

Pearson Edexcel International Advanced Level

Monday 8 January 2024

Morning (Time: 2 hours)

Paper
reference

WBS11/01

Business

International Advanced Subsidiary

UNIT 1: Marketing and people

Source Booklet

Do not return this Booklet with the question paper.

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Source for use with Section A

Extract A

About *Meqnes*

Entrepreneur Kamal Jahid was born in Morocco and later studied in Poland. He started his business, *Meqnes*, in Poland with his friend, David Liebers. They both had an interest in fashion and shared a passion for style and elegance.

Meqnes started by producing travel bags which continue to be its best-selling product. They are handmade from the finest Moroccan leather using skilled craftsmanship. Demand for the bags continues to grow. 5

Meqnes now sells a range of elegant fashion products, and the brand is recognised internationally. Its belts and laptop cases are growing in popularity. Every product is hand-stitched by skilled workers using high quality materials, which can be personalised with the owner's name or initials on request. 10

During the global health crisis *Meqnes* started to produce face masks. For every mask sold *Meqnes* donated another mask to a senior citizen in Poland.

Meqnes' product portfolio includes:

- travel bags 15
- belts
- face masks
- laptop cases
- scarves
- credit card holders. 20



Sources for use with Section B

Extract B

Ethical behaviour in the fast-food market

The fast-food market has been criticised over the years for poor ethical behaviour. Some fast-food businesses are attempting to improve their image by using emotional branding to market themselves as responsible businesses that care for the environment. Many fast-food businesses now refer to social objectives in their publicity and advertising campaigns.

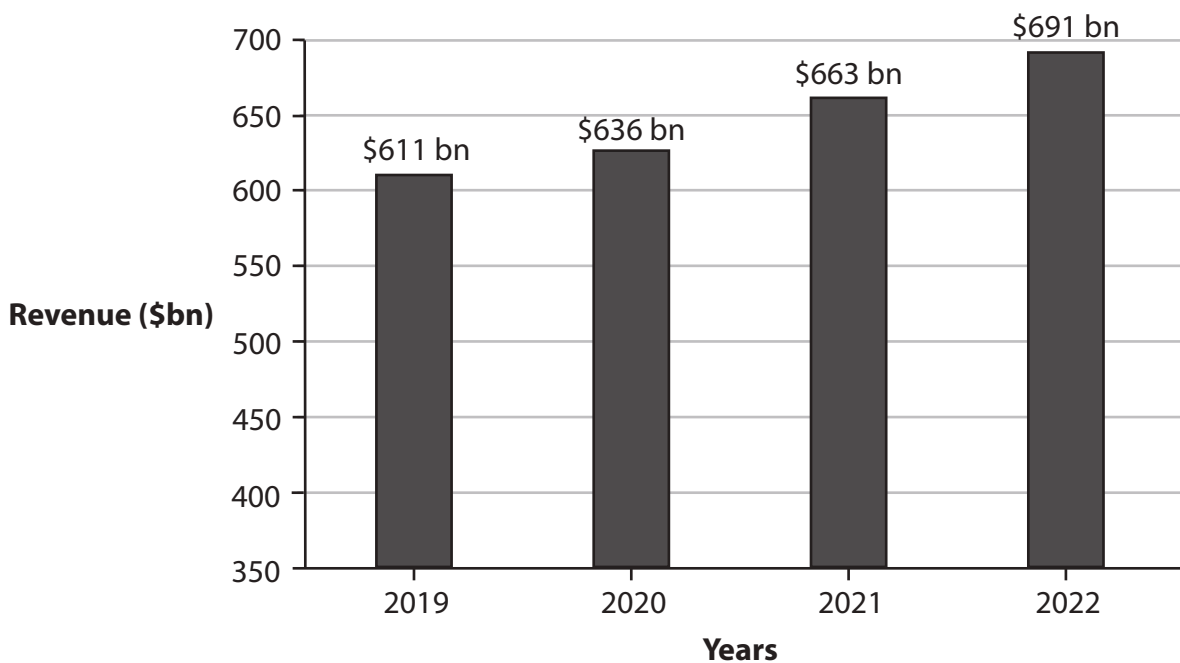
5

McDonald's has announced a commitment that 100% of its packaging will come from renewable or recycled sources by 2025. *Burger King* has promised to help protect the rainforests that are being destroyed to make way for farm animals. *KFC* announced it will donate any food that would have been wasted to charitable causes.

10

Extract C

Global revenue for the fast-food market 2019–22



Extract D

Global fast-food market share 2020

| Fast-food brand | Global market share |
|--------------------|---------------------|
| <i>McDonald's</i> | 21.4% |
| <i>Starbucks</i> | 7.5% |
| <i>KFC</i> | 2.8% |
| <i>Subway</i> | 2.8% |
| <i>Domino's</i> | 1.6% |
| <i>Pizza Hut</i> | 1.2% |
| <i>Burger King</i> | 1.2% |
| Others | 61.5% |

Sources for use with Section C

Extract E

About *Google*

In 1995, students Larry Page and Sergey Brin began the *Google* story at Stanford University. Working in their student rooms, they created a search engine that was originally called Backrub. Today, *Google* provides hundreds of technology services and products that are used by billions of people across the globe. These include YouTube, Android, Gmail and Google Search. 5

Extract F

Benefits for *Google* employees

The benefits *Google* offers to its employees rank amongst the best of all businesses. One of its goals is to create the happiest workplace in the world. It offers a wide range of financial and non-financial benefits to employees that include:

- healthcare, pension and retirement benefits 5
- work from home and other flexible working arrangements
- free lunches and snacks
- access to gym and fitness equipment
- the 80/20 rule that allows employees to dedicate 80% of time to their job and 20% working on passion projects that they believe will help the business 10
- three months, unpaid time off, to work with non-profit organisations and community projects
- bring your dog to work in some offices.

Extract G

The average yearly software engineer salary at *Google* compared to its main competitors

| Business | Average software engineer salary (base salary + bonus) |
|------------------|---|
| <i>Microsoft</i> | \$136 877 |
| <i>Facebook</i> | \$119 905 |
| <i>Apple</i> | \$172 560 |
| <i>Google</i> | \$138 913 |