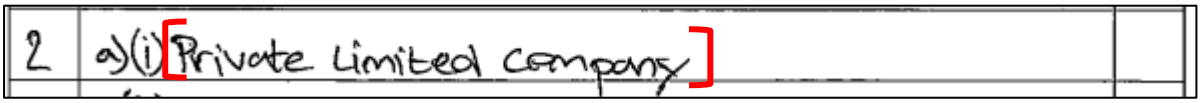
Question 2 (a)(i)

Candidate A



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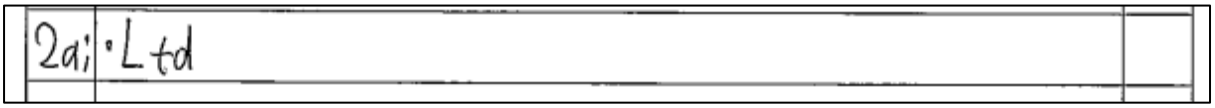
Candidate B



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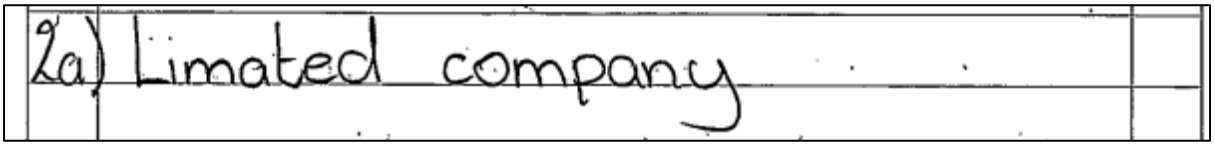
Candidate C



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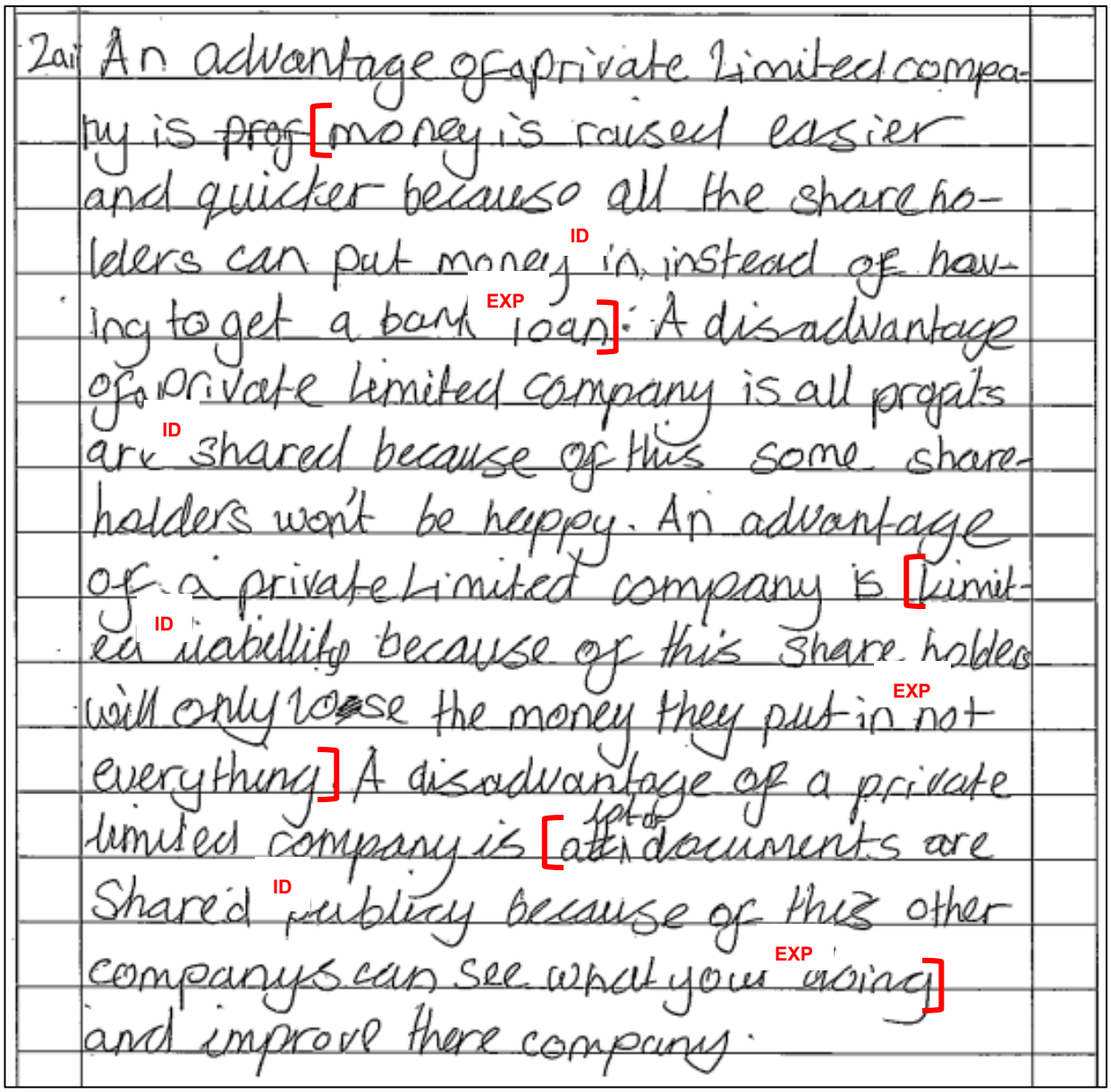
Question 2 (a)(ii)

Candidate A


2ai An advantage of a private limited company is ~~prof~~ [money is raised easier and quicker because all the shareholders can put money in instead of having to get a bank loan]. A disadvantage of a private limited company is all profits are shared because of this some shareholders won't be happy. An advantage of a private limited company is [limited liability because of this share holders will only loose the money they put in not everything]. A disadvantage of a private limited company is [all documents are shared publicly because of this other companys can see what you are doing and improve there company.

