

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 16 May 2025

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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Pearson

Answer ALL questions.

SECTION A

Read Extract A in the Source Booklet before answering Question 1.

Write your answers in the spaces provided.

1 (a) What is meant by niche market?

(2)

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(b) What is meant by mass market?

(2)

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(c) In 2022, independent UK chocolate manufacturers sold £6.5m worth of chocolate.

Using Extract A, calculate to two decimal places, the market share of independent UK chocolate manufacturers in 2022. You are advised to show your working.

(4)

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(d) Explain how innovation could benefit Duffy Sheardown's business in the competitive chocolate market.

(4)

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(e) Assess **two** likely benefits of online retailing for Duffy Sheardown's business.

(8)

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(f) Assess the possible benefits to Duffy Sheardown's business of using a cost-plus pricing strategy.

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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 in the Source Booklet before answering Question 2.

Write your answers in the spaces provided.

2 (a) What is meant by on-the-job training?

(2)

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(b) What is meant by employee financial incentives?

(2)

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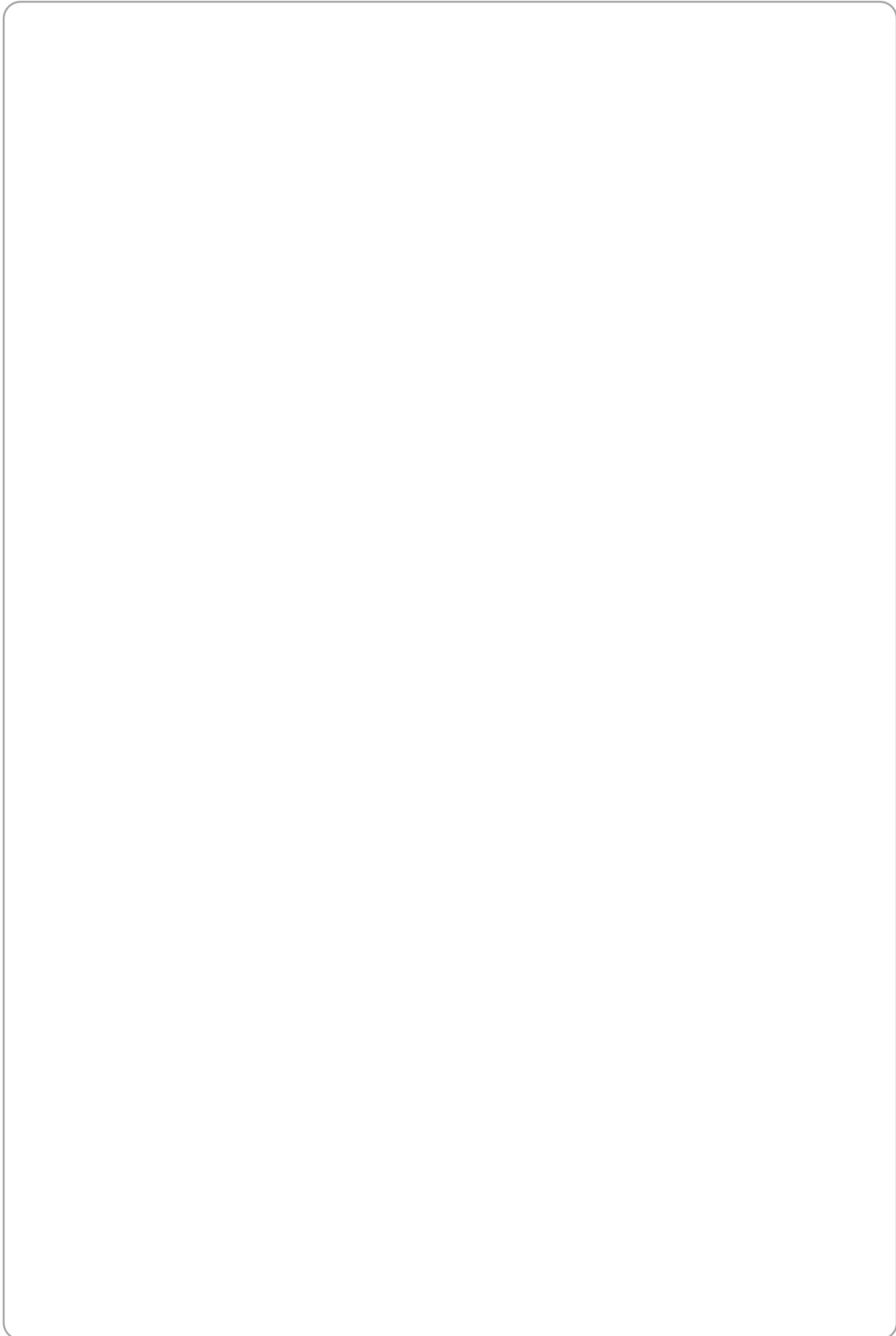
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(c) Construct a market map to illustrate Lidl's possible market position in the UK.

