

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.



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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.

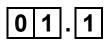
DO NOT TURN OVER UNTIL TOLD TO DO SO



Answer ALL questions in the spaces provided.

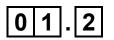


Read the information provided on pages 2 to 7 of the insert, and then answer the questions that follow.



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



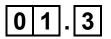


Using APPENDIX B, provided on page 5 of the insert, calculate the combined market share of the top four tea brands in 2019. [3 marks]

[Turn over]

3

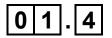




Using the data in APPENDIX D, provided on page 6 of the insert, explain ONE benefit of the use of market segmentation to a business selling tea. [4 marks]





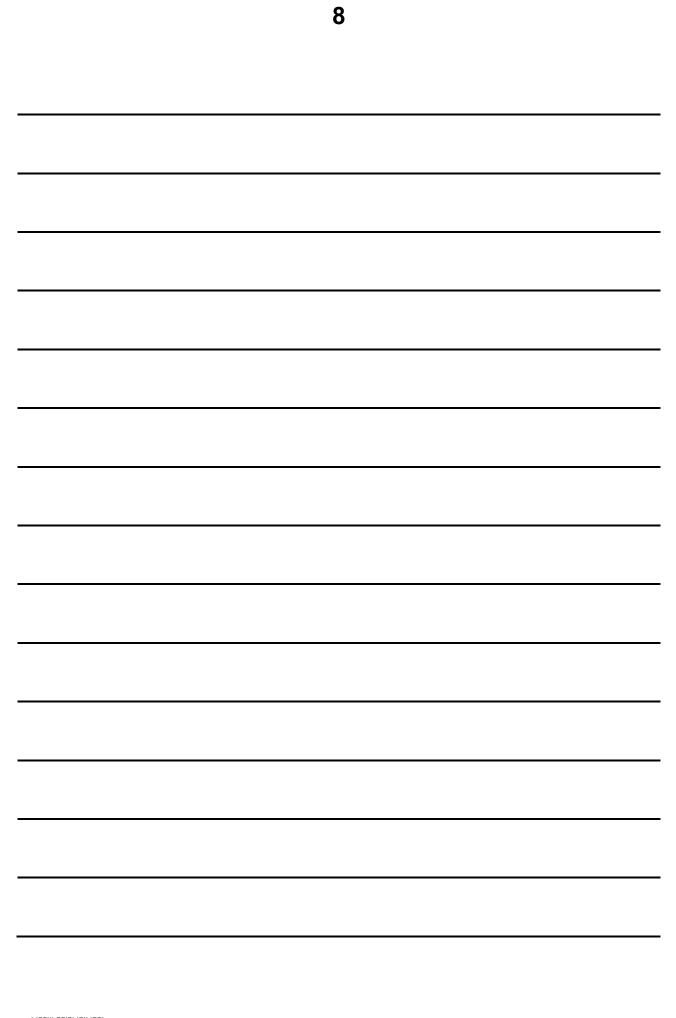


A business sells two types of tea: black tea and health tea.

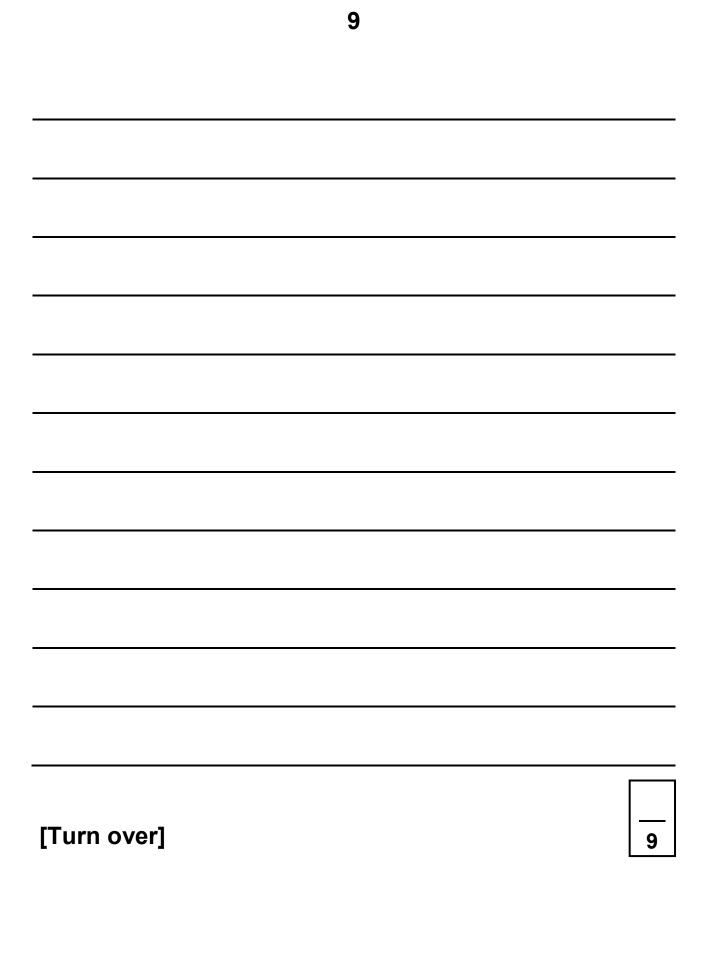
Analyse how the data in APPENDIX C, provided on page 6 of the insert, will affect how this business might change the price it charges for each type of tea to increase its sales revenue. [9 marks]



