

Please check the examination details below before entering your candidate information

Candidate surname

Other names

Centre Number

Candidate Number

**Pearson Edexcel International Advanced Level**

**Thursday 9 January 2025**

Morning (Time: 2 hours)

Paper  
reference

**WBS11/01**

**Business**

**International Advanced Subsidiary**

**UNIT 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 in Sections A, B and C.
- 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.*
- Calculators may be used.

### 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 ►

P78448A

©2025 Pearson Education Ltd.  
H:1/1/1/1/



  
Pearson



(c) Analyse **two** factors, other than price, that may lead to a change in demand for chocolate confectionery.

(6)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Area with horizontal dotted lines for writing.



(d) Discuss the importance of increasing market share as an objective, to a business such as *Mars Wrigley*.

(8)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Handwriting practice area with 20 horizontal dotted lines.



(e) Assess the extent to which *Tony's Choclonely's* ethical sourcing may affect the success of its business.

(10)

Area with horizontal dotted lines for writing the answer.

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Handwriting practice area with horizontal dotted lines.

(Total for Question 1 = 30 marks)

**TOTAL FOR SECTION A = 30 MARKS**



P 7 8 4 4 8 A 0 7 1 6

**SECTION B**

**Read Extracts E and F in the Source Booklet before answering Question 2.**

**Write your answers in the spaces provided.**

**2** (a) Define the term 'empowerment'. (Extract E, line 10)

(2)

.....

.....

.....

.....

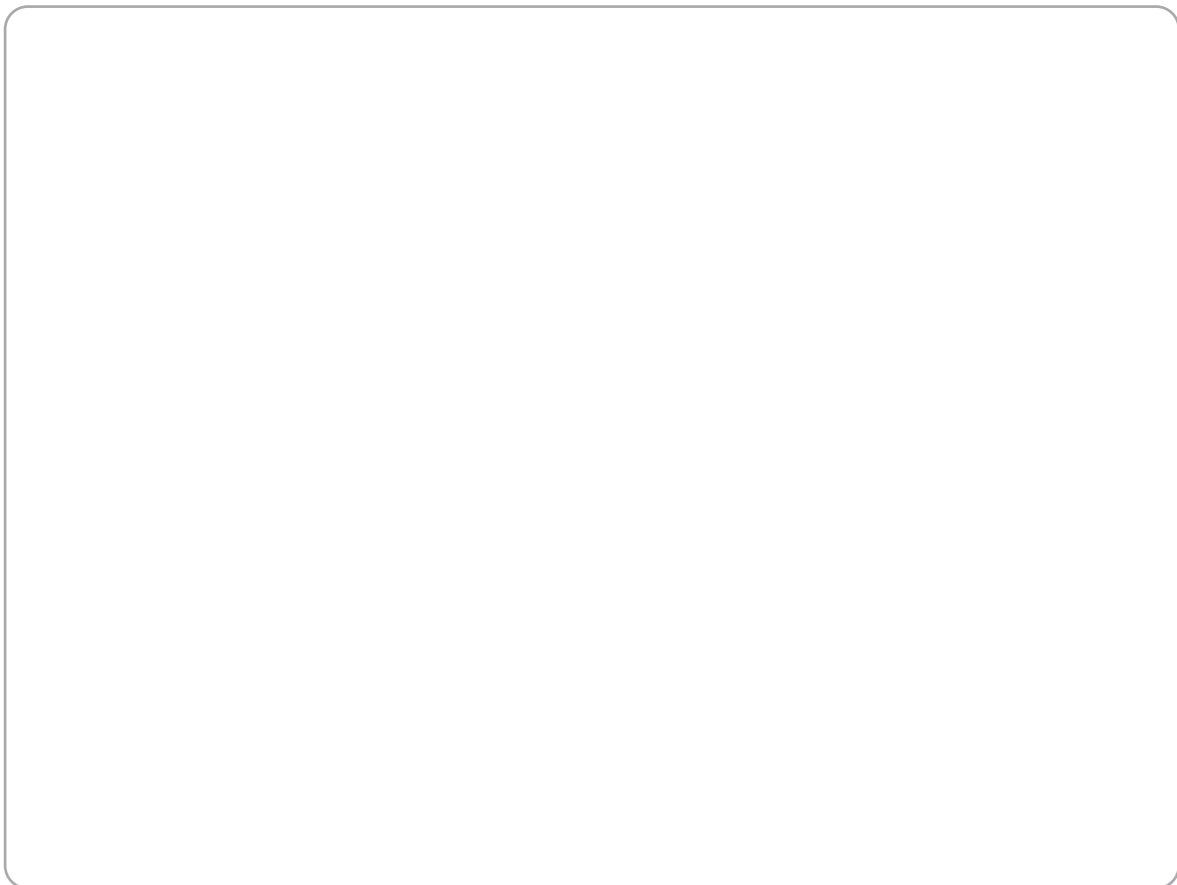
.....

.....

The main material used to manufacture baby toys is plastic.

(b) Construct a supply and demand diagram to show the effect on the market for baby toys of an increase in the cost of plastic.

(4)



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



(c) Analyse **two** possible non-financial entrepreneurial motives that may have encouraged Mona Ataya to start her business.

(6)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Area with horizontal dotted lines for writing.



(d) Discuss the advantages to *Mumzworld* of using online retailing to sell its baby products.

(8)

Area with horizontal dotted lines for writing the answer.

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Handwriting practice area with 20 horizontal dotted lines.



P 7 8 4 4 8 A 0 1 1 1 6

(e) Assess whether the use of flexible working by *Mumzworld* is likely to increase employee performance.