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Candidate B

ii An advantage of an Ltd is that its [limited ID liability which means because of this the owner can only lose what they put into a business. EXP] 1

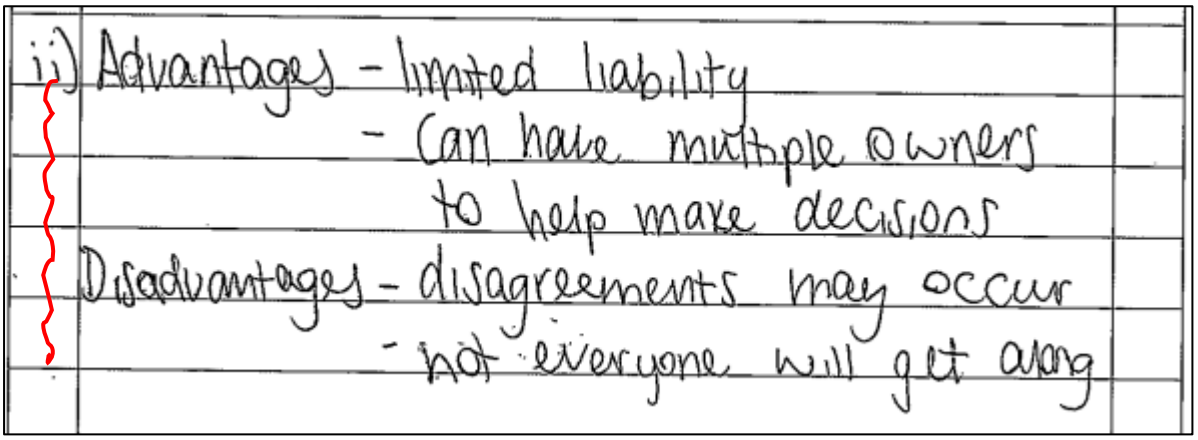
Having large amounts of stocks and shares is an adventage because it means shareholders are constantly funding the business in the hope of recieving back.

A disadvantage of an Ltd is exclusiveness because ~~the~~ share holders are often rich friends of the owner and [can only be invited ID which means it's off limits to the general public EXP] 1

A disadvantage of an Ltd is their main aim is to make profit because of this they may use cheap or unpaid labour as long as it gains them profit.

2/4

Candidate C



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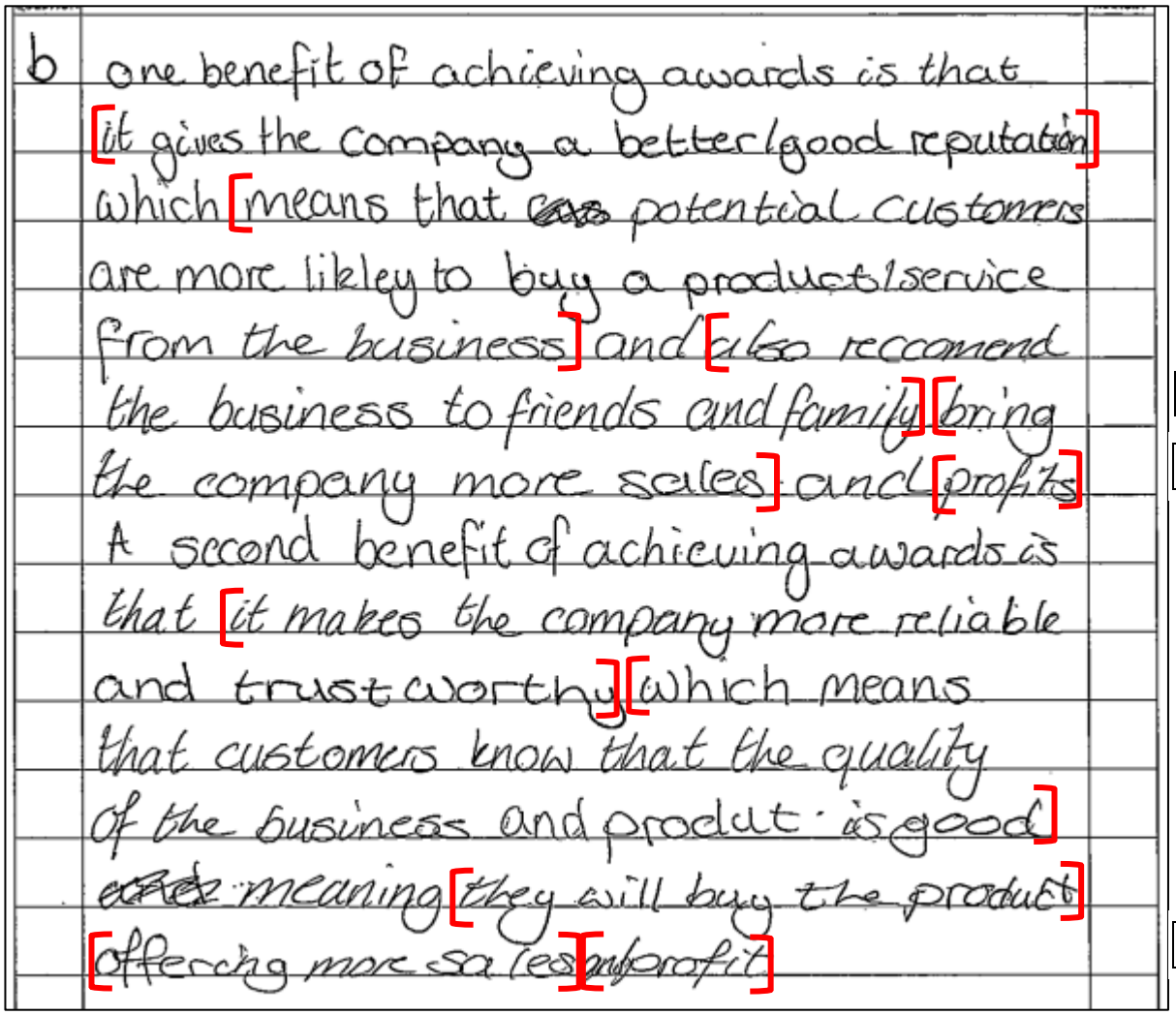
Question 2 (b)