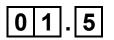




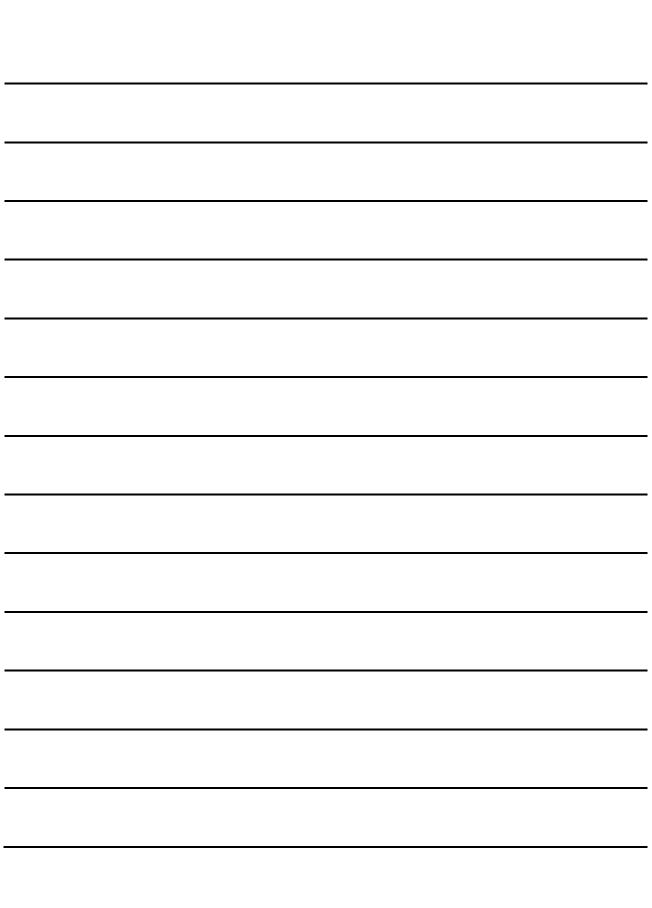




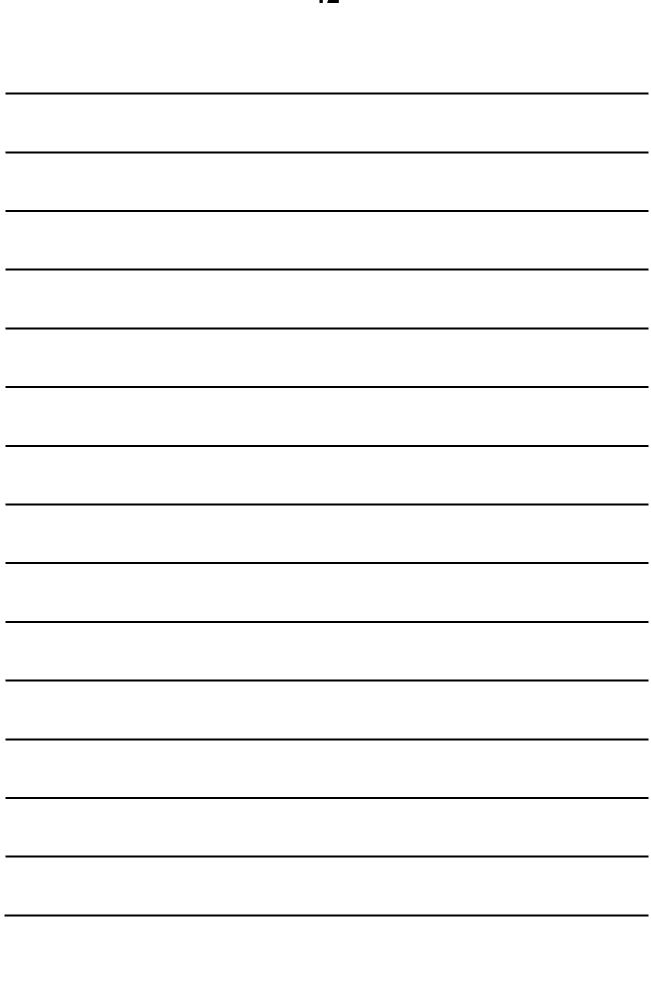




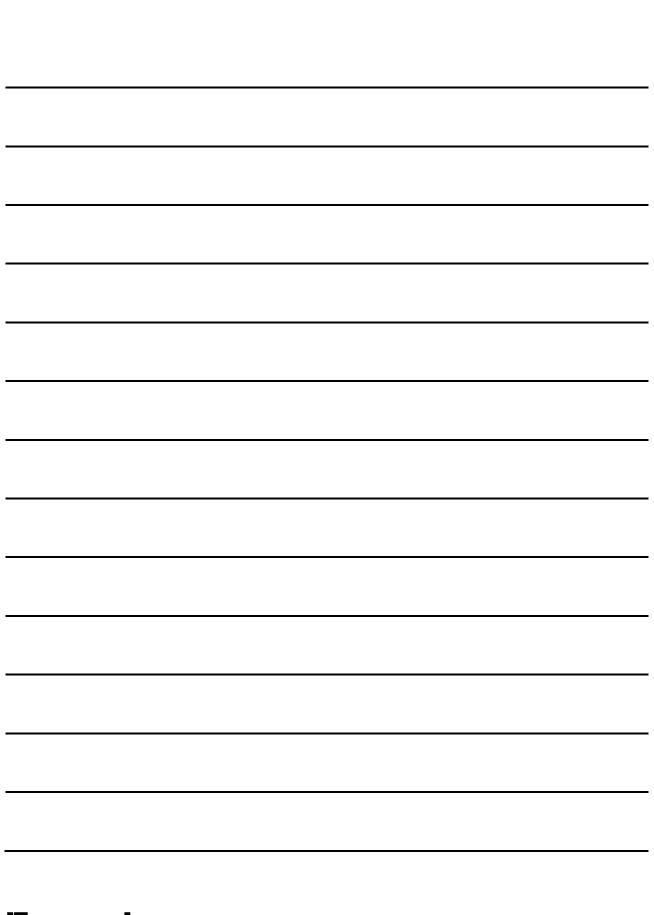
To what extent does the information provided suggest that now is a good time to launch a new brand of tea? [16 marks]



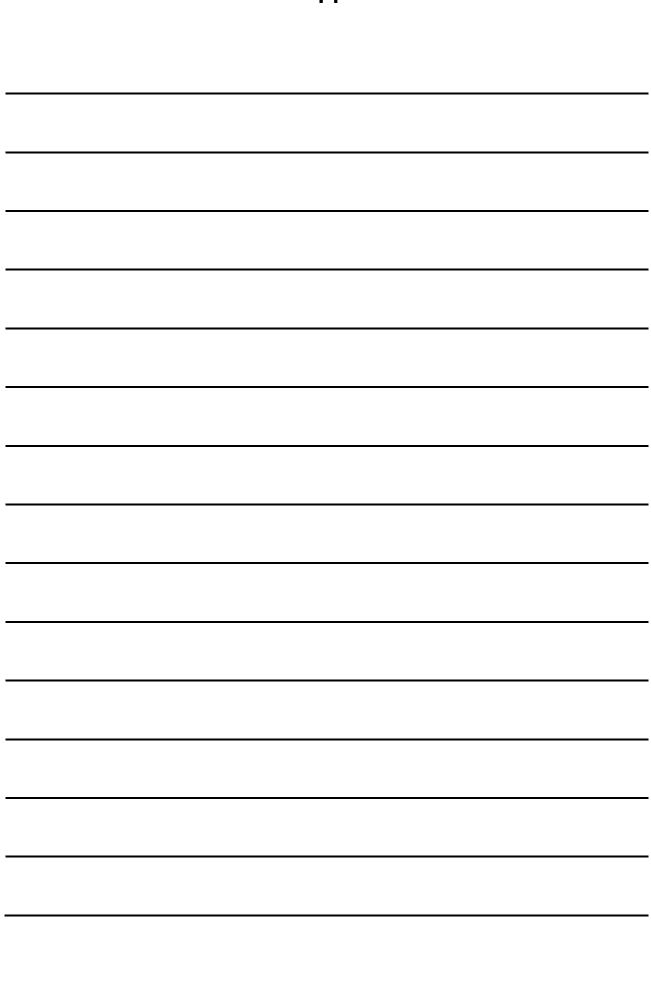






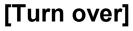








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Read the information below and then answer the questions that follow.

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 marketleading advanced technology.

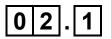
