

Please check the examination details below before entering your candidate information

Candidate surname

Other names

Centre Number

Candidate Number

## Pearson Edexcel Level 3 GCE

**Wednesday 14 May 2025**

Morning (Time: 2 hours)

Paper  
reference

**9BS0/01**

**Business**

**Advanced**

**PAPER 1: Marketing, people and global businesses**

**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.
- There are two sections in this question paper.
- 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 100.
- 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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Answer ALL questions. Write your answers in the spaces provided.

SECTION A

Read the extracts (A to D) in the Source Booklet before answering Question 1.

- 1 (a) Using the data in Extract A, calculate the percentage of responses that rated Timpson Ltd 3 stars and above. State your answer to 2 decimal places. You are advised to show your working.

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(b) Explain **one** possible benefit to Timpson Ltd of using quantitative market research data.

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(c) Assess the likely consequences of Timpson Ltd continuing to operate as a private limited company.

(10)

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(d) Assess the likely consequences of Timpson Ltd treating its staff as an asset.

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Johnsons' objective is to maintain high levels of customer service in its stores. In order to do this, Johnsons could either prioritise on-the-job training or off-the-job training.

- (e) Evaluate these **two** options and recommend which one Johnsons should choose to maintain its customer service.

(20)

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(Total for Question 1 = 50 marks)

**TOTAL FOR SECTION A = 50 MARKS**



**SECTION B**

**Read the extracts (E to I) in the Source Booklet before answering Question 2.**

- 2 (a) Using the data in Extract E, draw a supply and demand diagram to show the possible impact of the change in the price of sugar between 2024 and 2025, on the market for cola drinks.

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(b) Using the data in Extract F, calculate the difference in the predicted percentage change of sales of non-carbonated and carbonated drinks in India between 2023 and 2028. State your answer to 2 decimal places. You are advised to show your working.

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(c) Assess the factors that might affect the success of a business, such as Fever-Tree, entering a new market such as India.

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(d) Assess the possible impact of multinationals, such as Coca-Cola, on the local economy of India.

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Coca-Cola aims to increase its market share of the Indian soft drinks market. In order to do this, it could either focus on the pricing of its products or improving its ethical behaviour.

(e) Evaluate these **two** options and recommend which one is most suitable for increasing Coca-Cola's market share in India.

(20)

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**(Total for Question 2 = 50 marks)**

**TOTAL FOR SECTION B = 50 MARKS**  
**TOTAL FOR PAPER = 100 MARKS**



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# Pearson Edexcel Level 3 GCE

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**Advanced**

**PAPER 1: Marketing, people and global businesses**

**Source Booklet**

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

*Turn over* ►

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P 7 9 9 2 3 A



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## SECTION A

Read the following extracts (A to D) before answering Question 1.

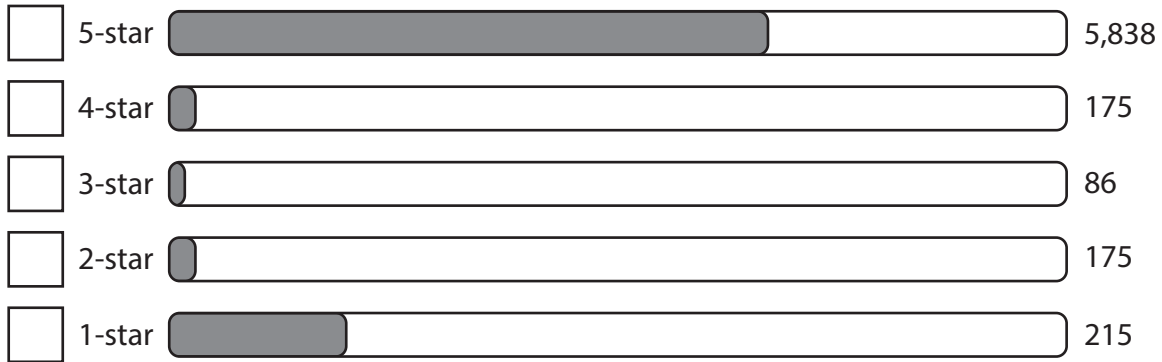
### Extract A

#### Trust Pilot customer reviews of Timpson

Reviews ★ 3.8

6,489 total responses

Responses



(Source: adapted from <https://uk.trustpilot.com/review/www.timpson.co.uk>)