Candidate A



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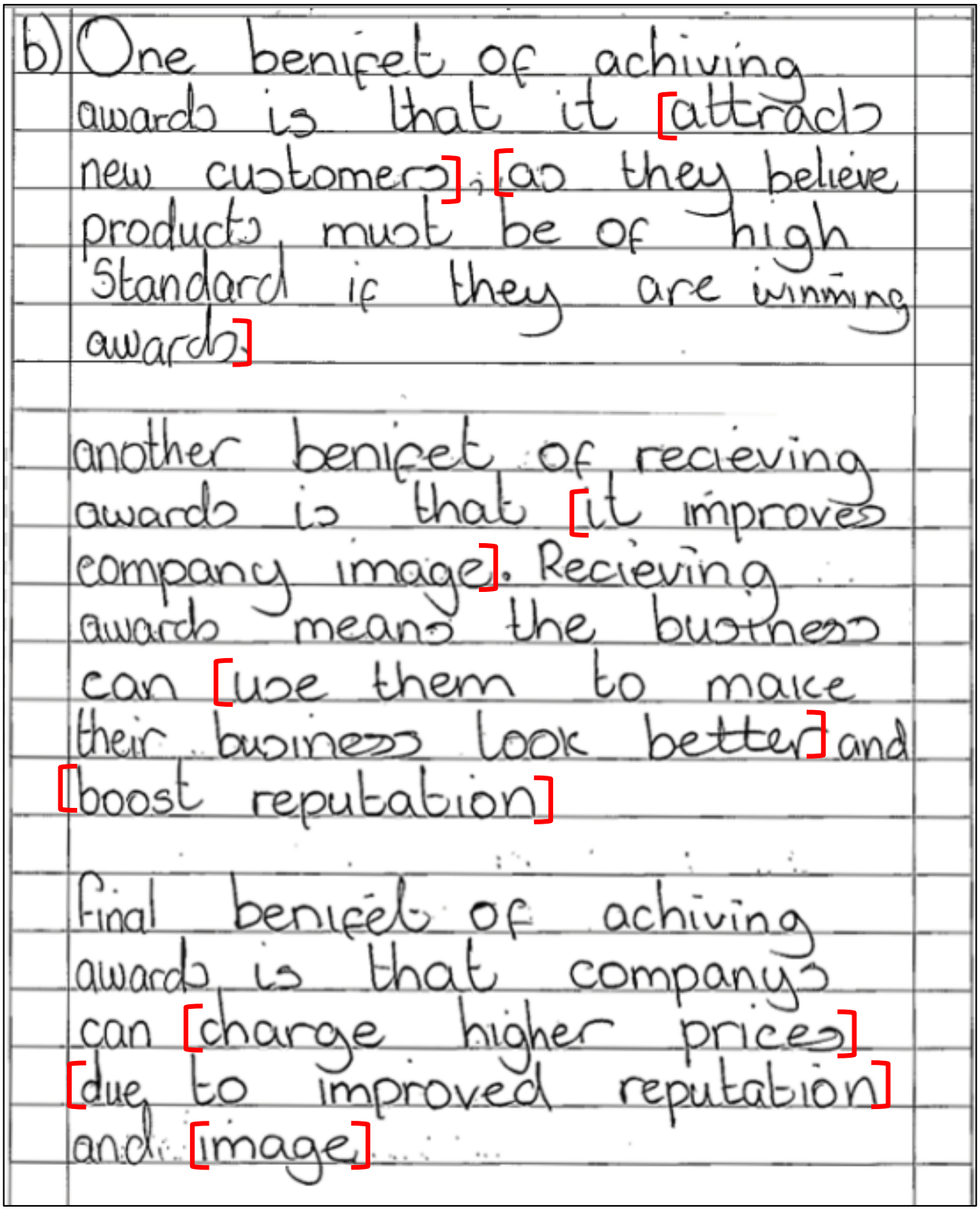
Candidate B


b) One benifet of achiving awards is that it [attracts new customers]; [as they believe products must be of high standard if they are winning awards]

another benifet of recieving awards is that [it improves company image]. Recieving awards means the business can [use them to make their business look better] and [boost reputation]

final benifet of achiving awards is that company's can [charge higher prices] [due to improved reputation] and [image]