M&S funded its part of the £1.5bn venture by selling £600m of shares to existing shareholders and by cutting shareholder dividends by 40%.

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.

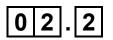




What is meant by the term shareholder dividend? [2 marks]





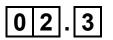


Explain why the Ocado share price rose following the announcement of the venture. [4 marks]



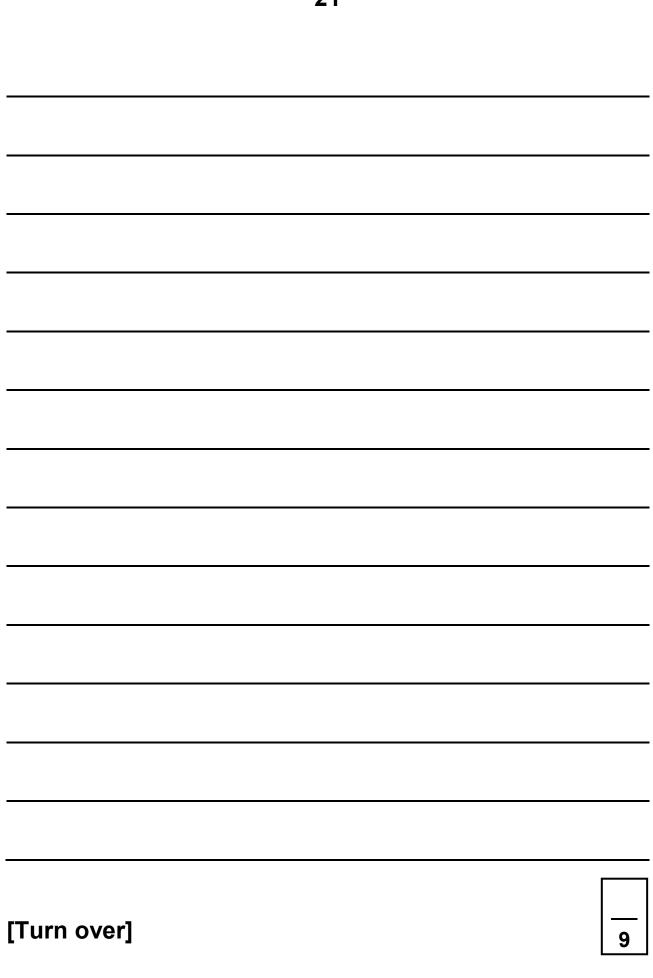




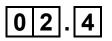


With reference to Maslow's theory, analyse the possible impact of this venture on the motivation of senior managers of the two businesses. [9 marks]



