

Please write clearly in	block capitals.
Centre number	Candidate number
Surname	
Forename(s)	
Candidate signature	I declare this is my own work.

AS BUSINESS

Paper 2 Business 2

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.
- 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.

For Examiner's Use		
Question	Mark	
1		
2		
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4		
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6		
7		
8		
TOTAL		

Information

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

	· · ·	
	Read the source in the Insert .	
0 1	Using the data in Figure 1 , calculate VeganLife Ltd's gross profit for 2020. [3 marks]	1
	Answer	_
	Workings	_
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0 2	VeganLife Ltd is considering launching a new range of products for men.	
<u> </u>	Using the information provided in Figure 2 , calculate the break-even output for the	
	proposed new shower gel. [3 marks]	1
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0 3	Explain one drawback to VeganLife Ltd of operating in a growing niche market.	[4 marks]
		[4 marks]
	Extra space	
	Turn over for the next question	
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Turn over ▶



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Analyse the impact on VeganLife Ltd of basing its d market on primary market research.	[9 mark
Extra space	



Analyse how VeganLife Ltd could make use of Hackman and Oldham's model design to improve the motivation of its workforce.			
			[9 r
Extra space			

Turn over ►

9



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0 6	Emma believes that, in the long term, the profit of VeganLife Ltd is more imporcash flow position. To what extent is Emma right?	tant than its
		[16 marks]



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VeganLife Ltd wa that a quality ass	ints to introduce a no urance system could	ew quality assura d have on the co	ance system. Evaluate mpetitiveness of Vegan	the impact Life Ltd. [16 mar



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8	To what extent are demographic factors, rather than environmental factors suc recycling, likely to have a bigger impact on the future profits of all businesses?	h as	
	,	[20 marks]	



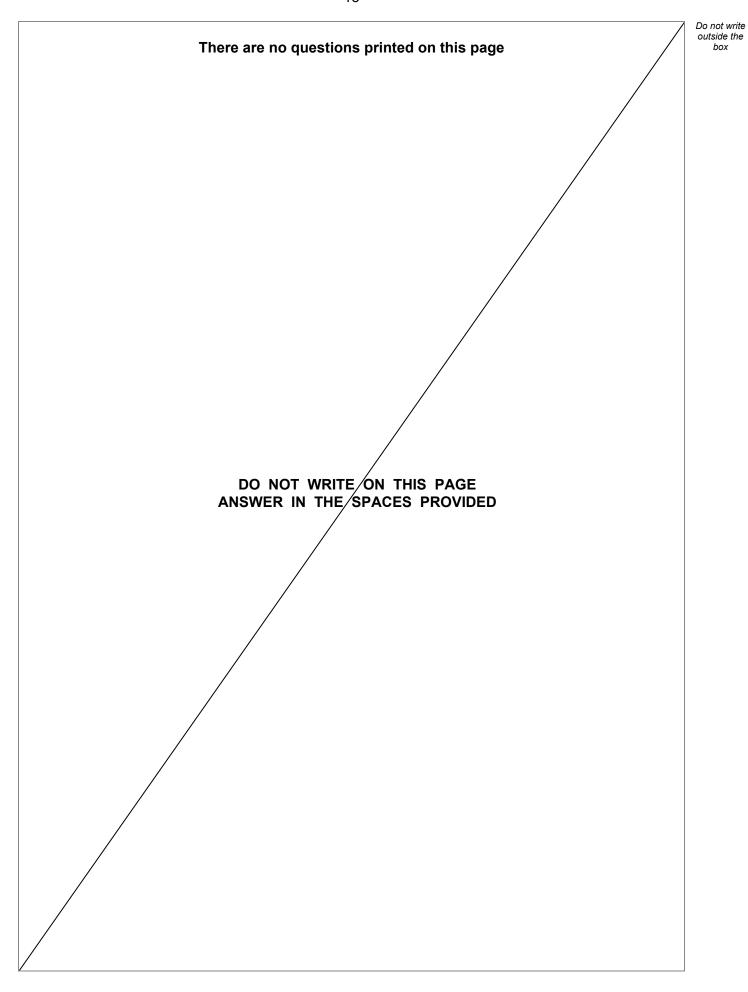
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END OF QUESTIONS	







Question number	Additional page, if required. Write the question numbers in the left-hand margin.



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Question number	Additional page, if required. Write the question numbers in the left-hand margin.
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