### Extract B

#### Timpson Ltd

Timpson was established in 1865 by John Timpson. The business repairs shoes, cuts keys, repairs mobile phones, and repairs watches. Timpson offers a wide range of while-you-wait services on the High Street or in supermarkets. The Group continues to expand by opening new stores, mostly in supermarket car parks.

5

Timpson became a private limited company in 1960.

(Source: adapted from <https://www.timpson.co.uk/about-timpson>)

## Extract C

### Interview with James Timpson – Timpson’s chairman 2024

“I believe that if a business invests in colleagues, it can succeed. If you sat in one of our board meetings you’d hear a lot about our colleagues’ happiness. We call this ‘upside down’ management. The more money we invest in our culture of kindness, the better the business performs. Colleagues need to stick to our only two rules: put the money in the till and look the part. 5

Many businesses don’t realise that their most valuable asset isn’t the stock on the shelves, it’s the loyalty and passion of their colleagues. In other businesses, when sales fall, directors usually demand that costs are cut, and training ignored. However, this can lead to higher sickness, low morale and even strikes. 10

We paid for a garden play area for an employee’s grandchildren, and a family facing major health issues went to Disneyland Paris.

Timpson is one of the largest employers of ex-offenders in the UK. Approximately 10% of our workforce have criminal convictions. All ex-offenders we recruit are risk-assessed and provide us with full disclosure during interview. Those we recruit are extremely loyal, productive, and hardworking.” 15

(Source: adapted from <https://www.theguardian.com/commentisfree/2024/mar/05/burnt-out-britain-workers-management-strike-sick> and <https://www.timpson-group.co.uk/timpson-foundation/ex-offenders/#:~:text=Approximately%2010%25%20of%20our%20workforce,people%20who%20have%20criminal%20convictions>)

## Extract D

### Johnsons dry cleaners

Johnsons is a national professional clothes cleaning business, competing with local dry cleaners. It has over 200 stores throughout the UK and offers a dry-cleaning service for a range of items, such as suits, bridalwear, and duvets. Johnsons combines first-class customer care with expert advice on fabrics and textiles. 5

Johnsons typically employs 2-3 employees in its branches and currently the only training they receive is one day’s induction covering serving customers, till usage and cleaning services offered in that branch.

More specialist items are sent to Johnsons Excellence Centre in Rugby. The textile technicians there have unparalleled levels of expertise. Johnsons’ services combine advanced cleaning technology with traditional methods to care for specific textiles, such as wedding dresses. It also specialises in handbags, and motorcycle leathers. 10

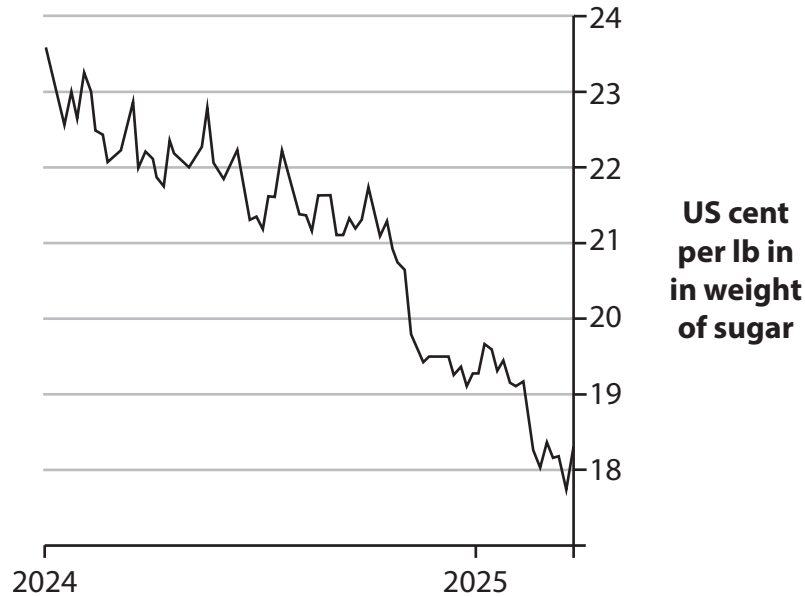
(Source: adapted from <https://www.timpson-group.co.uk/group-companies/johnsons/>)

