

Cambridge Assessment International Education

Cambridge Ordinary Level

CANDIDATE NAME		
CENTRE NUMBER	CANDIDATE NUMBER	

COMMERCE 7100/23

Paper 2 Written May/June 2019

2 hours

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your centre number, candidate number and name in the spaces at the top of this page.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams or graphs.

Do not use staples, paper clips, glue or correction fluid.

DO NOT WRITE IN ANY BARCODES.

Answer all questions.

The businesses described in this Question Paper are entirely fictitious.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of 12 printed pages.



1 Fig. 1.1 shows three brands of water sold in plastic bottles by AA Ltd.

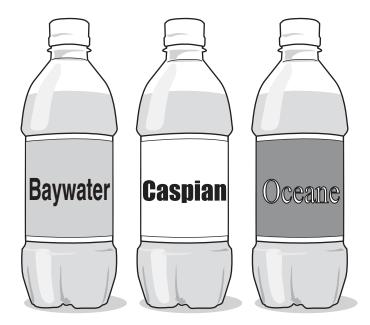


Fig. 1.1

Use Fig. 1.1 to help you answer the following questions.

(a)	(i)	Give two reasons why AA Ltd offers different brands of bottled water for sale.	
		1	
		2	
			[2]
	(ii)	State two advantages of branding goods.	
		1	
		2	
			[2]
(b)	The	water is packaged in plastic bottles. Identify one other way of packaging water.	
			[1]

(c) Circle the correct answer to complete each of the following sentences.

Water is an example of a human

need **OR** want.

An example of renewable energy is

oil **OR** wind.

			[2]
(d)	AA	Ltd uses trucks to move the bottled water around the country.	
	(i)	Is road the best way to move bottled water? Give reasons for your answer.	
			 [4]

(ii)	Discuss whether or not AA Ltd needs warehousing as part of its business. Give reasons for your answer.
	[6]

[Total: 17]

A coffee shop had total sales of \$65000. Total expenses were \$8000 and the cost of goods sold

(i)	the gross profit	
/:: \	the not profit (profit for the year)	[2
(ii)	the net profit (profit for the year)	
		[2
(b) Ex	xplain two ways in which this coffee shop could increase its sales revenue.	
1		•••••
•••		•••••
2		
 2		
 2 		
 2 		
		[4
	xplain one reason why many coffee shops are located in town centres.	[4
		[4
		[4
		[4

2

(d)	The coffee shop owner is renewing the shop insurance and is considering using an insurance broker rather than going directly to an insurance company. Discuss whether the shop owner should use an insurance broker to renew the shop insurance. Give reasons for your answer.
	[6]

[Total: 16]

3 Fig. 3.1 shows an invoice that has been used in a commercial transaction between a wholesaler and a retailer.

			INVC	DICE No. 832
	BB	Wholesale Mumbai	ers	
·		tember 2018 : 5% 21 days		
Your Order N	o. 596			
Code	Description	Quantity	Unit Price \$	Amount \$
J490 MJ628 S952 T637	Jeans Jackets Sweaters Ties	40 25 24 100 LESS Trade	30 80 35 10 Sub-total e Discount 20% Invoice Total	1200 2000 840 1000 5040 (i)

Fig. 3.1

Use Fig. 3.1 to help you answer the following questions.

(a)	Complete the invoice in Fig. 3.1 by entering (i) Trade Discount and (ii) Invoice Total.	[2]
(b)	Explain what is meant by <i>Terms: 5% 21 days</i> .	
		[3]
(c)	Explain one difference between an order and an invoice.	
		 [2]

(d)	Discuss whether retailers should buy their stock from a wholesaler or buy directly from manufacturers. Which would you recommend? Give reasons for your answer.
	[8]

[Total: 15]

- 4 Banks provide a number of services to their customers.
 - (a) Which of these statements about banking are TRUE and which are FALSE? Tick (✓) TRUE or FALSE in the correct column.

	TRUE	FALSE
A deposit account allows customers to have an overdraft limit.		
ATMs can be used at any time.		
The cashless society is gradually removing the need to write cheques.		

[3]

(b)	Is it a good idea for bank customers to use mobile banking? Give reasons for your answer.
	[4]
(c)	Discuss whether it is better for a customer to pay for an expensive TV with a debit card or a
(0)	credit card. Give reasons for your answer.
	[6]

[Total: 13]

5 Fig. 5.1 shows an online advertisement for DD Freight Forwarders.

DD Freight Forwarders (UK)
providing air and sea freight services for over 25 years
Experienced in dealing with customs authorities around the
world

To request a price or arrange a shipment call us now on +44 (0) 2312115689

Or **click here** to complete our online enquiry form We will do the rest!

Fig. 5.1

Use Fig. 5.1 to help you to answer the following questions.

(a)	Wh	at is the main function of a freight forwarder?
		[1]
(b)	(i)	Identify two examples from the advertisement that make it informative.
		1
		2
	(ii)	Suggest two ways DD Freight Forwarders (UK) might make this advertisement more persuasive.
		1
		2
		[2]

(c)	The online advertisement mentions telephone and completing an enquiry form. Describe one other method of communication that an international company might use in its operations.
	rol
/-I\	
(d)	Describe two ways that customs authorities can restrict the amount of goods imported into a country.
	1
	2
	[4]
	ſ. J

Discuss whether DD Freight Forwarders (UK) should use air or sea transport for the delivery of machinery from London to Tokyo. Which method of transport would you recommend? Give reasons for your answer.
[R]

[Total: 19]

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