

Please check the examination details below before entering your candidate information

Candidate surname					Other names									
Pearson Edexcel International Advanced Level					Centre Number					Candidate Number				
					<input type="text"/>					<input type="text"/>				
Time 2 hours					Paper reference					WBS11/01				
Business														
International Advanced Subsidiary														
UNIT 1: Marketing and people														
You must have: Source Booklet (enclosed)										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 in Sections A, B and C.
- 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.*
- 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.
- Good luck with your examination.

Turn over ►



(c) Analyse **two** factors that are likely to determine the pricing strategy used by chocolate manufacturers.

(6)

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(d) Discuss the benefits to a business such as *Ferrero* of motivating its employees

(8)

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(e) Assess the advantages of market segmentation to a business in the colour market.

(10)

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(Total for Question 1 = 30 marks)

TOTAL FOR SECTION A = 30 MARKS



SECTION B

Read Extracts D and E in the Source Booklet before answering Question 2.

Write your answers in the spaces provided.

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- 2 (a) Define the term 'customer loyalty'. (Extract D, line 8)

(2)

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In 2018, incomes in Turkey increased by 6% and *BiSU* sales increased from 100,000 deliveries to 112,000 deliveries a month.

- (b) Using this data, calculate the income elasticity of demand for *BiSU*. You are advised to show your working.

(4)

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(c) Analyse **two** factors that may lead to a change in the supply of delivery services in Turkey. (6)

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(d) Discuss the benefits, for a business such as *Kapgel*, of using part-time and temporary employees.

(8)

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(e) Assess the extent to which product is the most important element of the marketing mix for on-demand delivery businesses in Turkey.

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(10)

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(Total for Question 2 = 30 marks)

TOTAL FOR SECTION B = 30 MARKS



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Handwriting practice area with 20 horizontal dotted lines.



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(Total for Question 3 = 20 marks)

TOTAL FOR SECTION C = 20 MARKS

TOTAL FOR PAPER = 80 MARKS



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