(10)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

(Total for Question 2 = 30 marks)

**TOTAL FOR SECTION B = 30 MARKS**



P 7 8 4 4 8 A 0 1 3 1 6



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Handwriting practice area with 20 horizontal dotted lines.



P 7 8 4 4 8 A 0 1 5 1 6

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

(Total for Question 3 = 20 marks)

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



# Pearson Edexcel International Advanced Level

**Thursday 9 January 2025**

Morning (Time: 2 hours)

Paper  
reference

**WBS11/01**

## **Business**

**International Advanced Subsidiary**

**UNIT 1: Marketing and people**

**Source Booklet**

**Do not return this Booklet with the question paper.**

*Turn over* ►

**P78448A**

©2025 Pearson Education Ltd.  
H:1/1/1/1/



P 7 8 4 4 8 A



**Pearson**

## Sources for use with Section A

### Extract A

#### The global chocolate confectionery market

Chocolate confectionery is a sweet treat that contains chocolate. In 2022, 7.5 million tonnes of chocolate confectionery were sold globally and the revenue was \$62.4bn.

*Mars Wrigley*, a mass market manufacturer of chocolate confectionery, is the largest global producer by revenue. It produces a wide range of well-known chocolate products including Snickers, Twix, Mars and M&M's. 5

In 2022 *Mars Wrigley* closed its original factory in Chicago. A total of 280 people were made redundant.

### Extract B

#### Top five global chocolate confectionery businesses, by revenue, in 2022

Business	Revenue \$bn
<i>Mars Wrigley</i>	20.0
<i>Ferrero Group</i>	15.3
<i>Mondelez</i>	11.8
<i>Hershey</i>	10.4
<i>Nestlé</i>	7.9

### Extract C

#### Changes in the chocolate confectionery market

The global chocolate confectionery market is being affected by many factors. There was strong growth in the market during the global health crisis, when consumers typically bought more sweet treats.

However, since the global health crisis supplier costs have increased, including the price of cocoa which is the main ingredient in chocolate. This has resulted in many manufacturers, such as *Mars Wrigley*, reducing the size and weight of chocolate bars, whilst keeping them at the same price for the consumer. 5

The market is being affected by an increase in negative publicity in Europe, which is aiming to raise awareness of the high fat, sugar and salt content in products such as confectionery items. 10



## Extract D

### Ethical sourcing in the chocolate market

*Tony's Chocolonely* is a Dutch business that manufactures and sells chocolate bars. It was started in 2005 by journalist Teun van de Keuken and its chocolate is now sold in many countries.

The aim of *Tony's Chocolonely* is to raise awareness about the inequalities and unfair treatment of workers in the production of chocolate. The word Chocolonely comes from how lonely Teun felt in his campaign to promote ethical sourcing in the chocolate market. He still feels that his competitors do not listen to him about the need to create change in this market. 5

*Tony's Chocolonely* ensures that all the cocoa farmers supplying its business are paid a fair price and that child labour is not used on their farms. It continues to attempt to persuade all chocolate manufacturers to do the same. 10

## Sources for use with Section B

### Extract E

#### About *Mumzworld*

*Mumzworld* is an online business, based in Dubai. It sells clothes, baby strollers, furniture, books and toys for babies and children.

*Mumzworld* was started in 2011 by Mona Ataya and is now the largest online business selling baby products in the Middle East. It offers over 350,000 products from 6,500 global businesses. 5

Mona is on the list of the 100 most successful Arab women. She worked for three global businesses before starting *Mumzworld*. Whilst raising her family, she found it difficult to get advice when buying baby products and grew tired of the busy shopping malls. Mona aims to provide empowerment to more women in the Middle East and offers a range of job opportunities to women with families and dependants. 10

### Extract F

#### Flexible working at *Mumzworld*

*Mumzworld* offers its employees a flexible working environment. Employees may work part-time, work from home and choose their working hours.

Parents are welcome to bring their children into the office when they need to. Walking into the *Mumzworld* office, it is normal to see children playing or sitting on the bean bags scattered around the office. 5



## Sources for use with Section C

### Extract G

#### About *Dyson*

*Dyson*, a Singapore based business, was started by inventor and entrepreneur James Dyson. James has devoted his life to solving problems and developing high quality products by using advanced technology. *Dyson* employs scientists and engineers who seek to invent new approaches to traditional household products. The premium-priced product portfolio includes: 5

- low-energy, cordless and robot vacuum cleaners
- bladeless fans
- low-energy lighting
- high-efficiency hairdryers 10
- cordless hair straighteners
- electric-car batteries.

*Dyson* has demonstration stores in 100 major cities where customers can view and test the products. Its products are available to buy in large retail stores and from online stores such as *Amazon*. 15

### Extract H

#### Promotion at *Dyson*

When releasing new products, *Dyson* holds events where it invites reporters and industry experts to test its innovative products. It does not spend a large amount of money on advertising compared to its competitors. *Dyson* relies on word-of-mouth advertising and customer reviews to promote its products. 5

**BLANK PAGE**



**BLANK PAGE**



**BLANK PAGE**

**Acknowledgements**

**Extracts A and B** adapted from: <https://www.zippia.com/advice/largest-chocolate-companies/>

**Extract C** adapted from: <https://www.thegrocer.co.uk/confectionery/cracks-are-beginning-to-show-in-the-global-chocolate-market/681584.article>

**Extract D** adapted from: <https://tonyschocolonely.com/uk/en>

**Extract E** adapted from: <https://www.mumzworld.com/about-us>

**Extract F** adapted from: <https://blog.mumzworld.com/meet-mona-ataya-mumzworld-ceo/>

**Extract G** adapted from: <https://www.dyson.co.uk/james-dyson>

**Extract H** adapted from: <https://techcrunch.com/2019/03/20/dyson-launches-a-vacuum-with-better-battery>

