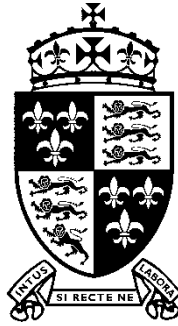


First name:

Surname:

Current School:



SHREWSBURY SCHOOL

SIXTH FORM ENTRANCE EXAMINATION 2016

BUSINESS STUDIES

(1 Hour)

Instructions to candidates:

Answer all questions.

Section A – Multiple Choice
Answer all questions

(15 marks)

1. Who has shut down its phone business after 14 years of making handsets?
 - A. Microsoft []
 - B. Sony []
 - C. BlackBerry []
 - D. Nokia []

2. How much was the Alton Towers owner fined over the Smiler crash?
 - A. £500,000 []
 - B. £5m []
 - C. £500m []
 - D. £50m []

3. Which social media platform was rumoured to be a takeover target at around \$15bn?
 - A. Facebook Messenger []
 - B. WeChat []
 - C. Snapchat []
 - D. Twitter []

4. What is the G8?
 - A. The code name for the next iPhone []
 - B. The interest rate used by the US banks []
 - C. The Conservatives 8 step plan for growth []
 - D. USA, Japan, UK, Germany, France, Italy, Russia and Canada []

5. According to BRANDZ what are the top three most valuable global brands?
 - A. Apple, Google, Coca Cola []
 - B. Google, Apple, Microsoft []
 - C. Amazon, Coca Cola, Google []
 - D. Apple, Google, Facebook []

6. Employers have been warned they could be missing out on top staff because they are rejecting candidates with:
 - A. Brown shoes []
 - B. Bad breath []
 - C. Tattoos []
 - D. Political party membership []

7. How many member states are there currently in the European Union?
- A. 25
 - B. 28
 - C. 31
 - D. 35
8. Uber is the largest taxi company in the world. How many taxi cabs does Uber own?
- A. 123,671
 - B. 0
 - C. 56,213
 - D. 12,765
9. James Dyson is best know for his bag-less vacuum cleaners. However, what is his most recent product innovation and launch?
- A. Washing Machine
 - B. Toaster
 - C. Hair Dryer
 - D. Tablet computer
10. What is Article 50 of the Lisbon Treaty?
- A. Rules on how member states leave the EU
 - B. Rules on a free trade agreement between Portugal & Spain
 - C. Rule stopping Cristiano Ronaldo's children playing for Spain
 - D. Rule banning smoking on European beaches

Please turn over the page for question 11.

In questions 11 to 15 match the logo to the statement or advertising slogan related to the brand:

<p>Example: Slogan: 'I'm Loving it'</p>	
<p>11. This firm counts Walkers/Lays Crisps as one of their more profitable products.</p>	<p>John Lewis</p>
<p>12. This firm is the largest player in the UK pet food market.</p>	
<p>13. Slogan: 'Earth's Most Customer-centric Company'</p>	<p>MARS</p>
<p>14. Slogan: 'Never knowingly undersold'</p>	
<p>15. Innocent Drinks are over 90% owned by this company.</p>	

Section B-Calculations

(15 marks)

Answer all questions

I. Pear Technologies plc produce tablet computers. They have just replaced one of their old machines with a new one that will take 5 seconds to fit the screen on to a tablet computer. This is 2.5 seconds faster than how long this operation took prior to having the new machine.

A. Calculate the percentage increase in production speed now that the new machine is fitting the screens. (3 marks)

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B. How many seconds faster will the new machine need to be in order to decrease the current production time by 40%? (3 marks)

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2. Walter Wall sells luxury carpets in Shropshire. The following data relates to his new 'wooltwist' line.

- Selling price of the carpet is £180 per unit
- Each carpet costs £100 to make.
- The rent (fixed costs) is £8,000 per year no matter how many carpets are sold.

A. How many carpets need to be sold to cover all of the costs/breakeven? (3 marks)

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B. Calculate the total profit/loss if 220 carpets were sold. (3 marks)

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C. How many carpets does Walter Wall need to sell to make £400 profit? (3 marks)

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