

Surname:

First Name:

Current School:



SHREWSBURY SCHOOL

SIXTH FORM ENTRANCE EXAMINATION 2024 ENTRY

BUSINESS (1 Hour)

Instructions to candidates:

Answer all questions, writing your answers in the spaces provided.

The number of marks for each question is shown in brackets.

In section B please show all of your workings.

Section A – One Mark Questions
Answer all questions

(15 marks)

1. The Advertising Standards Authority has been spending more of its time investigating 'greenwashing' in adverts. What is greenwashing?
 - A. False claims about positive impacts on the environment []
 - B. False comparison to competitors []
 - C. False reporting of previous prices []
 - D. False claims about products being 'vegan-friendly' []
2. Who are the top four UK supermarkets?
 - A. Tesco, Lidl, Aldi, Morrisons []
 - B. Tesco, Sainsbury's, Asda, Lidl []
 - C. Tesco, Sainsburys, Asda, Aldi []
 - D. Tesco, Sainsbury's, Morrisons Asda []
3. According to BRANDZ what are the top five most valuable global brands (in order)?
 - A. Apple, Google, Coca-Cola, facebook, McDonald's []
 - B. Google, Apple, Amazon, Microsoft, Visa []
 - C. Amazon, Apple, Microsoft, Google, Visa []
 - D. Apple, Google, Amazon, Samsung, Alibaba []
4. The UK left the EU in 2020, how many member states still remain?
 - A. 25 []
 - B. 27 []
 - C. 30 []
 - D. 34 []
5. A huge oilfield has been approved for exploration by the UK government. What is it called?
 - A. Daisymoor []
 - B. Thornland []
 - C. Rosefield []
 - D. Dandelion Bank []
6. Which business is to invest up to £3.2billion in an AI startup called Anthropic?
 - A. Amazon []
 - B. Apple []
 - C. Google []
 - D. Tesla []

7. Hollywood writers have agreed to end a five-month strike. What is their union called?
- A. Union of Storytellers []
 - B. Plot Twist Society []
 - C. Writer Guild of America []
 - D. United Scriptwriters of America []
8. Which company was fined over £300 million for breaking EU data law on children's accounts?
- A. Apple []
 - B. Instagram []
 - C. X (formerly known as twitter) []
 - D. TikTok []
9. Name the supplier to Apple who manufactures their iPhones in India
- A. Grundig []
 - B. Foxconn []
 - C. Toshiba []
 - D. Breville []
10. Shrewsbury School is opening a new school in the near future. Where will it be?
- A. China []
 - B. America []
 - C. India []
 - D. Saudi Arabia []

Please turn over the page for question 11.

In questions 11 to 15 please match the name with the organisation that they are associated with:

11. Sheikh Mansour bin Zayed Al Nahyan is financially involved with which English football club?
- A. Liverpool []
 - B. Manchester City []
 - C. Manchester United []
 - D. Chelsea []
12. Jeff Bezos is associated with which global organisation?
- A. Apple []
 - B. TikTok []
 - C. Amazon []
 - D. Microsoft []
13. Larry Page and Sergy Brin founded which organisation?
- A. Google []
 - B. Alibaba []
 - C. Nintendo []
 - D. Netflix []
14. Which of these brands is part of Mark Zuckerberg's product portfolio?
- A. TikTok []
 - B. Twitter []
 - C. WhatsApp []
 - D. Snapchat []
15. Mike Ashley is associated with all of the following brands apart from
- A. Sports Direct []
 - B. Jack Wills []
 - C. Top Shop []
 - D. Flannels []

Answer all questions

1. Jimmy Chews is a sweet shop located in Telford. This year, the owner estimates that the business, which also sells soft drinks, will sell 3,360 cans of Pepsi, 5% more than last year.

Calculate how many cans of Pepsi Jimmy Chews sold last year. (3 marks)

[illegible]

2. Wooden it be Lovely is a small manufacturer of wooden children's toys. Last week, the business produced 32,000 toys, of which 40% were checked for quality. Of the 40% checked, $\frac{1}{5}$ had a defect.

Calculate how many wooden toys were found to **not** have a defect.

(3 marks)

[illegible]

3. 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.

How many carpets need to be sold to cover all of the costs/breakeven?

(3 marks)

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4. Sparked Out is a retailer of electrical products located in Shrewsbury. The owner, Joseph Sparks, is analysing the sales figures of two product lines, the Lavazza coffee machine and the Breville toaster.

