

Surname	
Other Names	
Centre Number	
Candidate Number	
Candidate Signature	

AS

BUSINESS

Paper 2 Business 2

7131/2

Time allowed: 1 hour 30 minutes

I declare this is my own work.

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



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.

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

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



[Turn over]	



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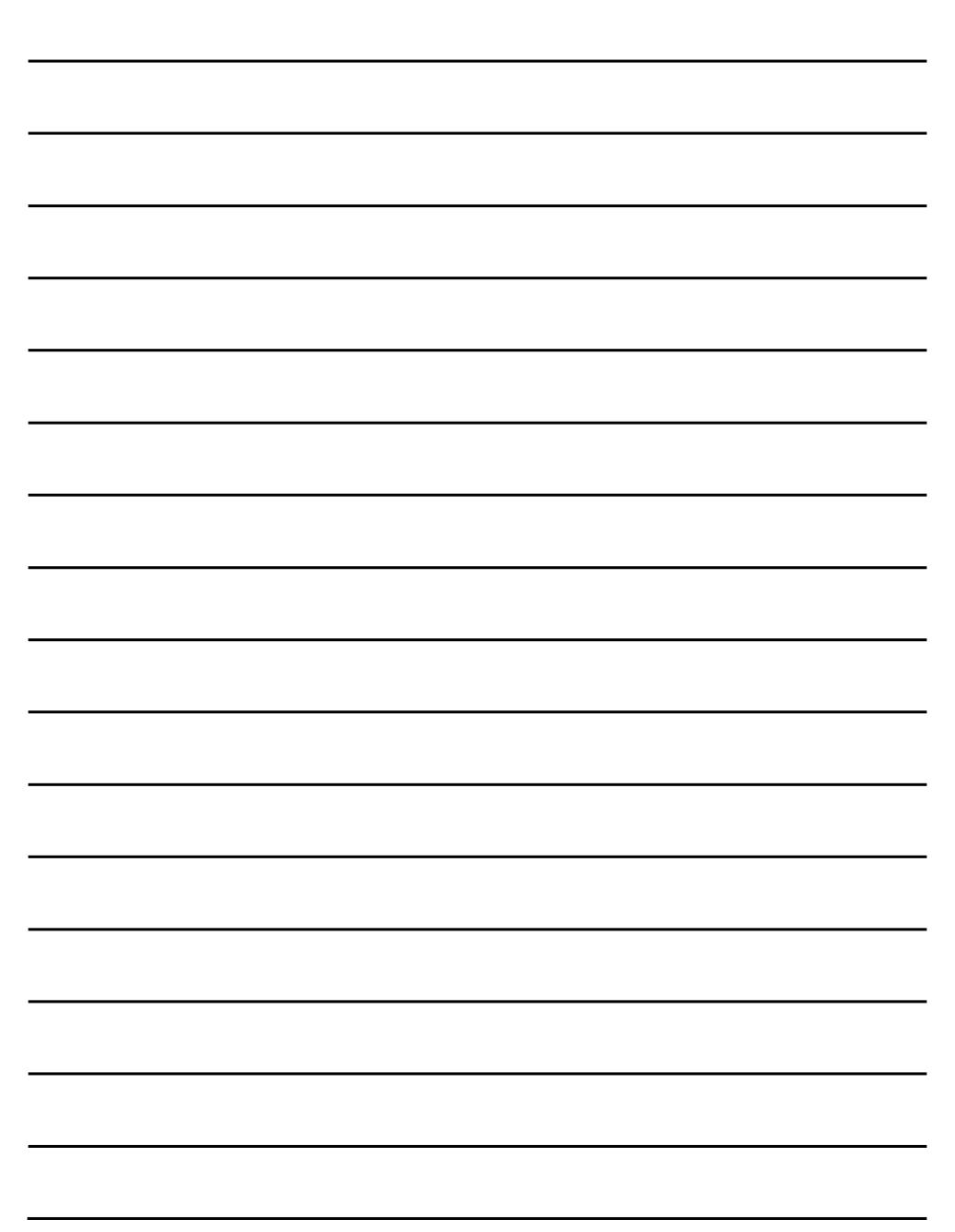




