

A



Surname _____

Other Names _____

Centre Number _____

Candidate Number _____

Candidate Signature _____

I declare this is my own work.

AS

BUSINESS

Paper 2 Business 2

7131/2

Thursday 21 May 2020

Afternoon

Time allowed: 1 hour 30 minutes

At the top of the page, write your surname and other names, your centre number, your candidate number and add your signature.

[Turn over]



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For this paper you must have:

- the Insert (enclosed)
- a calculator.

INSTRUCTIONS

- Use black ink or black ball-point pen.
- Answer ALL questions.
- You must answer the questions in the spaces provided. Do not write on blank pages.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).
- 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.

DO NOT TURN OVER UNTIL TOLD TO DO SO



Answer ALL questions.

Read the SOURCE in the INSERT.

0 1 Using the data in FIGURE 1, calculate the average weekly capacity utilisation in 2019. [3 marks]

Answer _____

Workings _____

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0 2 The income elasticity of demand for Parkside Theatre cinema tickets is +1.5.

Explain why this information is important for Parkside Theatre. [4 marks]

[Turn over]

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0 3 Explain **ONE** ethical issue that the managers needed to consider when starting 'Our Place'.
[3 marks]

[Turn over]

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0 4 Parkside Theatre faces fluctuating demand for its cinema.

Analyse why this might make it difficult for Lorna to meet her cash flow objective. [9 marks]



[Turn over]



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0 5 The board of directors insisted on Lorna using scientific decision-making techniques before investing in 'Our Place'.

Analyse why. [9 marks]

[Turn over]





[Turn over]

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0 6 Was Lorna right to choose ‘price skimming’ to set the price for the hiring of the ‘Our Place’ meeting room? Justify your answer. [16 marks]



[Turn over]





[Turn over]





[Turn over]

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07

To what extent should the directors of Parkside Theatre be concerned about poor staff retention figures in the 'Our Place' section of the business? Justify your view. [16 marks]



[Turn over]



[Turn over]





[Turn over]

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| 16 |



0 8 ‘Decisions of managers have a bigger influence on the demand for the products of any business than changes in the external environment.’

Do you agree? Justify your view. [20 marks]

[Turn over]





[Turn over]



END OF QUESTIONS

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Additional page, if required.

Write the question numbers in the left-hand margin.

Lined writing area for student responses.



Additional page, if required.

Write the question numbers in the left-hand margin.

Additional page, if required.

Write the question numbers in the left-hand margin.



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| For Examiner's Use | |
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| Question | Mark |
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| TOTAL | |

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