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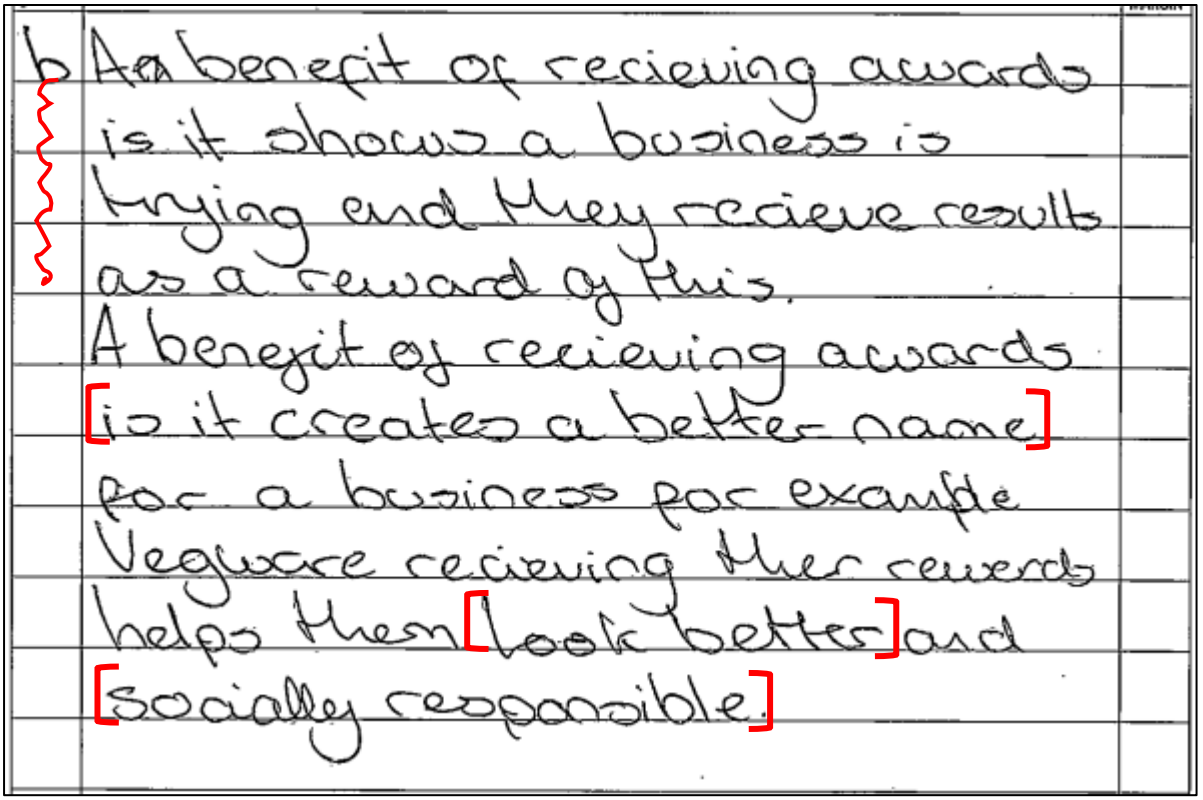
Candidate C


b A benefit of recieving awards is it shows a business is trying and they recieve results as a reward of this.
A benefit of recieving awards [is it creates a better name] for a business for example Vegware recieving their rewards helps them [look better and] [socially responsible.]

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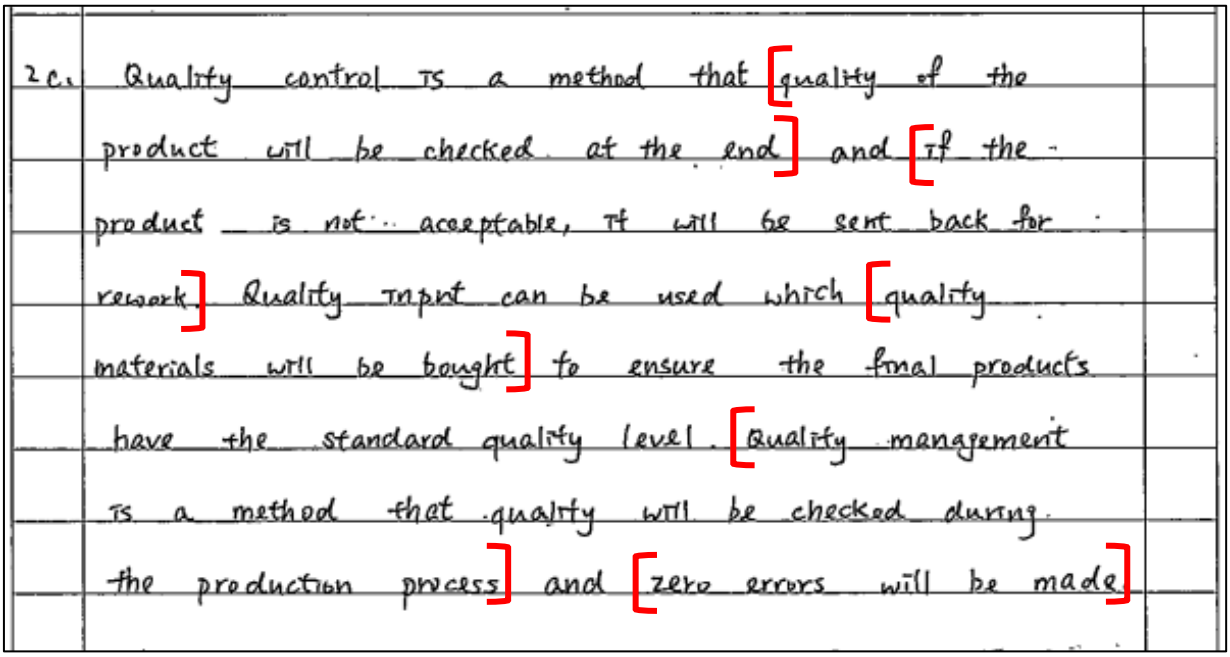
Question 2 (c)