In 2023, the total value of Lavazza coffee machine sales was £12,100 whilst the total value of Breville toaster sales was £5,292. Joseph noticed that the sales of Lavazza coffee machines have been increasing by 10% per year, whilst the sales of Breville toasters have been increasing by 5% per year, over the last two years.

Calculate the total sales value of Lavazza coffee machine sales and Breville toasters in 2021.

(3 marks)

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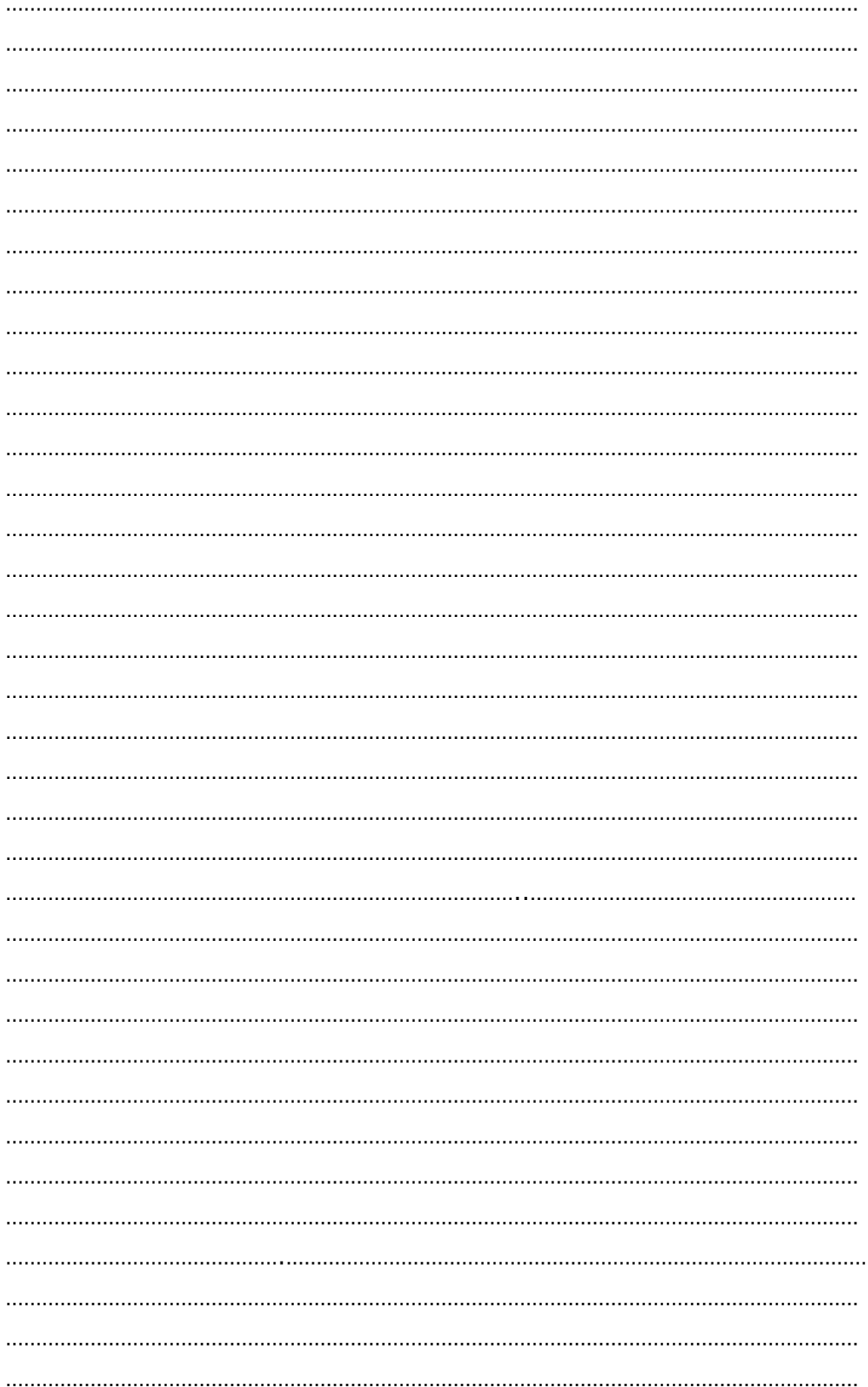
