



Please write clearly in block capitals.

Centre number

Candidate number

Surname \_\_\_\_\_

Forename(s) \_\_\_\_\_

Candidate signature \_\_\_\_\_

# AS BUSINESS

Paper 2 Business 2

Friday 25 May 2018

Afternoon

Time allowed: 1 hour 30 minutes

## Materials

For this paper you must have:

- the insert (enclosed)
- a calculator.

## Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided.  
Do not write outside the box around each page or on blank pages.
- Do all rough work in this answer book.  
Cross through any work you do not want to be marked.

## Information

- The maximum mark for this paper is 80.
- The marks for questions are shown in brackets.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
<b>TOTAL</b>	



J U N 1 8 7 1 3 1 2 0 1

Answer **all** questions.

Read the **case study** in the **insert booklet**.

**0 1**

Use **Figure 2** to calculate how many overnight stays were required for HS to break-even in 2017.

**[3 marks]**

Break-even number of overnight stays \_\_\_\_\_

Workings \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
**3**

**0 2**

Use **Figure 2** to calculate the profit made by HS from hostels in 2017.

**[3 marks]**

Profit \_\_\_\_\_

Workings \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
**3**



0 3

Explain **one** factor that may have influenced the design of the promotional mix used by HS to try and boost demand.

[4 marks]

---

---

---

---

---

---

---

---

---

---

Extra space

---

---

---

---

4

Turn over for Question 4

Turn over ►



0 4

Analyse the financial benefit to HS of having a flexible workforce.

[9 marks]

Do not write  
outside the  
box

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

Extra space

---

---

---

---

---

---

---

---

---

---

9



0 4

Do not write  
outside the  
box

0 5

Analyse why some stakeholder groups opposed HS's decision to open a city-centre hostel in Edinburgh.

**[9 marks]**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

Extra space \_\_\_\_\_

---

---

---

---

---

---

---

---

---

---

---

9

**Turn over ►**





Do not write  
outside the  
box

Extra space

Turn over ►







Do not write  
outside the  
box

Extra space \_\_\_\_\_

Turn over ►







