

# Past exam paper questions – Topic 2.3

Q1.

Answer the question with a cross in the box you think is correct . If you change your mind about an answer, put a line through the box  and then mark your new answer with a cross .

Which **one** of the following is an immediate benefit of just in time (JIT) stock control?

Select **one** answer.

- A Improved customer service
- B Higher market share
- C Improved availability of stock
- D Lower warehousing costs

(Total for question = 1 mark)

Q2.

Answer the question with a cross in the box you think is correct . If you change your mind about an answer, put a line through the box  and then mark your new answer with a cross .

Which **two** of the following are stages in the sales process?

Select **two** answers.

- A Competitive prices
- B Customer engagement
- C High quality products
- D Post-sales service
- E Quality assurance

(Total for question = 2 marks)

Q3.

Answer the question with a cross in the box you think is correct . If you change your mind about an answer, put a line through the box  and then mark your new answer with a cross .

Which **two** of the following are examples of services?

Select **two** answers.

- A Chocolate bars
- B Education
- C Financial advice
- D Magazines
- E Washing machines

(Total for question = 2 marks)

**Q4.**

Explain **one** drawback to a business of using batch production.

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**(Total for question = 3 marks)**

**Q5.**

Explain **one** impact improved technology may have on a business.

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**(Total for question = 3 marks)**

**Q6.**

Explain **one** impact on a business of producing high-quality products.

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**(Total for question = 3 marks)**

**Q7.**

Explain **one** disadvantage for a business of making a poor logistical decision.

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**(Total for question = 3 marks)**

**Q8.**

**Read the following extract carefully and then answer the question.**



(Source: © plo3/Shutterstock)

*Nando's* is a restaurant chain that specialises in Portuguese PERi-PERi chicken and spicy food. Since its first UK restaurant opened in 1992, the chain has expanded rapidly. There are now 339 restaurants in the UK. *Nando's* is popular amongst its target market of young people.

*Nando's* has used social media to develop a strong brand and to communicate with its target market. Its Twitter feed has over 1.5 million followers. *Nando's* uses viral advertising campaigns, many of which are reposted on social media.

The UK restaurant market has become more competitive. In 2013, *Nando's* decided to trial a takeaway service. After trialling this in 10 restaurants, the takeaway service is now available in every branch. Following the success of the takeaway trial, *Nando's* is now considering developing an app (application) for mobile phones, which can be used to order takeaway food. It also wants to start a home delivery service to improve the profitability of its takeaway service.

(Source: adapted from [http://www.digitaltrainingacademy.com/casestudies/2014/07/how\\_nandos\\_became\\_the\\_most\\_popular\\_restaurant\\_chain\\_on\\_social\\_media.php](http://www.digitaltrainingacademy.com/casestudies/2014/07/how_nandos_became_the_most_popular_restaurant_chain_on_social_media.php))

*Nando's* restaurant in Exeter uses a just in time (JIT) stock control system.

Analyse the drawback for *Nando's* of using just in time (JIT).

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**(Total for question = 6 marks)**