Candidate A



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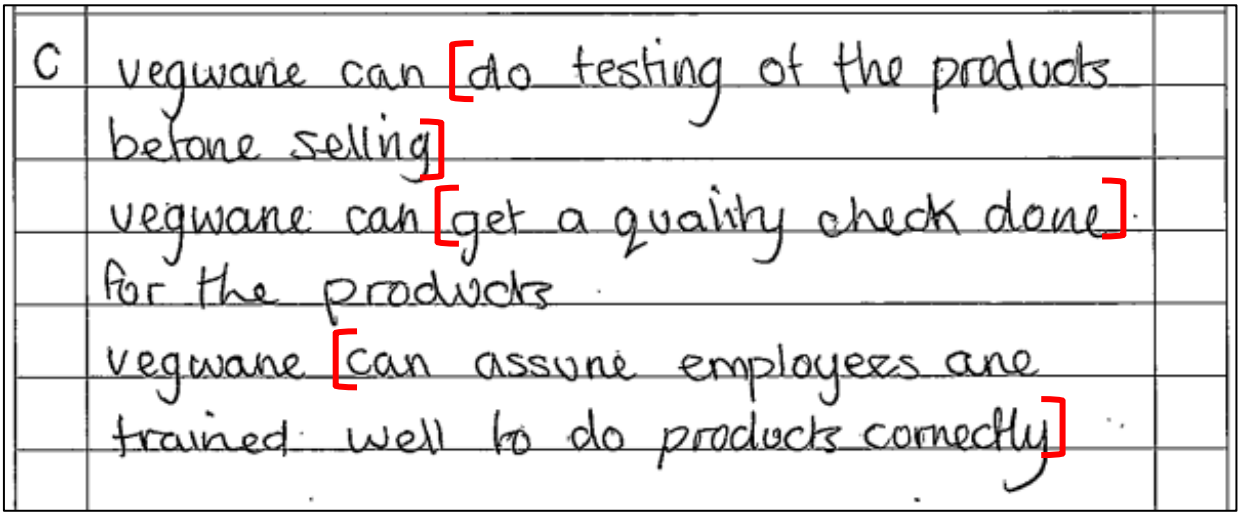
Candidate B



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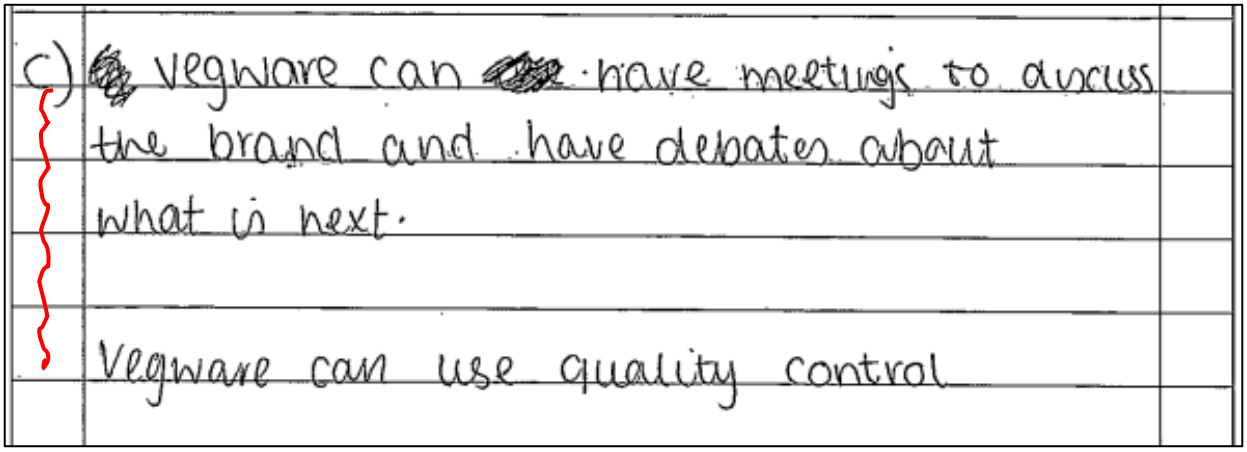
Candidate C


c) Vegware can have meetings to discuss the brand and have debates about what is next.