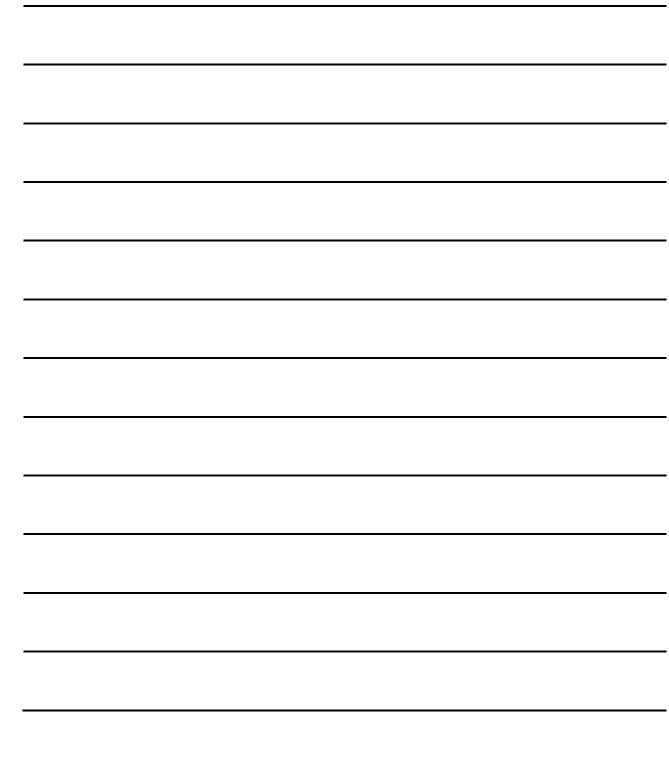




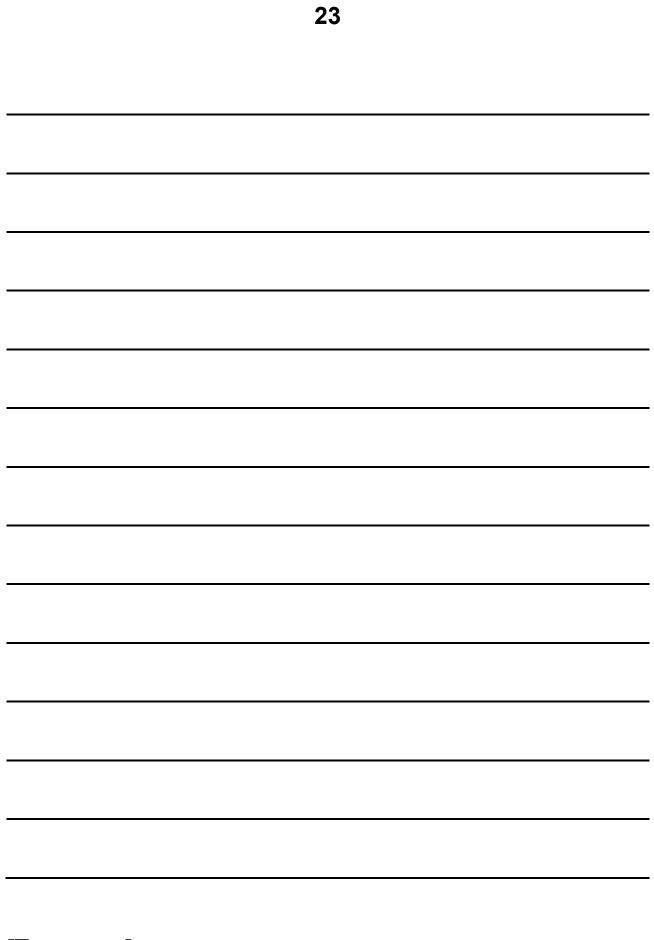


Are ventures a good way for ALL businesses to grow?

