

1 Fig. 1.1 shows three brands of water sold in plastic bottles by AA Ltd.



Fig. 1.1

Use Fig. 1.1 to help you answer the following questions.

(a) (i) Give **two** reasons why AA Ltd offers different brands of bottled water for sale.

1

2

[2]

(ii) State **two** advantages of branding goods.

1

2

[2]

(b) The water is packaged in plastic bottles. Identify **one other** way of packaging water.

.....

[1]

(c) Circle the correct answer to complete each of the following sentences.

Water is an example of a human
need **OR** want.

An example of renewable energy is
oil **OR** wind.

[2]

(d) AA Ltd uses trucks to move the bottled water around the country.

(i) Is road the best way to move bottled water? Give reasons for your answer.

.....
.....
.....
.....
.....
.....
.....
.....
.....

[4]

2 A coffee shop had total sales of \$65 000. Total expenses were \$8 000 and the cost of goods sold was \$20 000. The coffee shop is located in a town centre.

(a) Calculate the value of the following. Show your working.

(i) the gross profit

.....
.....
.....
..... [2]

(ii) the net profit (profit for the year)

.....
.....
.....
..... [2]

(b) Explain **two** ways in which this coffee shop could increase its sales revenue.

1

.....
.....
.....

2

.....
.....
..... [4]

(c) Explain **one** reason why many coffee shops are located in town centres.

.....
.....
..... [2]

- 3 Fig. 3.1 shows an invoice that has been used in a commercial transaction between a wholesaler and a retailer.

				INVOICE No. 832
BB Wholesalers				
Mumbai				
CC Retailers Mumbai		28 September 2018 Terms: 5% 21 days		
Your Order No. 596				
Code	Description	Quantity	Unit Price \$	Amount \$
J490	Jeans	40	30	1200
MJ628	Jackets	25	80	2000
S952	Sweaters	24	35	840
T637	Ties	100	10	1000
Sub-total				5040
LESS Trade Discount 20%				(i)
Invoice Total				(ii)

Fig. 3.1

Use Fig. 3.1 to help you answer the following questions.

- (a) Complete the invoice in Fig. 3.1 by entering **(i)** Trade Discount and **(ii)** Invoice Total. [2]
- (b) Explain what is meant by *Terms: 5% 21 days*.

.....

.....

.....

.....

[3]

- (c) Explain **one** difference between an order and an invoice.

.....

.....

.....

.....

[2]

(b) Is it a good idea for bank customers to use mobile banking? Give reasons for your answer.

.....
.....
.....
.....
.....
.....
.....
.....

[4]

(c) Discuss whether it is better for a customer to pay for an expensive TV with a debit card or a credit card. Give reasons for your answer.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

[6]

[Total: 13]

5 Fig. 5.1 shows an online advertisement for DD Freight Forwarders.



Fig. 5.1

Use Fig. 5.1 to help you to answer the following questions.

(a) What is the main function of a freight forwarder?

.....
.....

[1]

(b) (i) Identify **two** examples from the advertisement that make it informative.

1

2

[2]

(ii) Suggest **two** ways DD Freight Forwarders (UK) might make this advertisement more persuasive.

1

2

[2]

(c) The online advertisement mentions telephone and completing an enquiry form. Describe **one other** method of communication that an international company might use in its operations.

.....
.....
.....
.....

[2]

(d) Describe **two** ways that customs authorities can restrict the amount of goods imported into a country.

1

.....
.....
.....

2

.....
.....
.....

[4]

