

A



Surname _____

Other Names _____

Centre Number _____

Candidate Number _____

Candidate Signature _____

I declare this is my own work.

A-level BUSINESS

Paper 3 Business 3

7132/3

Time allowed: 2 hours

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

[Turn over]



JUN 21 7 1 3 2 3 0 1

BLANK PAGE



For this paper you must have:

- a calculator
- the Insert.

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 marks for questions are shown in brackets.
- The maximum mark for this paper is 100.

DO NOT TURN OVER UNTIL TOLD TO DO SO



Answer ALL questions.

Read the CASE STUDY in the INSERT.

0	1
----------	----------

Analyse how AM plc needs to change its marketing mix to make its new strategy of focused differentiation successful. [12 marks]





[Turn over]







[Turn over]

<hr/>
12



0 2

AM plc has a ‘produce or perish’ style of management.

Analyse how this may have caused the performance data for its Chinese factory to differ from the average for similar factories in China, as shown in APPENDIX A. [12 marks]



[Turn over]





[Turn over]





[Turn over]

12



03

AM plc will use a ‘Just in Time’ system at its new factory.

**To what extent do you agree that this is a good idea?
[16 marks]**

[Turn over]



[Turn over]





[Turn over]



[Turn over]

<hr/>
16



04

To what extent is network analysis likely to be useful to AM plc when constructing its new factory? [16 marks]



[Turn over]





[Turn over]





[Turn over]





[Turn over]



[Turn over]

16



05

Should AM plc invest in building its new factory at Site A OR Site B?

Use quantitative and qualitative information to justify your view. [20 marks]



[Turn over]





[Turn over]



[Turn over]



[Turn over]





[Turn over]





[Turn over]

20



06

In recent years many businesses that off-shored manufacturing have reviewed their decision to produce abroad and are re-shoring production.

To what extent do you agree that all businesses that moved manufacturing abroad should now move production back to the UK? [24 marks]



[Turn over]





[Turn over]



[Turn over]



Lined writing area consisting of 20 horizontal lines.



[Turn over]





END OF QUESTIONS

24

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.



BLANK PAGE

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
TOTAL	

Copyright information

For confidentiality purposes, all acknowledgements of third-party copyright material are published in a separate booklet. This booklet is published after each live examination series and is available for free download from www.aqa.org.uk.

Permission to reproduce all copyright material has been applied for. In some cases, efforts to contact copyright-holders may have been unsuccessful and AQA will be happy to rectify any omissions of acknowledgements. If you have any queries please contact the Copyright Team.

Copyright © 2021 AQA and its licensors. All rights reserved.

IB/M/CD/Jun21/7132/3/E1