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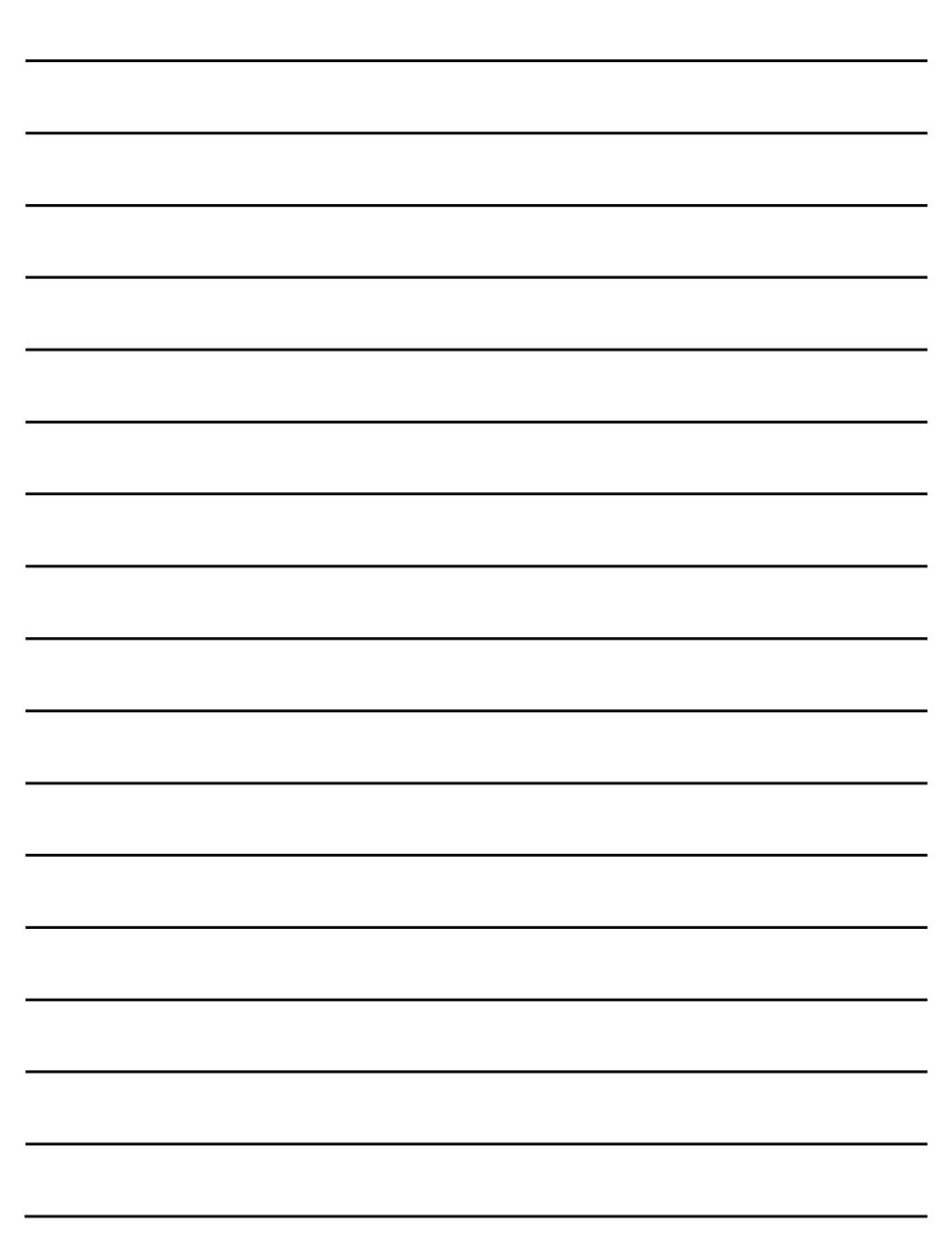
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Emma believes that, in the long term, the profit of VeganLife Ltd is more important than its cash flow position. To what extent is Emma right? [16 marks]











