

Text 1**Tesco plc**

Tesco plc is one of the largest retailers in the UK. It sells a range of products through its shops and uses e-commerce across the UK. The business procures its supplies from a range of UK and foreign businesses.

On its website, Tesco plc states its core purpose as *'wanting to be a champion for customers, helping them to enjoy a better quality of life and an easier way of living. Customers want great products at great value which they can buy easily and it's our job to deliver this in the right way for them.'*

In recent years, sales of Tesco plc's products and services have been affected by increasing competition, consumer law and the growth of e-commerce. In addition, sales are impacted by how the UK economy is performing and the level of UK employment.

- i. Identify **two** possible impacts on a business of a rise in unemployment.

Impact 1 -----

Impact 2 -----

[2]

- ii. Evaluate the impact of a rise in unemployment on any **two** stakeholders of Tesco plc.

71

Text 3

virgin atlantic

Part of Virgin Atlantic's aim is 'to grow a profitable airline, where people love to fly and people love to

work. The business has always been keen to provide excellent customer service, competitive prices and a fantastic choice of food and drink on its planes. Additionally, the business takes its ethical and environmental responsibilities very seriously too.

Analyse **two** benefits to Virgin Atlantic of developing an international brand.

Benefit 1

Benefit 2

[6]

(b)

i. Analyse **one** impact that ethical considerations may have on Virgin Atlantic.

[3]

ii. Analyse **one** impact that environmental considerations may have on Virgin Atlantic.

[3]

iii. Recommend whether ethical considerations or environmental considerations will have the greatest impact on

Virgin Atlantic.

[3]

NEXT plc.



NEXT plc. is a clothing retailer selling clothing, footwear, accessories and home products through its high street shops and online across the UK. NEXT plc. understands the importance of creating good relationships with its customers and constantly tries to improve its levels of customer service. Customer service is important for NEXT plc.

For NEXT, responsible business behaviour includes addressing key business-related social, ethical and environmental impacts in a way that aims to bring value to all its stakeholders, including its shareholders. NEXT plc. sources products from many suppliers across the world. The company takes its environmental and ethical responsibilities very seriously.

Analyse **one** way in which being environmentally friendly could impact on each of the following:

- i. NEXT plc.'s marketing function

[3]

- ii. NEXT plc.'s human resources function

----- [3]

iii. NEXT plc.'s finance function

----- [3]

iv. Recommend which function would be most affected by NEXT plc. being environmentally friendly. Give reasons for your answer.

----- [3]

(b) Analyse how NEXT plc. could ethically source the clothes that it sells.

----- [3]

(c) * Evaluate how a fall in consumer income levels might impact on the marketing activities of NEXT plc.

[9]

4 A company operates in several countries.

This is an example of:

- A a multinational organisation
- B customer engagement
- C international branding
- D operations management

Your answer

☐

[1]

5(a) Text 1

Jaguar Land Rover



Jaguar Land Rover (JLR) is one of the largest manufacturers of cars in the UK. The business buys some of the parts it uses to make the cars from the UK; other parts are bought from overseas. JLR specialises in producing luxury cars. JLR's main competitors are German car manufacturers - BMW and Mercedes.

In recent years, sales of JLR cars have been affected by:

- the slowdown of consumer spending in China and Russia
- the increase in consumer spending in Europe.

If JLR buys 500 000 tyres and 80% of these are bought from overseas suppliers, calculate the number of tyres JLR buys from overseas.

Workings:

Answer:

[1]

(b)

i. Analyse **two** impacts of globalisation on JLR.

Impact 1

[6]

- ii. JLR must consider the impact of globalisation when making business decisions.

Recommend which impact of globalisation is most likely to affect JLR? Give reasons for your answer.

[3]

END OF QUESTION PAPER