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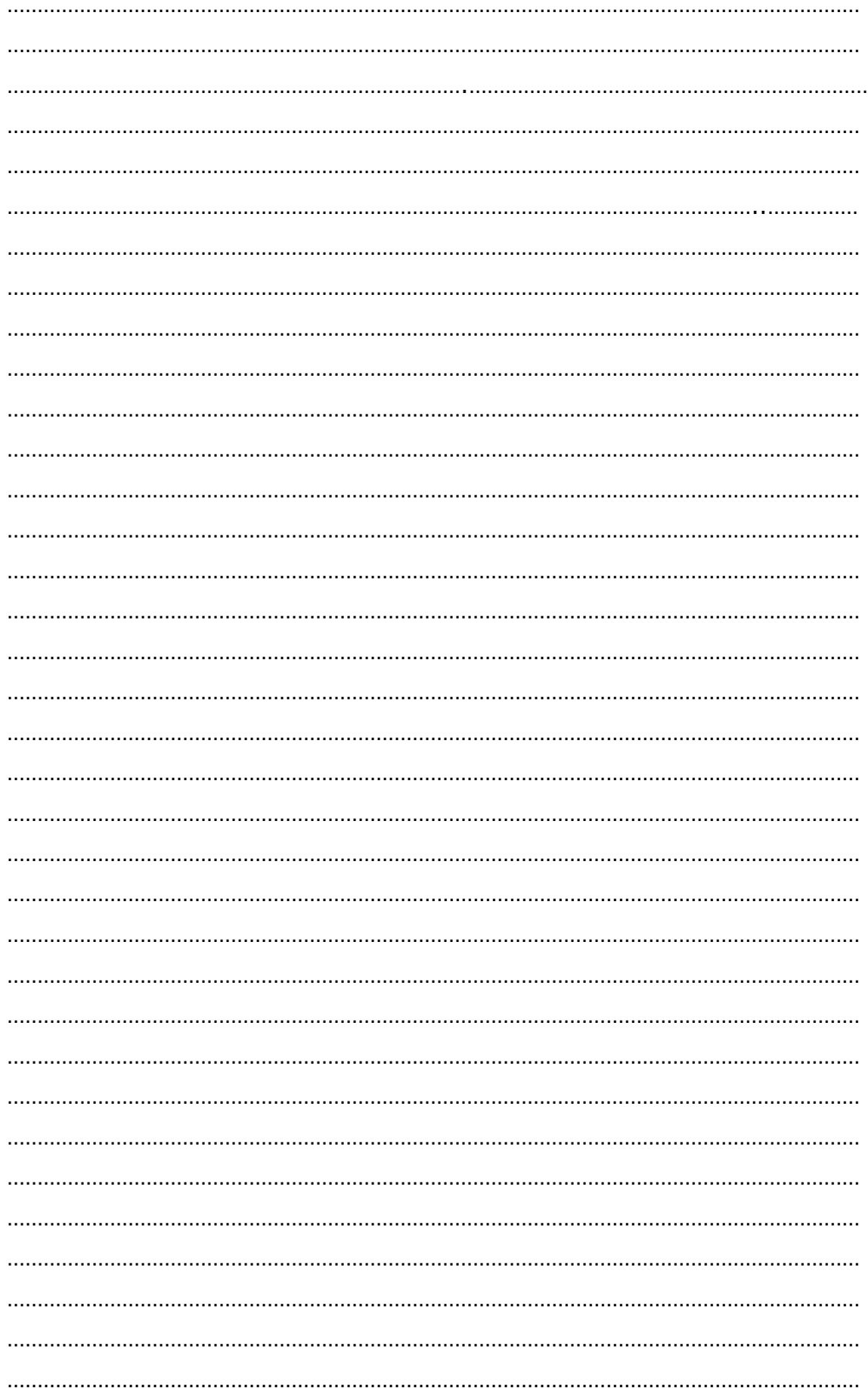
Answer the following questions:

(30 marks)

- I. During a random quality check the firm that makes the new iPhone 15 discovered a serious safety issue with the handset. This problem is believed to only possibly affect 0.1% of the 5,000,000 units of this handset produced and sold to date. Should Apple do nothing or should they recall all of the iPhone 15s sold to date in order to repair/replace? Discuss the advantages and disadvantages of the options available to the firm. (15marks)

[illegible]





- [illegible]

