

NAME:



Shrewsbury School

SHREWSBURY SCHOOL

SIXTH FORM ENTRANCE EXAMINATION 2014

BUSINESS STUDIES (1 hour)

Instructions to candidates:

- Answer all questions in the spaces provided.

Section A – Multiple Choice
Answer all questions

(15 marks)

1. The European Union has recently given the go-ahead to an £16bn investment in:

- A. HS2 High Speed Rail ☐
- B. Commercial spaceflight ☐
- C. Hinckley Point nuclear power station ☐
- D. Heathrow's third runway ☐

2. Richard Branson has decided to close one of his businesses. Which one?

- A. Little Red ☐
- B. Virgin Energy ☐
- C. Virgin Atlantic ☐
- D. Virgin Media ☐

3. What product is to be launched by EE, UK's biggest mobile operator?

- A. Online shopping channel ☐
- B. An EE theme park ☐
- C. Online chat show featuring Kevin Bacon ☐
- D. Set-top box for TV ☐

4. Name the tourist attraction that has asked for a €1bn emergency rescue

- A. Colosseum in Rome ☐
- B. Disneyland Paris ☐
- C. Eiffel Tower ☐
- D. Alton Towers ☐

5. Which supermarket is being formally investigated by the FCA for a major accounting scandal?

- A. Sainsbury's ☐
- B. Asda ☐
- C. Tesco ☐
- D. Morrisons ☐

6. What has fast-growing discount supermarket chain Aldi decided to accept from now on?

- A. Meat supplies from Poland ☐
- B. Credit card payments ☐
- C. Customers switching from Waitrose ☐
- D. Charity collections at the checkout ☐

7. If it wins the next General Election, Labour has pledged to increase the national minimum wage to:

- A. £12.50 per hour ☐
- B. £7.50 per hour ☐
- C. £10 per hour ☐
- D. £8 per hour ☐

8. Globally, how many iPhone6s did Apple sell in the first weekend on sale?

- A. 8,876,234 ☐
- B. 3 million ☐
- C. 10 million ☐
- D. 4.5 million ☐

9. What is the G8?

- A. The code name for the next iPhone ☐
- B. The interest rate used by the US banks ☐
- C. The Conservatives 8 step plan for growth ☐
- D. USA, Japan, UK, Germany, France, Italy, Russia and Canada ☐

10. According to BRANDZ what is the most valuable global brand?

- A. Coca Cola ☐
- B. Google ☐
- C. Amazon ☐
- D. Apple ☐

Please turn over the page for question 11.

In questions 11 to 15 match the slogan with the correct brand name:

11. 'Inspire the World, Create the Future'

- | | |
|------------|--------------------------|
| A. Apple | <input type="checkbox"/> |
| B. Intel | <input type="checkbox"/> |
| C. Samsung | <input type="checkbox"/> |
| D. Sony | <input type="checkbox"/> |

12. 'Don't be evil'

- | | |
|---------------|--------------------------|
| A. Google | <input type="checkbox"/> |
| B. BMW | <input type="checkbox"/> |
| C. Nokia | <input type="checkbox"/> |
| D. Blackberry | <input type="checkbox"/> |

13. 'What's happening?'

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|-------------|--------------------------|
| A. Facebook | <input type="checkbox"/> |
| B. Snapchat | <input type="checkbox"/> |
| C. Twitter | <input type="checkbox"/> |
| D. Tumblr | <input type="checkbox"/> |

14. 'Go further'

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|---------------|--------------------------|
| A. Toyota | <input type="checkbox"/> |
| B. Ford | <input type="checkbox"/> |
| C. Volkswagen | <input type="checkbox"/> |
| D. Citroen | <input type="checkbox"/> |

15. 'Securing a Better Future'

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|---------------------------|--------------------------|
| A. The Conservative Party | <input type="checkbox"/> |
| B. The Labour Party | <input type="checkbox"/> |
| C. The Liberal Democrats | <input type="checkbox"/> |
| D. UK Independence Party | <input type="checkbox"/> |

Section B – Calculations

(15 marks)

Answer all questions

1. Salop Engineering Ltd (SEL) mobile communications technology. SEL have just replaced one of their old machines with a new one that will take 5.4 seconds to produce a circuit board. This is 1.8 seconds faster than how long this operation took prior to having the new machine.

- A. Calculate the percentage increase in production speed now that the new machine is producing the circuit boards. (3 marks)

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- B. How many seconds faster will the new machine need to be in order to decrease the original production time by 66%? (3 marks)

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2. Walter Wall sells luxury carpets in Shropshire. The following data relates to his new 'wooltwist' line.

- Selling price of the carpet is £180 per unit
- The variable costs of manufacture are £100 for each carpet.
- The fixed costs are £8,000 per annum.

- A. How many carpets need to be sold to cover all of the costs/breakeven? (3 marks)

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B. Calculate the total profit/loss if the following sales were made:

(i) 220 carpets:

(3 marks)

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(ii) 50 carpets:

(3 marks)

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C. How many carpets does the firm need to sell in order to make £400 profit? (3 marks)

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Section C

(30 marks)

Answer the following questions:

1. On average the largest 100 companies in the UK spend less than 1% of their sales revenue on charitable donations. Should the directors of these companies make the donation of more money to charity a priority? Please give the case for and against. (15 marks)

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2. During difficult economic times many firms unfortunately cease trading. For the firms that survive discuss ways by which these firms can ensure that they have a more secure future and do not succumb to any difficult times that may lay ahead. (15 marks)

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