## SECTION B

Read the following extracts (E to I) before answering Question 2.

### Extract E

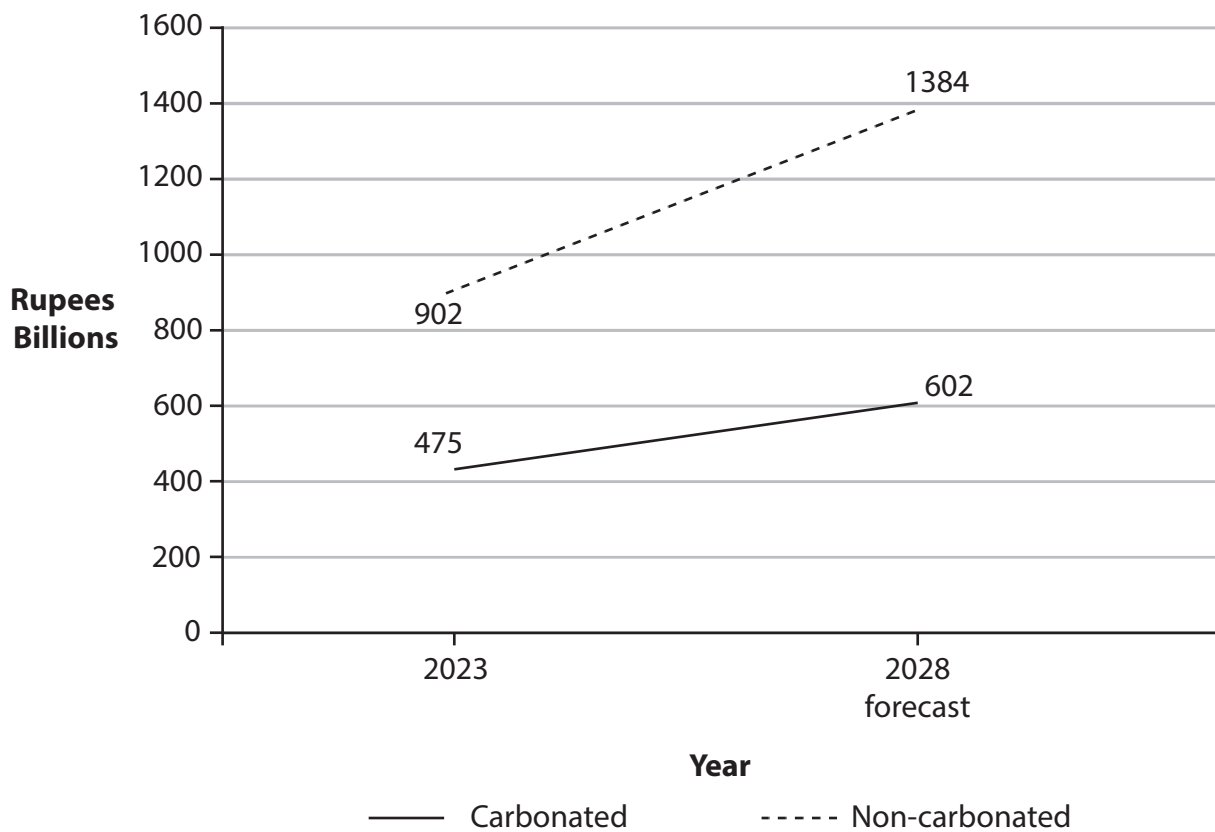
#### Monthly sugar price in US cents per lb (pound in weight)