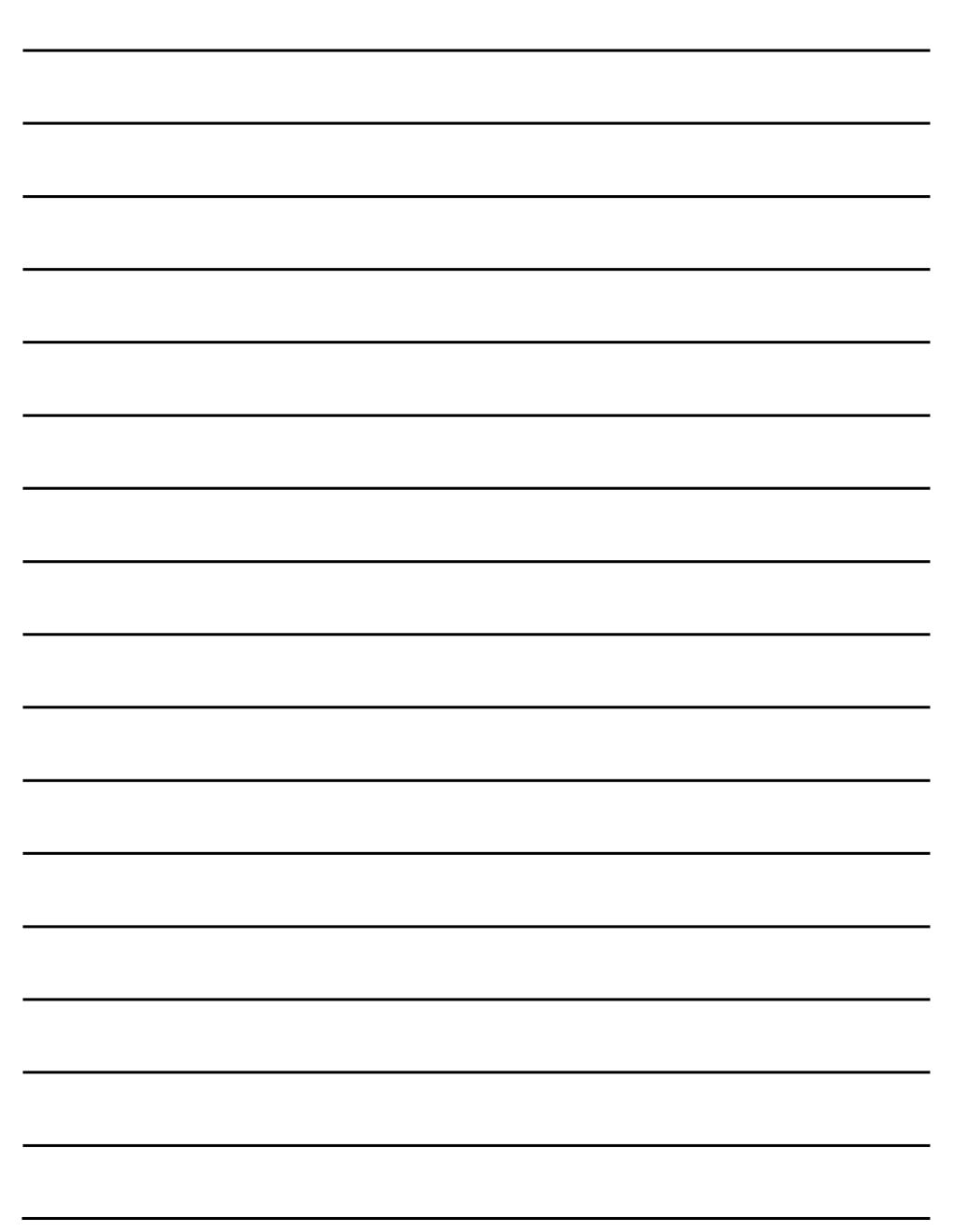
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VeganLife Ltd wants to introduce a new quality assurance system. Evaluate the impact that a quality assurance system could have on the competitiveness of VeganLife Ltd. [16 marks]	