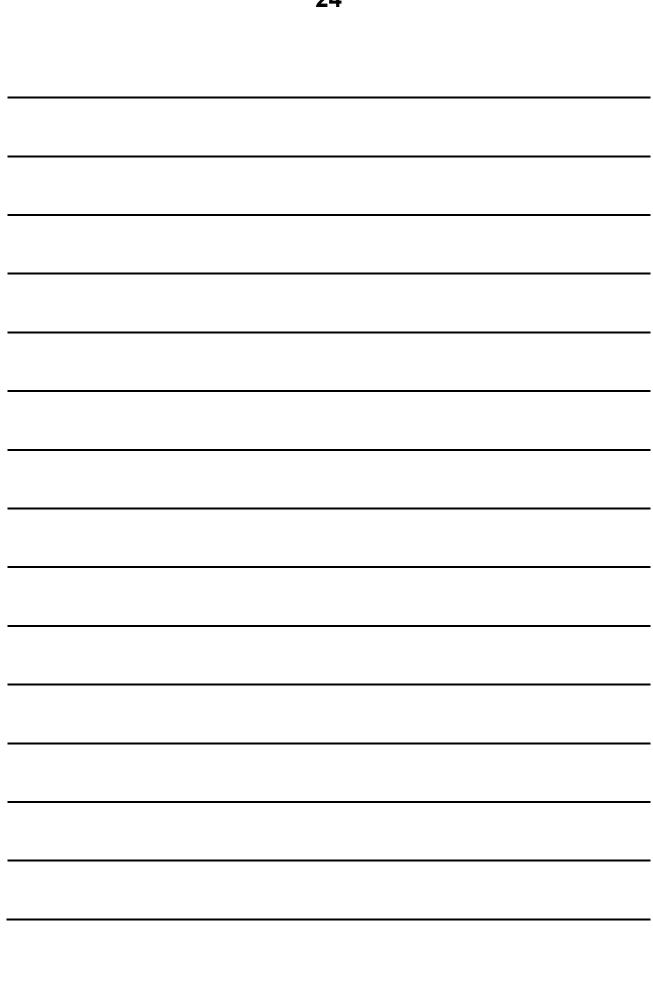
Justify your view. [16 marks]