(4)



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(d) Explain **one** way Lidl could be affected by competition in the market.

(4)

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(e) Assess **two** benefits of using external recruitment for Lidl's new stores.

(8)

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(f) Assess the potential benefits to Lidl of treating staff as an asset.

(10)

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(Total for Question 2 = 30 marks)

TOTAL FOR SECTION B = 30 MARKS



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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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Do not return this Booklet with the question paper.

Turn over ►

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P 7 4 1 9 6 A



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SECTION A

Read Extract A before answering Question 1.

Extract A

The best milk chocolate in Europe

Duffy Sheardown is a chocolatier based in North-East Lincolnshire. In 2018, his Mayan Red Milk chocolate bar won the award for best milk chocolate in Europe. Eight more of Duffy's chocolate bars also received awards. Duffy is one of a growing number of independent UK chocolate manufacturers, selling in a UK market that was worth £4.500m in 2021. In 2022, the total value of chocolate sales in the UK increased by £600m, the market offers huge opportunities for luxury brands. 5

Duffy's bars are priced from £5.65 to £6.95 and include innovative combinations such as the 45% cocoa Mochaccino bar and the 72% of cocoa Espresso bar. These bars are aimed at a niche market of customers who want to expand their chocolate taste beyond mass market brands such as Cadbury or Galaxy. Duffy's bars are only stocked by a few luxury cafes and chocolate shops, but they sell all over Europe via his website. 10

Duffy sources cocoa to make his chocolate directly from cocoa farmers, paying whatever price the farmer asks for without haggling or complaining. Duffy explains: "It's worth paying a bit extra for fine flavour chocolate." 15

(Source: adapted from <https://www.grimsbytelegraph.co.uk/news/grimsby-news/duffy-sheardown-chocolate-milk-europe-2123985> and <http://www.duffyschocolate.co.uk/our-approach>)



SECTION B

Read Extract B before answering Question 2.

Extract B

Lidl to become UK's highest paying supermarket

In 2021, Lidl increased its lowest paid employees' hourly wage by 6.3%. The change benefitted over 80% of the discount supermarket's workforce. Lidl provided other financial incentives, including a £200 thank-you bonus given to all shop floor workers, as well as a £150 gift voucher for all employees. Lidl also offers benefits such as enhanced holiday entitlement, a 10% colleague discount and career development opportunities through on-the-job training. 5

Christian Härtnagel, Chief Executive Officer at Lidl UK said: "At Lidl, our frontline colleagues are the backbone of our business. They work tirelessly and are integral to our future success. We have ambitious plans to grow our business across the UK and to do that we need to ensure we attract and look after the best talent." 10

Lidl aims to open hundreds of new stores in the UK to help increase its market share, which is still significantly lower than the big four supermarkets: Tesco, Asda, Sainsbury's and Morrisons.

(Source: adapted from <https://corporate.lidl.co.uk/media-centre/pressreleases/2021/lidl-gb-increases-wages>)

SECTION C

Read Extract C before answering Question 3.

Extract C

Leading the vegetable revolution since 1986

Guy Singh-Watson created Riverford Organic Farmers over 30 years ago. He started delivering homegrown organic vegetables to friends which expanded into a national vegetable box scheme delivering to 80,000 customers a week. The company achieved record sales during 2020, with many new customers signing up, resulting in a profit of £3.7m. 5

Guy is passionate about sharing his knowledge of organic farming. His videos have gone viral on Facebook, reaching 5.6m views and 91,000 shares. Guy's weekly vegetable box newsletters connect customers to the farm with honest stories of the trials and tribulations of producing organic food. 10

Riverford Organic Farmers has also been working on its long-standing pledge to reduce plastic use. It launched a plastic-free box made from wood pulp, sugars and corn starch to protect its vegetables during delivery. In 2022, Riverford's social objectives saved 21 tonnes of plastic, donated over one million portions of vegetables to charity and planted 1,525 trees. 15

(Source: adapted from <https://www.business-live.co.uk/retail-consumer/what-guy-next-riverford-founder-21324092>)

