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Level: Pearson Edexcel Level 1/Level 2 GCSE (9-1) in Business (1BS0)

Subject: Business (1BS0)

Topic: GCSE Edexcel Business

Type: Topic Question



Business Edexcel GCSE

To be used for all exam preparation for 2025+

Business

GCSE

Key skills

Question 1

Explain **one** way a small business could use market segmentation to target customers.

[3 marks]

Question 2

Explain **one** disadvantage to a small business of using qualitative data for market research.

[3 marks]

Question 3

Explain **one** benefit to a small business of understanding customer needs.

[3 marks]

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Question 4

Explain **one** advantage to a small business of using market mapping.

[3 marks]

Question 5

Explain **one** disadvantage to a small business of using a focus group to collect market research data.

[3 marks]

Question 6

Discuss how the decision making of a small business may be affected by increased competition.

[6 marks]

Question 7

CASE STUDY

Sports Tours Ltd was established in 1989 and is one of the leading online specialist sports tour operators in the United Kingdom. It arranges tours for teams to destinations in the United Kingdom and Europe in sports such as football, rugby, hockey and netball. The business not only organises travel, accommodation and meals, but it also arranges games and entry to tournaments for the sports team whilst on tour.

Sports Tours Ltd has very high standards. It carries out full risk assessments for all tours including possible pre-tour inspection visits. Tours are licensed and authorised through official agencies. All tours have regular contact with a member of staff from Sports Tours Ltd.

In recent years the business has faced increasing competition. This is not only from other sports tour operators but also from teams organising their own tours. Changing levels of consumer income and exchange rates have also had an impact on demand for tours by sports teams.

Sports Tours Ltd are confident that the high level of service they offer will help them to remain competitive.

However, it is always looking for more ways to add value to its business activities.

Analyse the impact on Sports Tours Ltd of using market mapping to target customers.

[6 marks]

Question 8

Explain **one** benefit to a small business of conducting market research before it starts to trade.

[3 marks]

Question 9

Explain **one** drawback to a small business of using online surveys to capture data on customer needs and wants.

[3 marks]

Question 10

Discuss the ways a small business may differentiate its product in a competitive market.

[6 marks]

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Question 11

Explain **one** reason why a small business may choose to segment its market.

[3 marks]

Question 12

CASE STUDY

On Your Bike is a family owned business that first opened in London in 1983. Its customers include children buying their first bikes and scooters, through to experienced enthusiasts in road cycling and mountain biking.

The business offers a wide range of bikes, many imported from abroad. These include high quality brands such as Brompton, Cannondale and Ridgeback. It also stocks a wide range of clothing and helmets including brands such as Endura and Altura.

On Your Bike has large workshop facilities in its shop where qualified mechanics maintain and repair all makes of bike. All mechanics go on regular training courses to ensure they keep their skills and knowledge up to date with the latest cycling technology. This allows On Your Bike to offer exceptional customer service and advice.

The cycling market has grown over recent years. Market research has shown that an increasing number of tourists like to rent bikes when on holiday. In response to this, On Your Bike operates one of the largest bike rental services in London. Bikes can be hired by the day or week with a choice including road and electric bikes.

Figure 2 shows a customer review from a comparison website.



Figure 2

Analyse the impact on On Your Bike of using secondary market research to inform their decision to enter London's bike rental market.

[6 marks]



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