

SECTION B

Read the following extracts (E to H) before answering Question 2.

Write your answers in the spaces provided.

Extract E

Young's Seafood Limited

Young's Seafood Limited is the leading UK fish and seafood processor, providing frozen and chilled, branded and retailer branded fish. Its teams create over 2 000 different products including smoked salmon, breaded scallop, fish pies, battered fish and fillets. Fish can play an important part in a healthy diet and official health guidance suggests that people should try to eat fish at least twice a week.

The following table shows the turnover and profit for Young's Seafood Limited in 2011 and 2012.

	January to December 2011	January to September 2012
Turnover	£458m	£421m
Operating profit	£9m	£7m
Operating profit margin	1.97%	1.64%

(Source: adapted from www.youngseafood.co.uk/about-us/)

Extract F

How to be an ethical consumer of fish

Until now, only a few fisheries have been awarded the coveted blue label by the Marine Stewardship Council (MSC). Mackerel from the North Sea, and off Cornwall and Hastings, have met the eco-credentials of sustainability and traceability from sea to fork.

Determined consumers could track the catch from trawlers taking part in the 'responsible fishing scheme' run by the Sea Fish Industry Authority, although it is mainly aimed at ensuring a sustainable approach elsewhere in the supply chain – wholesalers and supermarkets, for instance.

The MSC's Fishonline website suggests fish to avoid include Atlantic cod, halibut and wild salmon and beam-trawled brill and turbot from the North Sea. Organically farmed salmon is fine, as are black bream, sea bream and Rounder from Cornish waters or off the north and north-west coast of Wales.

Much of the fish eaten in Loch Fyne restaurants, an outlet praised recently by *Ethical Consumer* magazine, comes from inshore trawlers off the Cornish coast or ports and fish farms in Iceland and Norway.

(Source: adapted from 'How to be an ethical fish consumer' by James Wolfe, 26 March 2008, *The Guardian News and Media Limited* 2012)

Extract G

Benson's Foods is one of the fastest-growing canned fish brands in the UK. It supplies retailers and supermarkets across the UK. Benson's sales rose by more than 43% in 2012.

Fish products bought from overseas need to be as fresh as possible before they are canned. Any payment delays to foreign suppliers could prove costly to Benson's as exchange rates can change dramatically at any time.

As consumer food prices are generally increasing, it is vital that Benson's remains competitive on price to continue its business growth.

(Source: *The Daily Telegraph*, 18 November 2012)

Extract H

Grimsby Fish has created more than 100 jobs with a new factory as part of a £12m development. They are opening a 6 000 square metre factory in Grimsby to meet the demands of a new contract with Marks & Spencer.

The factory will produce a range of handcrafted fish cakes, pasties, quiches and pies.

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M Walker



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Table of Contents A Level Business Studies Specimen Mark Scheme Paper 1

1. Understanding the eBook A Level Business Studies Specimen Mark Scheme Paper 1
 - The Rise of Digital Reading A Level Business Studies Specimen Mark Scheme Paper 1
 - Advantages of eBooks Over Traditional Books
2. Identifying A Level Business Studies Specimen Mark Scheme Paper 1
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an A Level Business Studies Specimen Mark Scheme Paper 1
 - User-Friendly Interface

4. Exploring eBook Recommendations from A Level Business Studies Specimen Mark Scheme Paper 1
 - Personalized Recommendations
 - A Level Business Studies Specimen Mark Scheme Paper 1 User Reviews and Ratings
 - A Level Business Studies Specimen Mark Scheme Paper 1 and Bestseller Lists
5. Accessing A Level Business Studies Specimen Mark Scheme Paper 1 Free and Paid eBooks
 - A Level Business Studies Specimen Mark Scheme Paper 1 Public Domain eBooks
 - A Level Business Studies Specimen Mark Scheme Paper 1 eBook Subscription Services
 - A Level Business Studies Specimen Mark Scheme Paper 1 Budget-Friendly Options
6. Navigating A Level Business Studies Specimen Mark Scheme Paper 1 eBook Formats
 - ePub, PDF, MOBI, and More
 - A Level Business Studies Specimen Mark Scheme Paper 1 Compatibility with Devices
 - A Level Business Studies Specimen Mark Scheme Paper 1 Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of A Level Business Studies Specimen Mark Scheme Paper 1
 - Highlighting and Note-Taking A Level Business Studies Specimen Mark Scheme Paper 1
 - Interactive Elements A Level Business Studies Specimen Mark Scheme Paper 1
8. Staying Engaged with A Level Business Studies Specimen Mark Scheme Paper 1
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers A Level Business Studies Specimen Mark Scheme Paper 1
9. Balancing eBooks and Physical Books A Level Business Studies Specimen Mark Scheme Paper 1
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection A Level Business Studies Specimen Mark Scheme Paper 1
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine A Level Business Studies Specimen Mark Scheme Paper 1
 - Setting Reading Goals A Level Business Studies Specimen Mark Scheme Paper 1
 - Carving Out Dedicated Reading Time

12. Sourcing Reliable Information of A Level Business Studies Specimen Mark Scheme Paper 1
 - Fact-Checking eBook Content of A Level Business Studies Specimen Mark Scheme Paper 1
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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