1.5 Business location decisions: 10-minute Pack

AQA 8132 · Calculator allowed · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions in the spaces provided. Show your working for any calculation: method marks are available even if your final answer is wrong. Foxglove Print Studio, used throughout this pack, is a fictional business.

1 Which one of the following is most likely to influence a business's choice of location?

- ☐ A) The founder's favourite colour
- ☐ B) The cost of premises and how close the site is to customers
- ☐ C) The weather forecast for next week
- ☐ D) The business's logo design

(Total for Question 1 is 1 mark)

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2 A cafe chooses to open on a busy high street with heavy footfall, even though the rent is higher than an out-of-town unit. Which location factor is the cafe prioritising?

- ☐ A) Proximity to raw materials
- ☐ B) Proximity to its target market/customers
- ☐ C) Proximity to a motorway junction
- ☐ D) The cost of business rates

(Total for Question 2 is 1 mark)

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3 State two factors, other than cost, that a business should consider when choosing a location.

(Total for Question 3 is 2 marks)

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4 For each description below, identify which location factor it represents.

(a) A print business chooses a unit close to a large residential town centre, where most of its walk-in customers live and work. **(1)**

(b) A business chooses a unit next to a motorway junction, so delivery vans can reach customers across the region quickly. **(1)**

(c) A business chooses a town with several colleges offering the specialist design and print qualifications its roles require. **(1)**

(d) A business avoids a site where a well-established, similar competitor already trades nearby. **(1)**

(Total for Question 4 is 4 marks)

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Mark scheme · 1.5 Business location decisions: 10-minute Pack

Question 1

B cao **B1**

Answer: B

Question 2

B cao **B1**

Answer: B

Question 3

one acceptable factor, e.g. proximity to customers/target market **B1**

a second acceptable factor, e.g. proximity to suitable labour, transport links/infrastructure, proximity to suppliers, or competitors already nearby **B1**

Answer: Any two, e.g. proximity to customers; transport links/infrastructure.

Question 4

(a) proximity to market/customers **B1**

(a) Answer: Proximity to market/customers.

(b) transport links/infrastructure **B1**

(b) Answer: Transport links/infrastructure.

(c) proximity to suitable/skilled labour **B1**

(c) Answer: Proximity to suitable/skilled labour.

(d) competition **B1**

(d) Answer: Competition.

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