Vegware can use quality control

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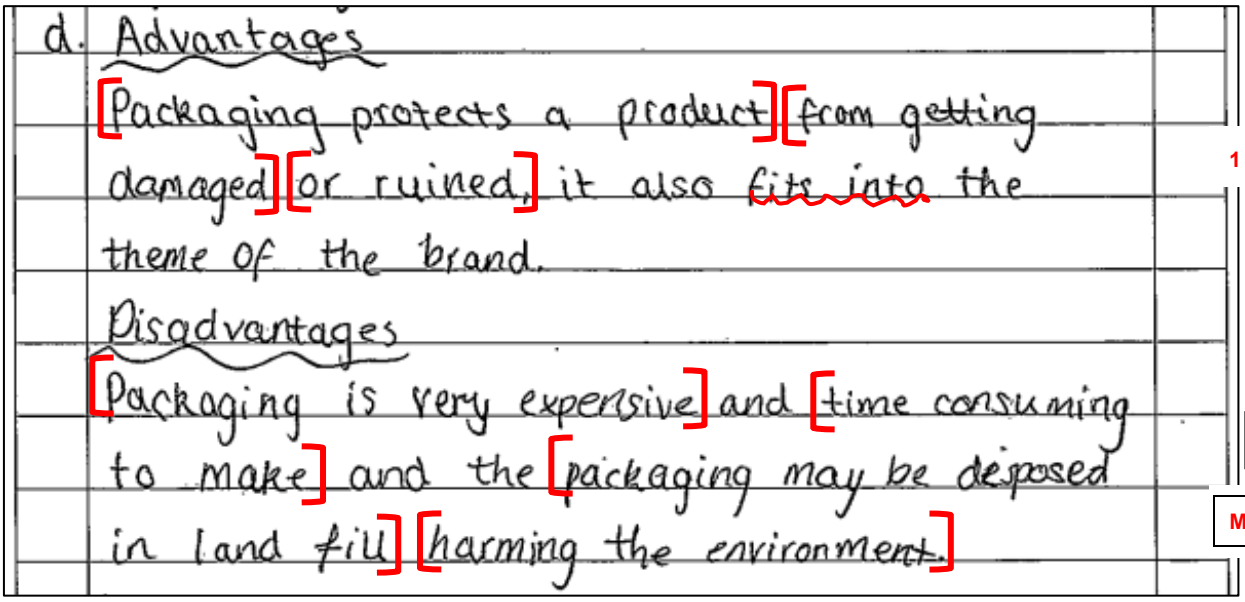
Question 2 (d)

Candidate A


d. Advantages

Packaging protects a product from getting damaged or ruined, it also fits into the theme of the brand.

Disadvantages

Packaging is very expensive and time consuming to make and the packaging may be disposed in land fill harming the environment.

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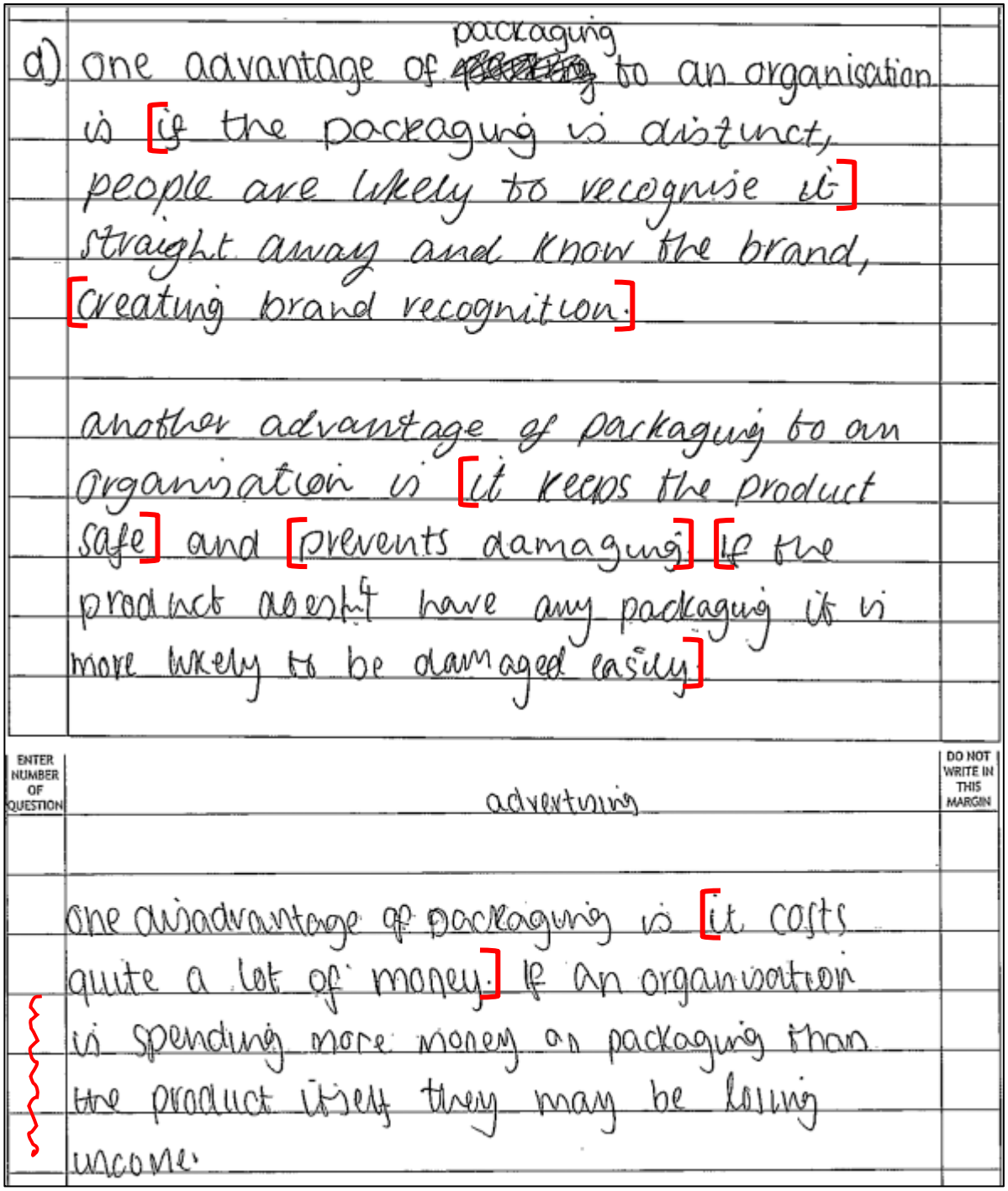
Candidate B



d) one advantage of ~~packaging~~ packaging to an organisation is [if the packaging is distinct, people are likely to recognise it straight away and know the brand, creating brand recognition.] 1 REP

another advantage of packaging to an organisation is [it keeps the product safe] and [prevents damaging] [if the product doesn't have any packaging it is more likely to be damaged easily.] 1 MAX REP