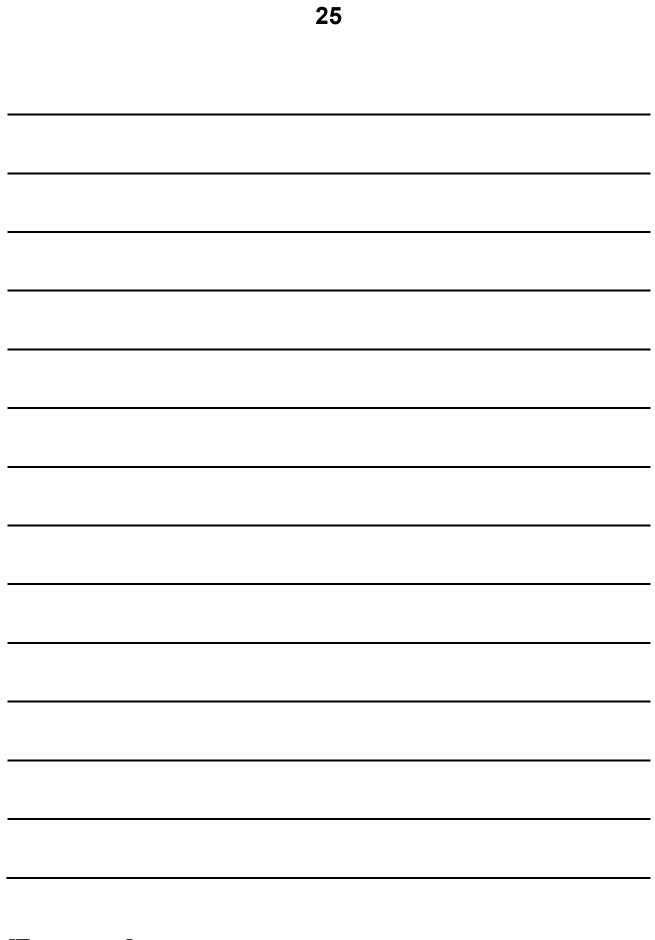




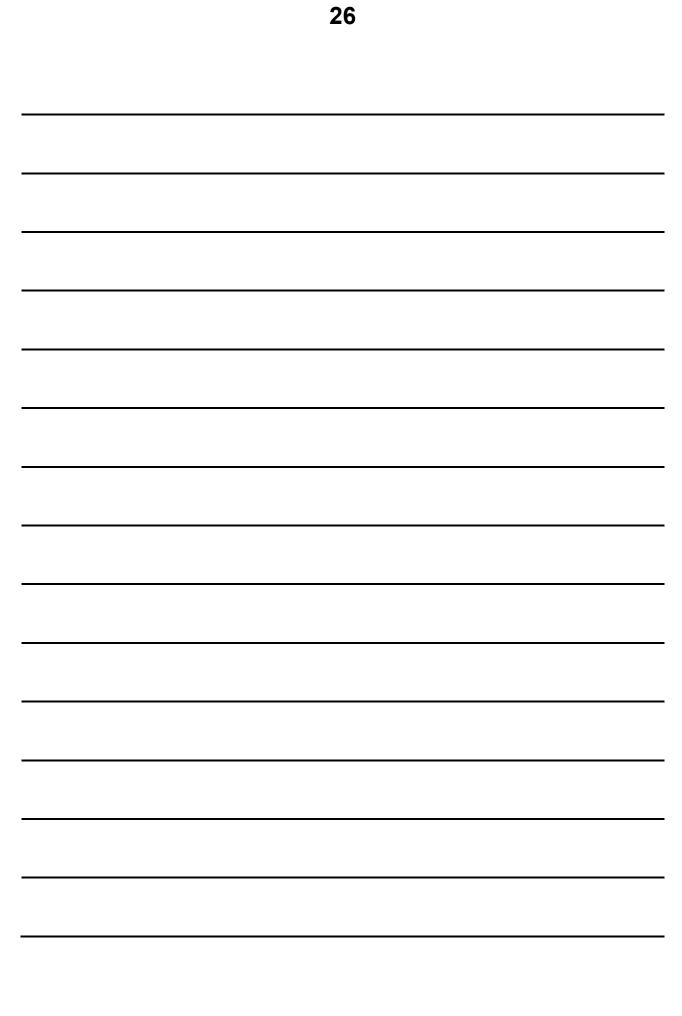




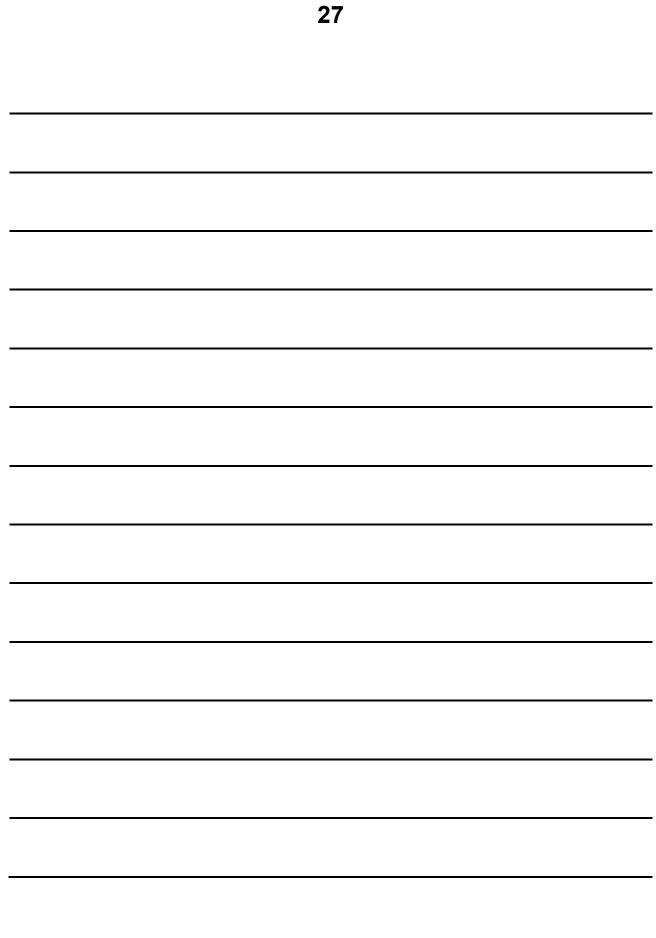




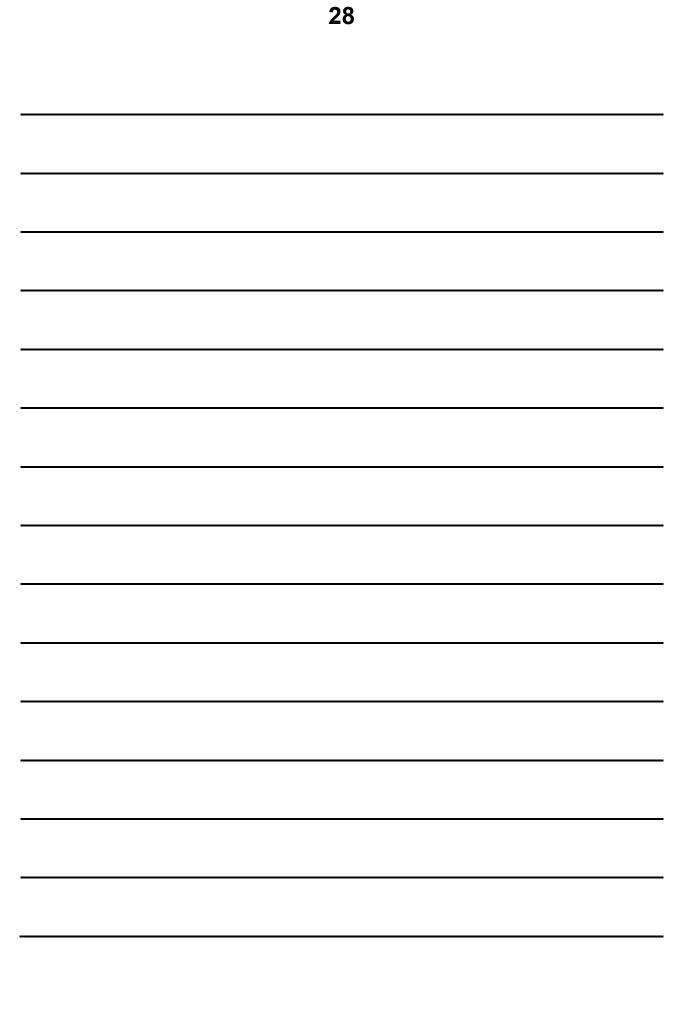




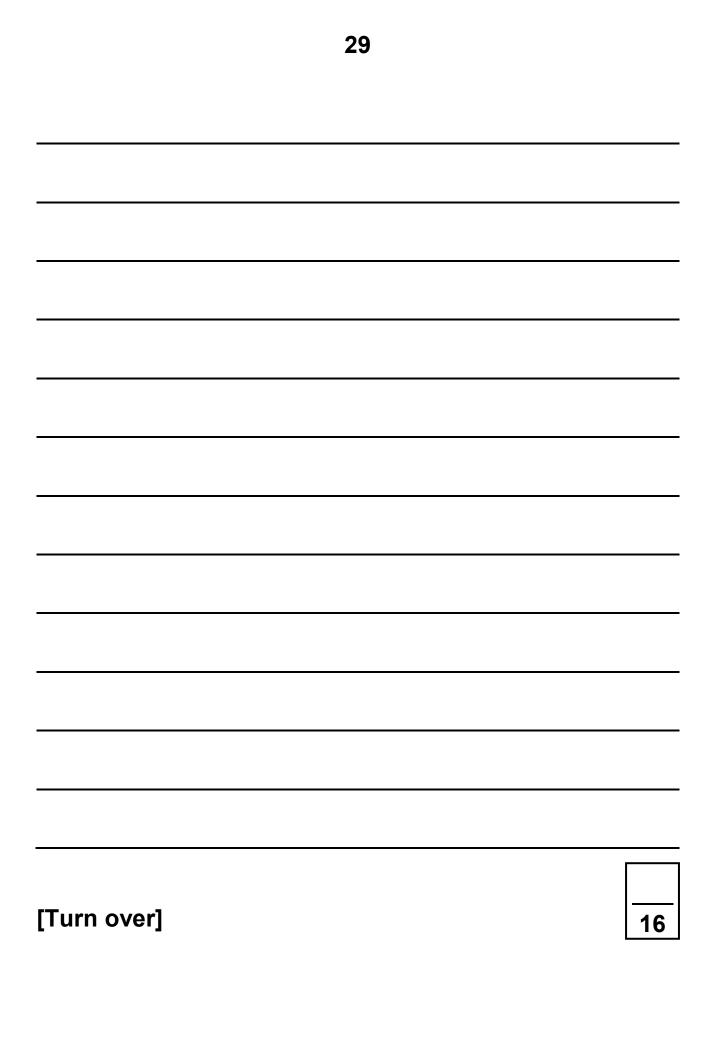








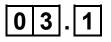








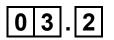
Read the information provided on pages 8 and 9 of the insert, and then answer the questions that follow.



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



