

Please check the examination details below before entering your candidate information

Candidate surname					Other names				
Centre Number					Candidate Number				

Pearson Edexcel Level 3 GCE

Friday 17 May 2024

Morning (Time: 1 hour 30 minutes) **Paper reference** **8BS0/01**

Business
Advanced Subsidiary
PAPER 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.
- 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.
- You may use a calculator.

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.

Turn over ►

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- (e) Assess **two** factors which could affect the income elasticity of demand for Oatly's products.

(8)

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(Total for Question 2 = 30 marks)

TOTAL FOR SECTION B = 30 MARKS



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SECTION B

Read Extract B before answering Question 2.

Extract B

HECK! plans £3.5m expansion

Sausage and burger manufacturer HECK! was created by Jamie Keeble and his family in 2015. Jamie says the private limited company is “one of the last independent businesses in the UK sausage industry, and our great taste and hands-on approach has made it the number one brand.” The company now has 58% market share in the premium brand sausage market, which also includes brands such as Richmond and Wall’s. 5

Jamie added, “The UK is the biggest snacking market in Europe, with 37% of young people saying they snack instead of having a proper meal.” The company’s latest innovation, Bangin’ Bites, is now stocked in Boots, WH Smith and Tesco. This new addition to the company’s product portfolio is a mini cooked version of its most popular sausages, packaged in portable pots for the growing ‘grab and go’ market. 10

A planned £3.5m expansion will enable HECK! to grow its own herbs and vegetables at its North Yorkshire site. Currently, the herbs and vegetables used in HECK!’s products are being imported from Europe, such as the 10,000 tonnes of basil it buys from Spain each year. 15

(Source: adapted from <https://www.yorkpress.co.uk/news/19318184.heck-food-plans-3-5m-expansion-turn-100m-2025/>)

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Level	Mark	Descriptor
	0	• A completely inaccurate response.
Level 1	1–2	• Isolated elements of knowledge and understanding – recall based. • Weak or no relevant application to business examples. • Generic assertions may be presented.
Level 2	3–5	• Accurate knowledge and understanding. • Chains of reasoning are presented, showing cause(s) and/or effect(s) but may be assertions or incomplete. • An attempt at an assessment is presented using quantitative and/or qualitative information. • Supported throughout by use of the business behaviour/context, though unlikely to show the significance of competing arguments.
Level 3	6–8	• Accurate and thorough knowledge and understanding. • Logical chains of reasoning, showing cause(s) and/or effect(s). • Assessment is balanced, well contextualised, using quantitative and/or qualitative information. • Supported throughout by relevant and effective use of the business behaviour/context, and shows an awareness of competing arguments/factors including supported judgement.

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Level	Mark	Descriptor
	0	• A completely inaccurate response.
Level 1	1–2	• Isolated elements of knowledge and understanding – recall based. • Weak or no relevant application to business examples. • Generic assertions may be presented.
Level 2	3–4	• Elements of knowledge and understanding. • Which are applied to the business example. • Chains of reasoning are presented, but may be assertions or incomplete. • A generic or superficial assessment is presented.
Level 3	5–6	• Accurate and thorough knowledge and understanding. • Analytical perspectives are presented, with developed chains of reasoning, showing cause(s) and/or effect(s). • An attempt at an assessment is presented using quantitative and/or qualitative information. • Supported throughout by use of the business behaviour/context, though unlikely to show the significance of competing arguments.
Level 4	7–10	• Accurate and thorough knowledge and understanding. • A coherent and logical chain of reasoning, showing cause(s) and/or effect(s). • Assessment is balanced and well contextualised, using quantitative and/or qualitative information. • Supported throughout by relevant and effective use of the business behaviour/context, and shows an awareness of competing arguments/factors leading to supported judgement.

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