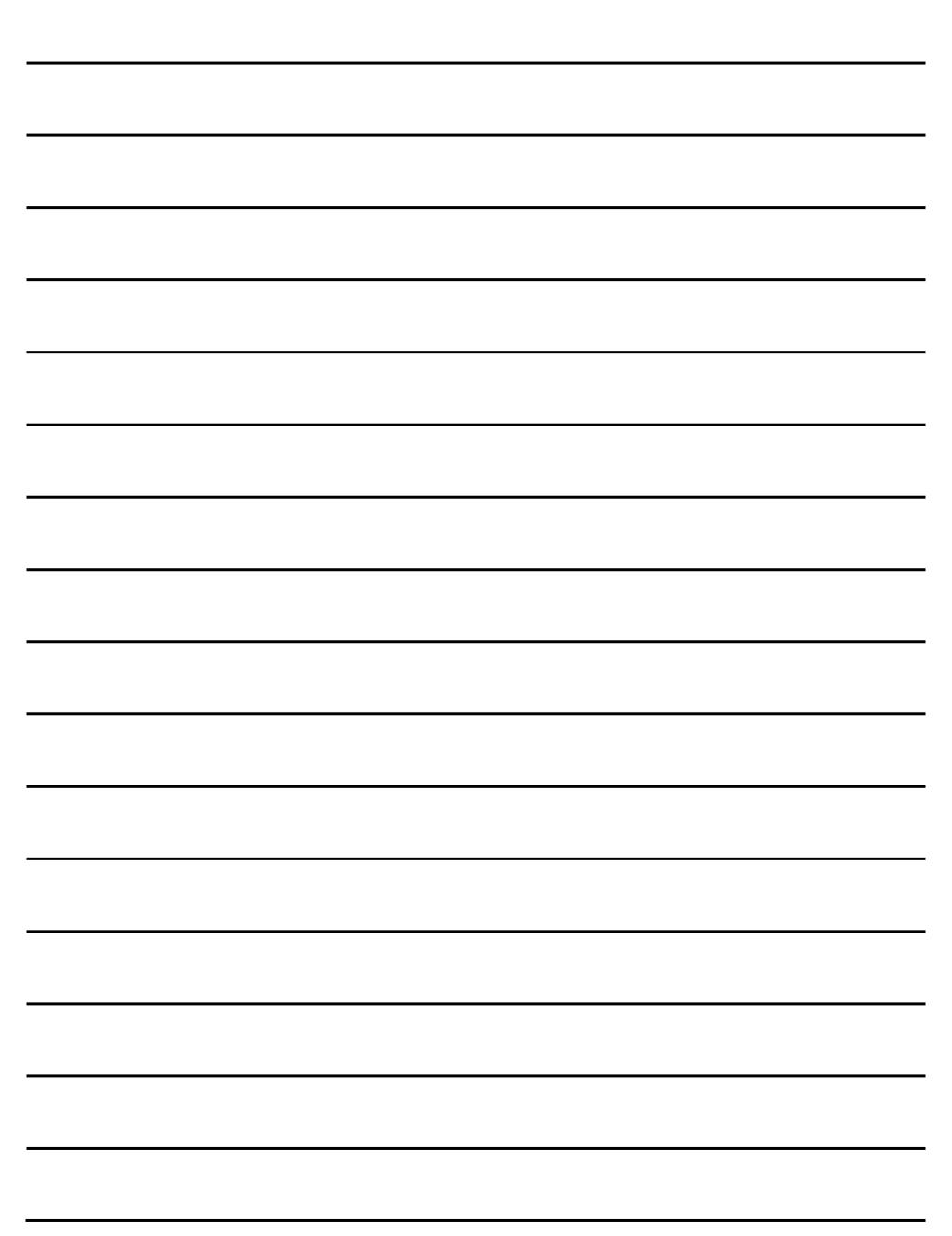






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To what extent are demographic factors, rather than environmental factors such as recycling, likely to have a bigger impact on the future profits of ALL businesses? [20 marks]		









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END OF QUESTIONS



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		
Question	Mark	
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TOTAL		

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