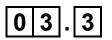




With reference to FIGURE 1, provided on pages 8 and 9 of the insert, calculate the re-order quantity. [2 marks]







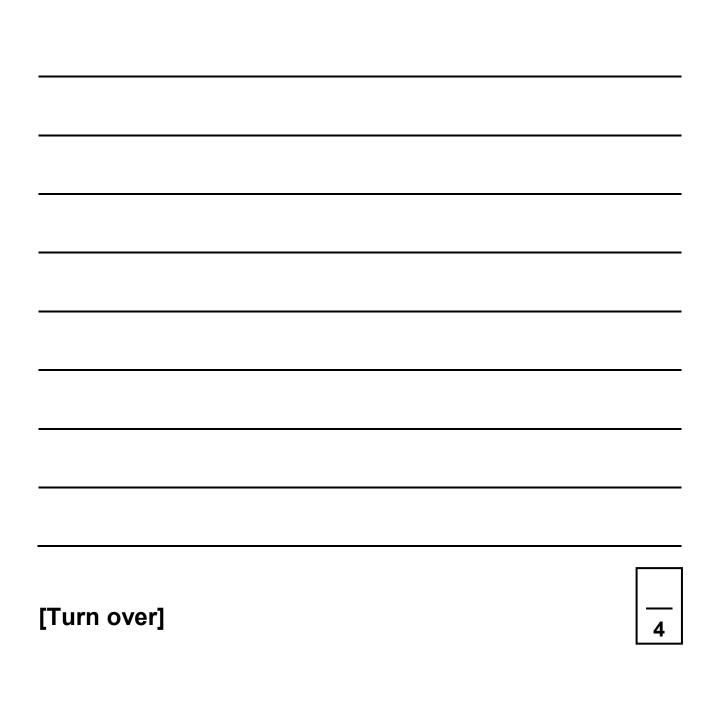
With reference to FIGURE 1, provided on pages 8 and 9 of the insert, calculate how much inventory DT uses each day. [2 marks]

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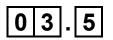
Explain ONE impact of a fall in the value of the pound on DT's sales. [4 marks]

