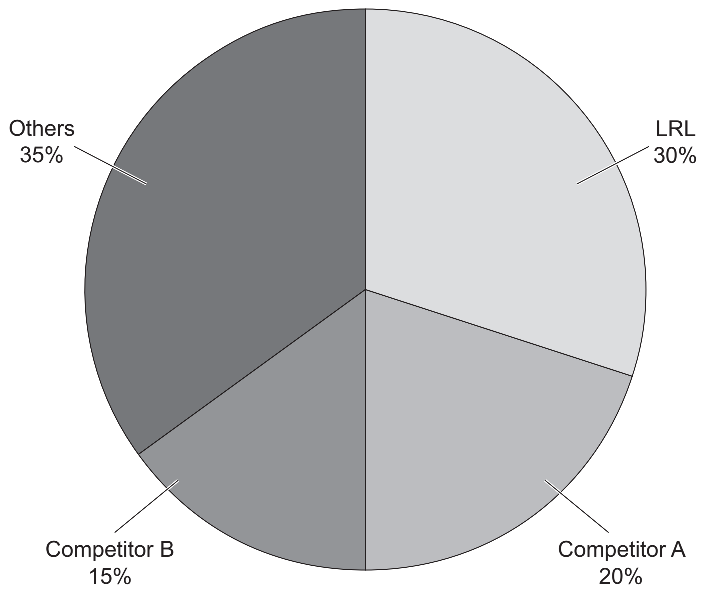

Fig. 3.1

(a) Define 'private sector'.

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.... [2]

(b) Calculate the value of LRL's market share in 2023.

Working: ....

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Final answer: .... [2]

(c) Outline **two** ways LRL could contribute to sustainable development.

Way 1: ....

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Way 2: ....

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.... [4]

(d) Explain **two** advantages to LRL of maintaining customer loyalty.

Advantage 1: ....

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Explanation: ....

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Advantage 2: ....

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Explanation: ....

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(e) Explain **two** elements of the marketing mix. Which do you think is the most important element for a business? Justify your answer.

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