

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 19 May 2023

Morning (Time: 1 hour 30 minutes)

Paper
reference

8BS0/01

Business

Advanced Subsidiary

PAPER 1: Marketing and People

You do not need any other materials.

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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P 6 6 5 3 9 R A 0 1 2 4



Pearson

Answer ALL questions.

SECTION A

Read Extract A before answering Question 1.

Write your answers in the spaces provided.

Extract A

An unbreakable phone case

Mous is a business that produces iPhone cases, but the first idea the founders, James Griffith, Lucy Hutchinson, and James Day, had was a disaster. Their design for an iPhone case with retractable headphones was unnecessary when Apple produced wireless headphones. Many new businesses might have failed, but the founders kept innovating.

5

The next idea was to create a stylish, protective phone case that wasn't bulky. After extensive testing, Mous created its own unique high impact material called AiroShock, something that Hutchinson said: "our brand can be known for".

Mous went the extra mile to prove the durability of their product and became known for its iPhone Day stunts, including throwing new phones on the floor outside Apple Stores. The videos went viral on social media; pre-orders for Mous' first products totalled \$2.4m.

10

Two years after the launch, Mous sold to 100 countries and had launched a range of magnetic case add-ons, including wallets and mounts. Mous then focused on adding to its accessories range and getting more products into retail stores. Its products are available online, but also in Selfridges, a high-end retail store. The founders of Mous aim to have their products stocked in all Apple Stores.

15

(Source: adapted from <https://www.standard.co.uk/tech/women-in-tech-mous-phone-case-start-up-a3944376.html>)

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1 (a) What is meant by innovation?

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(b) What is meant by viral marketing?

(2)

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(c) Explain why resilience was an important entrepreneurial characteristic for the founders of Mous.

(4)

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(d) Explain how the unique selling point of Mous could help build its brand.

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(e) Assess the importance of **two** elements of the design mix to the success of Mous' iPhone cases.

(8)

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(f) Assess how important retail stores are to Mous for increasing the sales of its products.

(10)

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(Total for Question 1 = 30 marks)

TOTAL FOR SECTION A = 30 MARKS



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SECTION B

Read Extract B before answering Question 2.

Write your answers in the spaces provided.

Extract B

The UK's fastest growing energy supplier

Bulb is a renewable energy supplier and is relatively new to the UK energy market, a market worth £55 000m in 2019. In 2018 Bulb's revenue was £183m and saw a 1200% growth by 2019, as more energy customers switched suppliers than ever before.

Co-founders Hayden Wood and Amit Gudka wanted to offer an alternative to the expensive tariffs for non-renewable energy sources of their competitors. Bulb designed simple tariffs that customers could understand, as well as providing excellent customer service. The homes and businesses that sign up to Bulb are described as members rather than customers. Members can contact the company easily via email, Facebook messenger or telephone. All queries are answered quickly and by a real person. On TrustPilot 90% of Bulb's customer reviews are rated 'excellent'.

5

Bulb uses renewable sources, such as solar, wind and hydro for most of its energy. This helps to keep prices lower than big competitors, such as E.ON and British Gas.

Bulb continues to rely on word of mouth and social media to build its brand. It also runs a referral programme to promote its tariffs, which gives both parties £50 whenever an existing member refers a new one.

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(Source: adapted from <https://startups.co.uk/young-guns/hayden-wood-and-amit-gudka-bulb/>)

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2 (a) What is meant by promotion?

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(b) What is meant by competitor?

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(c) Explain how social trends have affected Bulb's choice of promotion.

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(d) Using the data from Extract B, calculate the market share, to 2 decimal places, for Bulb in 2019. You are advised to show your working.

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(e) Assess **two** methods Bulb uses to increase customer loyalty.

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(f) Assess the importance of ethical sourcing to the success of an energy retailer, such as Bulb.

(10)

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(Total for Question 2 = 30 marks)

TOTAL FOR SECTION B = 30 MARKS



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SECTION C

Read Extract C before answering Question 3.

Write your answer in the space provided.

Extract C

Huel

Huel is a private company that produces meal replacement protein powders. The company's mission is to make nutritionally complete, convenient food, with minimal impact on animals and the environment. Huel has sold over 50 million meals to over 80 countries.

5

The company employs over 80 staff between its three sites in the UK and its site in New York, US. All four sites include production, sales, marketing and finance.

Huel's employees are ambitious professionals known as 'Hueligans'. The work atmosphere is invigorating, which reflects Huel's vibrant, health-conscious vision. The company offer various employee incentives, including free Huel products, flexible working hours, job rotation and share options.

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(Source: adapted from <https://startups.co.uk/young-guns/james-mcmaster-huel/>)

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Huel wants to increase the productivity of its employees. In order to achieve this, Huel could either use financial incentives or non-financial techniques.

3 Evaluate these **two** options and recommend which one Huel should use to increase employee productivity.

(20)

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(Total for Question 3 = 20 marks)

TOTAL FOR SECTION C = 20 MARKS
TOTAL FOR PAPER = 80 MARKS



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