(Source: adapted from <https://tradingeconomics.com/commodity/sugar>)

### Extract F

#### Trends in the Indian soft-drinks market



(Source: adapted from <https://www.enterpriseappstoday.com/stats/soft-drink-sales-statistics-2023-facts-trend-and-demand-analysis.html>)

## Extract G

### Fever-Tree

In 2004, Fever-Tree began as a UK-based startup selling high quality tonic water. They now sell a variety of 14 different flavoured mixers.

It began exporting to markets, particularly in India, by building brand reputation. It recognised the importance of understanding local markets. Market research helped ensure compliance with local regulations, food safety standards, labelling requirements and import-export laws, including tariffs and duties. 5

Fever-Tree built relationships by connecting with local bartenders, chefs and other spirits brands operating in its target markets, Mumbai and Delhi.

Sourcing ingredients from India is important. Indian consumers prefer local ingredients. India's cocktail culture has traditional and modern influences, with a growing appreciation for premium, innovative products. India's rapidly growing middle class offers new opportunities. 10

One way Fever-Tree could overcome the challenges posed by trade barriers, such as tariffs, would be to set up a production facility in India. 15

(Source: adapted from <https://www.ft.com/partnercontent/department-for-business-and-trade/savouring-success-finding-export-opportunities-in-indias-evolving-market.html>)

## Extract H

### Coca-Cola in India

The Coca-Cola Company entered the Indian market in 1956.

In 2004, after years of protests by local villagers, a Coca-Cola bottling plant was forced to close as it allegedly contaminated groundwater with toxins. The villagers also suffered crop failures due to lack of irrigation water, as the bottling plant was causing water shortages. 5

As a result of the closure of the bottling plant, the Coca-Cola Company has adapted its business model. It now uses independent Indian bottling partners, often family-owned businesses, which employed local workers. Coca-Cola is distributed through local retailers. Local suppliers create jobs in agriculture, manufacturing, supply chain, transportation, and retail. 10

Coca-Cola supports communities through The Coca-Cola Foundation. These address environmental and social priorities like education, economic empowerment, recycling, and disaster relief.

(Source: adapted from <https://www.historyoasis.com/post/coca-cola-history-india> and <https://esgnews.com/the-coca-cola-system-refreshing-local-economies-and-communities-worldwide/>)



## Extract I

### India Cola market

The per capita consumption of soft drinks in India is 4-5 litres per year; the global average is 30 litres.

Indian brand Campa Cola sells 200 ml bottles for 10 rupees, half the price of a similar sized Coca-Cola or Pepsi product. Campa Cola's product range is limited compared to its competitors. It is investing in bottling plants, which will increase production capacity. 5

Coca-Cola's portfolio includes brands like Thums Up, Maaza (fruit beverage), and Kinley (water). Coca-Cola's sales have grown in rural markets compared to urban areas. It aims to ensure different products are priced simply for rural areas, such as pricing products at either 10, 20, or 50 rupees, to make cash transactions easy. This is important in regions where physical cash is the most popular method of payment. 10

Coca-Cola aims to sell more to middle-class urban markets, maximising the potential to charge premium prices.

(Source: adapted from [https://economictimes.indiatimes.com/industry/cons-products/food/coca-cola-cracks-the-most-elusive-market-in-india-the-countrys-hinterlands/articleshow/105199454.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](https://economictimes.indiatimes.com/industry/cons-products/food/coca-cola-cracks-the-most-elusive-market-in-india-the-countrys-hinterlands/articleshow/105199454.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst) and <https://altiusinvestech.com/blog/pepsi-coca-cola-campa-cola-battle-indias-soft-drink-market/#:~:text=The%20Indian%20Soft%20Drinks%20Market,re%2Dlaunch%20of%20Campa%20Cola.>)



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