ENTER NUMBER OF QUESTION

~~packaging~~ advertising

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one disadvantage of packaging is [it costs quite a lot of money.] If an organisation is spending more money on packaging than the product itself they may be losing income. 1

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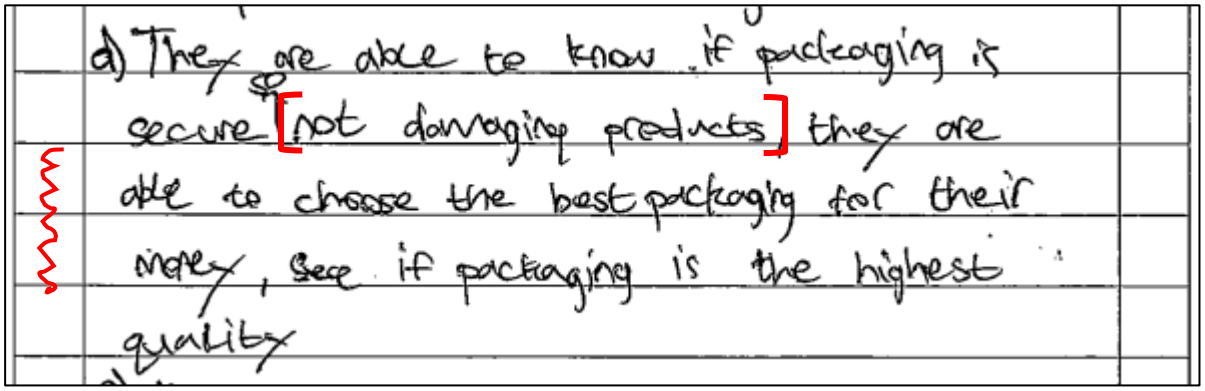
Candidate C



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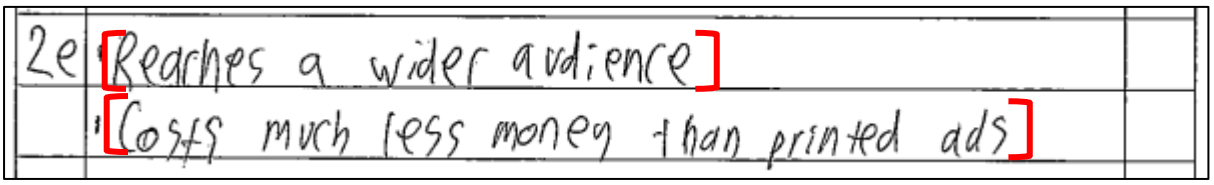
Question 2 (e)

Candidate A



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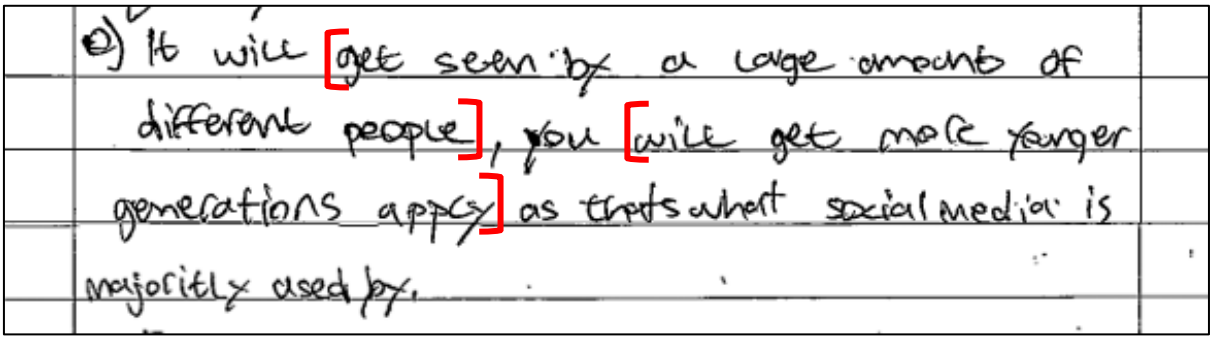
Candidate B



