

Centre Number	Candidate Number	Name
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CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Ordinary Level

BUSINESS STUDIES

7115/01

Paper 1

May/June 2003

1 hour 45 minutes

Candidates answer on the Question Paper.
No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.
Write in dark blue or black pen in the spaces provided on the Question Paper.
Do not use staples, paper clips, highlighters, glue or correction fluid.

Answer **all** questions.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.

The businesses described in this question paper are entirely fictitious.

If you have been given a label, look at the details. If any details are incorrect or missing, please fill in your correct details in the space given at the top of this page.

Stick your personal label here, if provided.

For Examiner's Use	
1	
2	
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TOTAL	

- 4 (a) (i) Draw an organisational chart in the space below that might be appropriate for a large manufacturing business that operates and sells in many countries.

[4]

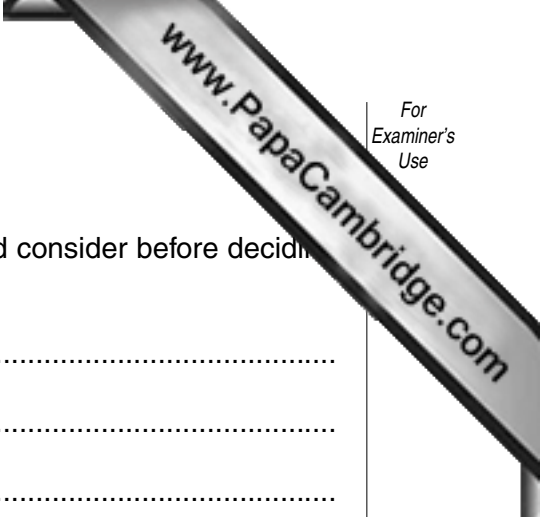
(ii) Use your chart to help explain:

(A) span of control

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.....[2]

(B) chain of command.

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.....[2]



5 (a) A fruit retailer buys his stock from a market wholesaler.

(i) State and explain **two** factors that the fruit retailer should consider before deciding the prices to charge his customers.

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.....[4]

(ii) Apart from advertising, suggest a promotion method that the fruit retailer could use to increase sales. Justify your answer.

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.....[2]

(b) The retailer knows that advertising should help to increase his sales.

(i) Explain why advertising can increase sales.

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(ii) Advertising is not always successful. Explain why.

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(c) Sales of even the most successful products reach maturity. Companies often introduce extension strategies to prolong the life of such products. Fig. 2 shows the product life cycle for a computer game.

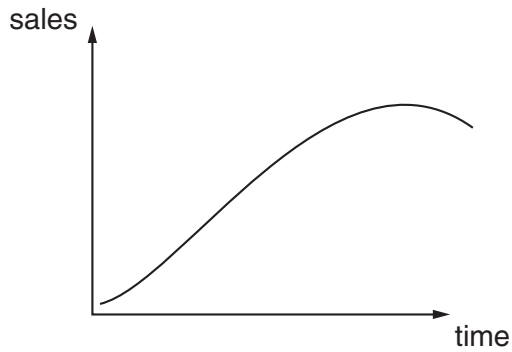


Fig. 2

- (i) Show the possible effect of an extension strategy on the product life cycle shown in Fig. 2. Draw your answer on Fig. 2. [2]
- (ii) Explain **one** possible extension strategy that the computer game manufacturer could use.

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