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 15 May 2026

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

I nstruc tions

- 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 ▶

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 redundancy?

(2)

(b) What is meant by total revenue?

(2)

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(c) Explain **one** disadvantage to Boots of having its own-brand ranges.

(4)

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(d) Explain how Boots could benefit from using market mapping for its sk incare ranges.

(4)

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(e) Assess **two** factors which could affect demand for Boots pharmacy products.

(8)

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(f) Assess how having a star product in its product portfolio could affect Boots' marketing decisions.

(10)

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(Total for Question 1 = 30 marks)

TOTALFOR 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 primary market research?

(2)

(b) What is meant by the decline stage in the product life cycle?

(2)

(c) Explain how the use of an extension strategy could benefit Hasbro.

(4)

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(d) Using the information in Extract B, calculate the price elasticity of demand for UK toys in 2023. State your answer to 2 decimal places. You are advised to show your work ing.

(4)

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(e) Assess **two** ways Hasbro could use ICT to help carry out market research.

(8)

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(f) Assess the importance of adapting to the changing toy market for Hasbro.

(10)

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(Total for Question 2 = 30 marks)

TOTAL FOR SECTION B = 30 MARKS

SECTION C

Read Extract C in the Source Booklet before answering Question 3.

Write your answer in the space provided.

Sam will need to provide training for the 15–20 new employees at the Goat Shed to ensure the restaurant and bakery counter staff are productive. To help achieve this he could use on-the-job training or off-the-job training.

3 Evaluate these **two** options and suggest which one could lead to the restaurant and bakery counter staff being most productive.

(20)

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(Total for Question 3 = 20 marks)

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

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