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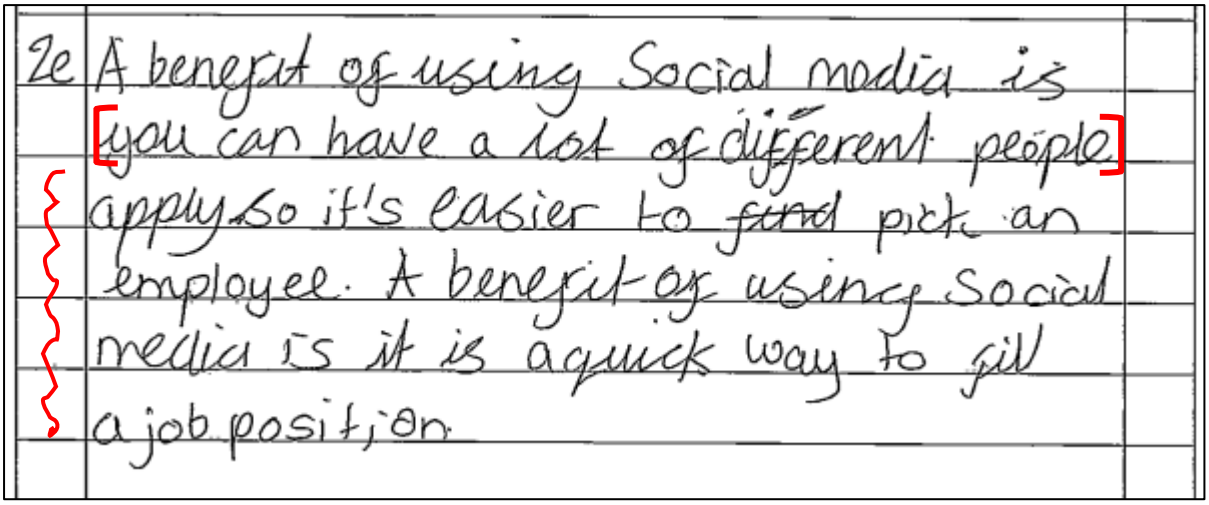
Candidate C



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Question 2 (f)

Candidate A

f) one method of selection vegware could use is application forms, [application forms have a series of questions] potential employees should answer. 1

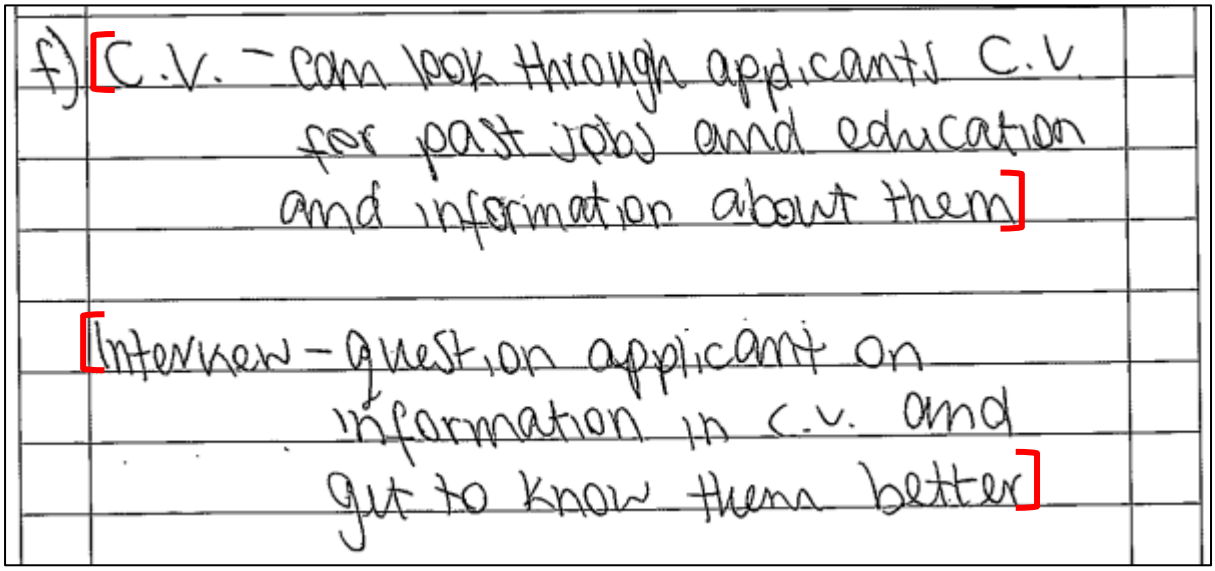
Another method of selection vegware could use is CV's. A CV [is a personal document that managers can use to see your skills, qualities and qualifications.] 1

Another method of selection vegware could use is ~~interview~~ Tests, Tests are ~~where~~ were you are tested [in a time limit to see if you work well under pressure.] 1

another method of selection vegware could use is [group activities, This is to see if the potential employee works better alone or in a group.] 1

4/4

Candidate B



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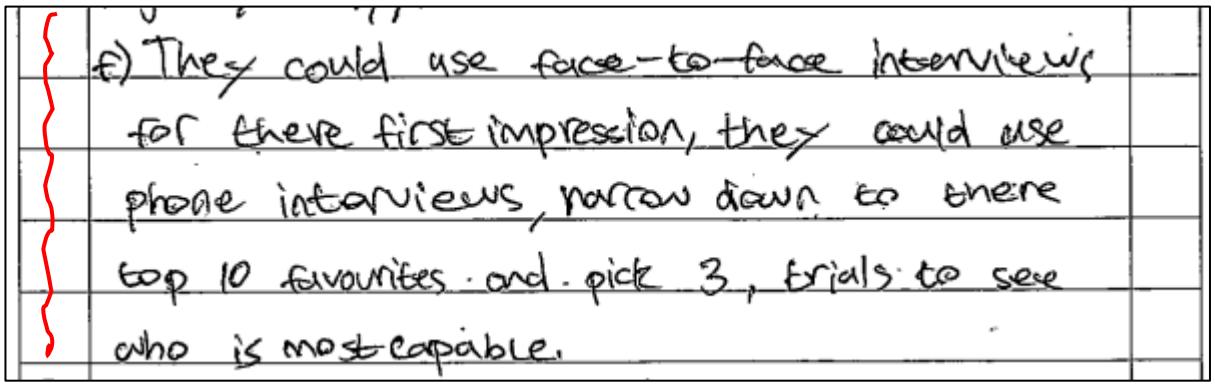
Candidate C



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