



Surname _____

Other Names _____

Centre Number _____

Candidate Number _____

Candidate Signature _____

I declare this is my own work.

A-level

BUSINESS

Paper 2 Business 2

7132/2

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]



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For this paper you must have:

- a calculator
- an 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 in the spaces provided.

01

Read the information provided on pages 2 to 7 of the insert, and then answer the questions that follow.

01.1

What is meant by the term extrapolation? [2 marks]

2



0	1	.	2
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Using APPENDIX B, provided on page 5 of the insert, calculate the combined market share of the top four tea brands in 2019. [3 marks]

[Turn over]

—
3



0 1 . 3

Using the data in APPENDIX D, provided on page 6 of the insert, explain ONE benefit of the use of market segmentation to a business selling tea. [4 marks]

[illegible]

4



0	1	.	4
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A business sells two types of tea: black tea and health tea.

Analyse how the data in APPENDIX C, provided on page 6 of the insert, will affect how this business might change the price it charges for each type of tea to increase its sales revenue. [9 marks]

[Turn over]



[illegible]

[Turn over]



0	1	.	5
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**To what extent does the information provided suggest that now is a good time to launch a new brand of tea?
[16 marks]**

[illegible]

[illegible]

[illegible]

[Turn over]

16



0	2
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Read the information below and then answer the questions that follow.

OCADO VENTURE WITH M&S

Marks & Spencer (M&S) started to sell its popular food range online for the first time in September 2020, by forming a venture (also known as a joint venture) with Ocado. Ocado is a solely online supermarket that has well-established distribution networks and market-leading advanced technology.

M&S funded its part of the £1.5bn venture by selling £600m of shares to existing shareholders and by cutting shareholder dividends by 40%.

M&S stated that it had always believed M&S branded food should be available online and combining with Ocado was a ‘win-win’ situation that would drive long-term growth of both businesses.

Following the announcement of the venture, Ocado’s share price rose by 3%.

The launch of the venture followed over a year of hard work and required senior managers from both businesses to work together to make it happen.



0	2	.	1
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What is meant by the term shareholder dividend?
[2 marks]

[Turn over]

—
2



0	2	.	2
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Explain why the Ocado share price rose following the announcement of the venture. [4 marks]

[illegible]

[Turn over]

<hr/>
4



0	2	.	3
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With reference to Maslow's theory, analyse the possible impact of this venture on the motivation of senior managers of the two businesses. [9 marks]

[illegible]

[illegible]

[Turn over]

9



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Are ventures a good way for ALL businesses to grow?

Justify your view. [16 marks]

[illegible]



[illegible]

[illegible]



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16



0	3
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Read the information provided on pages 8 and 9 of the insert, and then answer the questions that follow.

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With reference to FIGURE 1, provided on pages 8 and 9 of the insert, calculate the lead time. [2 marks]

—
2



0	3	.	2
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With reference to FIGURE 1, provided on pages 8 and 9 of the insert, calculate the re-order quantity. [2 marks]

[Turn over]

—
2



03.3

With reference to FIGURE 1, provided on pages 8 and 9 of the insert, calculate how much inventory DT uses each day. [2 marks]

—
2

03.4

Explain ONE impact of a fall in the value of the pound on DT's sales. [4 marks]



[Turn over]

—
4



0	3	.	5
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Analyse how contingency planning might have helped DT maintain its competitiveness. [9 marks]

[illegible]



0	3	.	6
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Reliability is the most important factor in a business' choice of supplier. To what extent is this true for ALL businesses? [16 marks]

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[Turn over]





[illegible]

[illegible]

[Turn over]



[illegible]

[illegible]

END OF QUESTIONS

16



Additional page, if required.

Write the question numbers in the left-hand margin.

[illegible]

Additional page, if required.

Write the question numbers in the left-hand margin.

[illegible]

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For Examiner's Use	
Question	Mark
1.1	
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TOTAL	

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