



**Surname** \_\_\_\_\_

**Other Names** \_\_\_\_\_

**Centre Number** \_\_\_\_\_

**Candidate Number** \_\_\_\_\_

**Candidate Signature** \_\_\_\_\_

**I declare this is my own work.**

**AS**

**BUSINESS**

**Paper 2 Business 2**

**7131/2**

**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]**



**BLANK PAGE**



**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**



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Answer ALL questions.

Read the SOURCE in the INSERT.

01

Using the data in FIGURE 1, calculate VeganLife Ltd's gross profit for 2020. [3 marks]

Answer \_\_\_\_\_

\_\_\_\_\_

Workings \_\_\_\_\_

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[Turn over]

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**VeganLife Ltd is considering launching a new range of products for men.**

**Using the information provided in FIGURE 2, calculate the break-even output for the proposed new shower gel.  
[3 marks]**

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**[Turn over]**

3



**0 3**

**Explain ONE drawback to VeganLife Ltd of operating in a growing niche market. [4 marks]**

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Analyse the impact on VeganLife Ltd of basing its decision to enter the men's toiletries market on primary market research. [9 marks]

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**05**

**Analyse how VeganLife Ltd could make use of Hackman and Oldham's model of job design to improve the motivation of its workforce. [9 marks]**

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06

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

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**[Turn over]**

<b>16</b>



07

**VeganLife Ltd wants to introduce a new quality assurance system. Evaluate the impact that a quality assurance system could have on the competitiveness of VeganLife Ltd. [16 marks]**

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**[Turn over]**

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<b>16</b>



08

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

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Additional page, if required.

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**Additional page, if required.**

**Write the question numbers in the left-hand margin.**


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

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