



Rewarding Learning

ADVANCED SUBSIDIARY (AS)
General Certificate of Education
2019

Centre Number

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Candidate Number

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Professional Business Services

Assessment Unit AS 1

assessing

Introduction to Professional Business Services



SPB11

[SPB11]

WEDNESDAY 22 MAY, AFTERNOON

TIME

1 hour 30 minutes.

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.

Write your answers in the spaces provided in the question paper.

Answer **all six** questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 80.

Quality of written communication will be assessed in Questions **4(b)**, **5** and **6**.

Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.

ADVICE TO CANDIDATES

You are advised to take account of the marks for each question in allocating the available examination time.

If you do not have sufficient space to complete your answers, you may use the additional pages at the back of the paper.

For Examiner's use only	
Question Number	Marks
1	
2	
3	
4	
5	
6	

Total Marks	
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Answer all six questions

Examiner Only

Marks	Remark

1 (a) Identify **three** Professional Business Services firms that operate globally.

_____ [3]

(b) Explain the term quaternary production and give **two** examples.

_____ [3]

2 You are a legal consultant in Moore and Proctor Solicitors and have been approached by a client to advise on the benefits of a code of conduct versus external regulation. Evaluate **two** benefits for your client of a code of conduct versus external regulation.

[10]

Examiner Only	
Marks	Remark

[Turn over

3 Using the information in the case study below, identify and explain with examples **two** Ansoff Matrix strategies Volvo are using within the business.

Examiner Only	
Marks	Remark

Volvo to use electric motors in all cars from 2020

Volvo Cars announced on 4 July 2017 that every model from 2020 onwards would have an electric motor, making it the first traditional car maker to call time on vehicles powered solely by an internal combustion engine. Volvo said that it would put electrification at the core of its business. From 2020 it will only make three types of cars: pure-electric, plug-in hybrids, and so-called “mild” hybrids combining a small petrol engine with a large battery. “This announcement marks the end of the solely combustion engine powered car,” said Håkan Samuelsson, Chief Executive. Volvo Cars has stated that it plans to have sold a total of one million electrified cars by 2025.

Volvo was purchased by Chinese car maker Geely in 2010. The new owners have proven to be a catalyst in the race to electrify its models, as China is already the world leader in electric car sales and Geely is the only Chinese-owned car maker producing vehicles for the US.

Globally, the market for pure-electric cars is small, accounting for less than 1% of sales in 2016, but is growing quickly. Volvo said it would launch five pure-electric cars during 2020 and 2021. Three will come from Volvo while two will come from Polestar, the high-performance unit it launched in June 2017. By 2020 no new Volvo cars will be sold without an electric motor as internal combustion cars are “gradually phased out”, Volvo said. It also aims to make its manufacturing operations “climate-neutral” by 2025.

© *Financial Times*, “Volvo to use electric motors in all cars from 2019”, Patrick McGee, 04.07.17

Examiner Only	
Marks	Remark

[10]

4 (a) Define the term market segment.

[2]

(b) PD Sports, manufacturers of sportswear, would like to target their customers more effectively. In your role as a professional business services consultant, analyse the benefits PD Sports is likely to gain as a result of segmenting their market.

The quality of written communication is assessed in this question.

Examiner Only	
Marks	Remark

Examiner Only	
Marks	Remark

5 ABC Engineering is a partnership firm with plants located in Strabane and Belfast. The partners are introducing a night shift pattern Monday to Friday because of a growth in sales from Japan and the USA.

Currently the employees work from:

- 8.00 am – 6.00 pm, Monday to Friday
- 9.00 am – 6.00 pm, Saturday.

A new 12-hour shift pattern has been proposed:

- 7.00 am – 7.00 pm, Monday to Friday
- 7.00 pm – 7.00 am, Monday to Friday.

The factory will be able to close on Saturdays, saving on costs.

ABC Engineering have appointed you, as a professional business services consultant, to help them with the negotiation of changing working practices with their employees.

As the professional business services consultant, analyse how you could use negotiation to influence employees of ABC Engineering to accept the change in their working practices.

The quality of written communication is assessed in this question.

6 Roe Valley Solutions are planning to introduce a new ICT system in their business. Employees are not happy with the proposal and Mr Carter, the Director, has sought the advice of a Professional Business Services firm.

Analyse the **five** phases of the consultancy process that the Professional Business Services firm will use to help Roe Valley Solutions.

The quality of written communication is assessed in this question.

Examiner Only	
Marks	Remark

Blank lined area for student response.

[20]

Examiner Only	
Marks	Remark

THIS IS THE END OF THE QUESTION PAPER

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