2

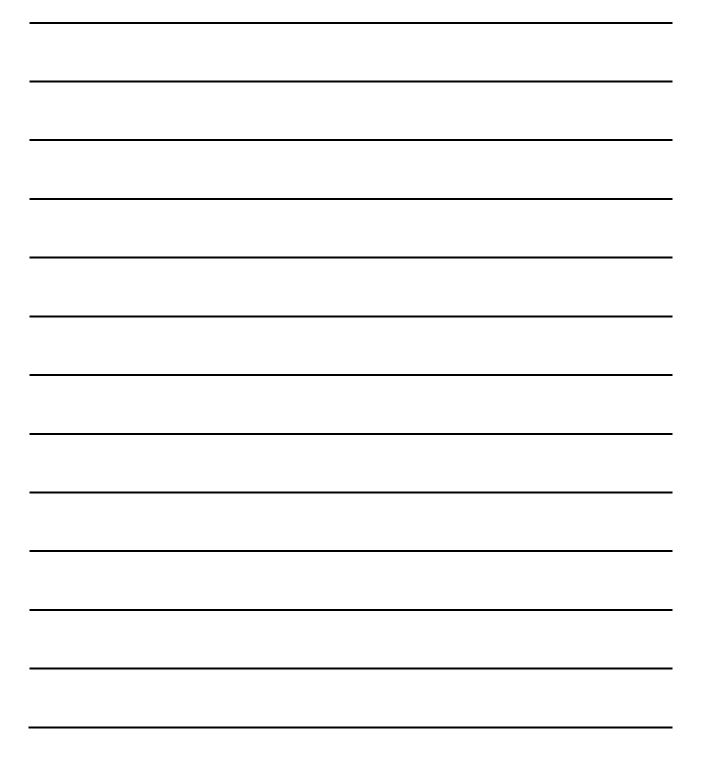




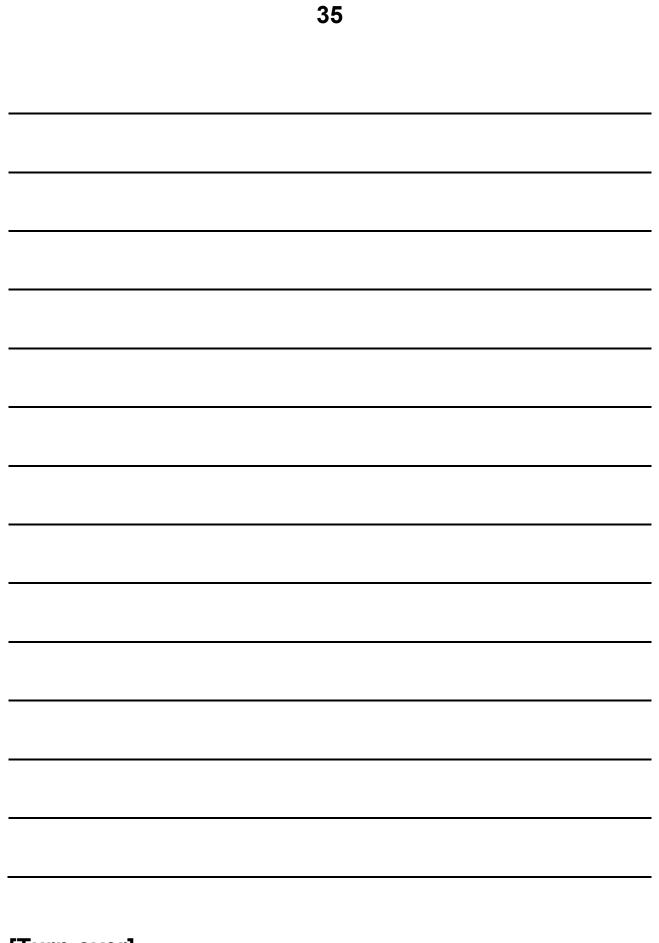




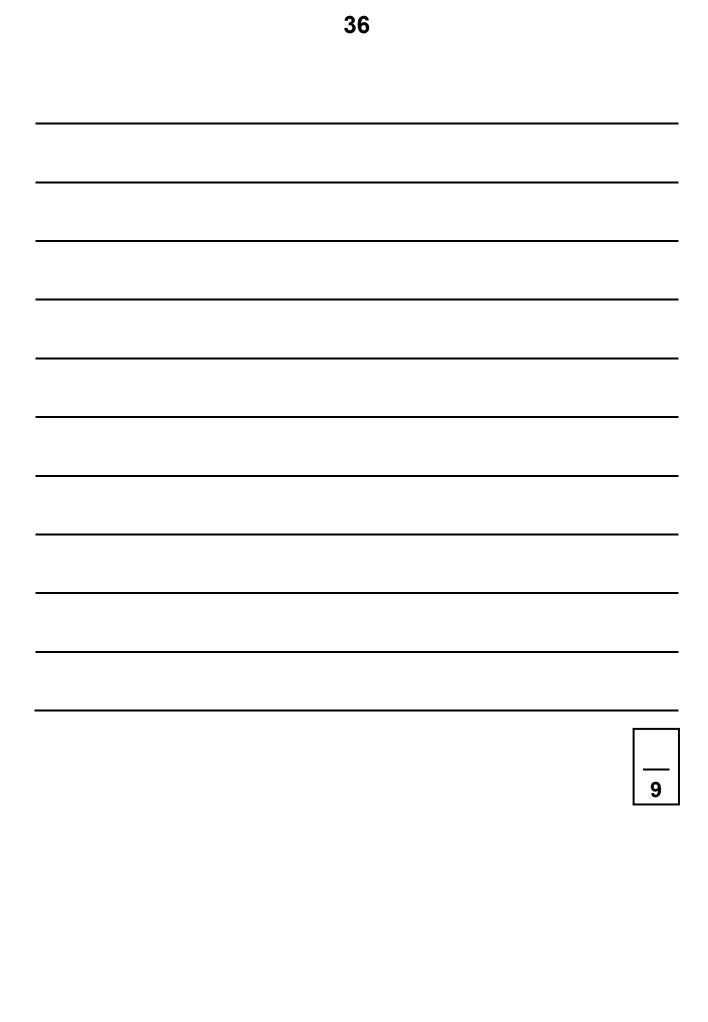
Analyse how contingency planning might have helped DT maintain its competitiveness. [9 marks]



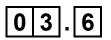






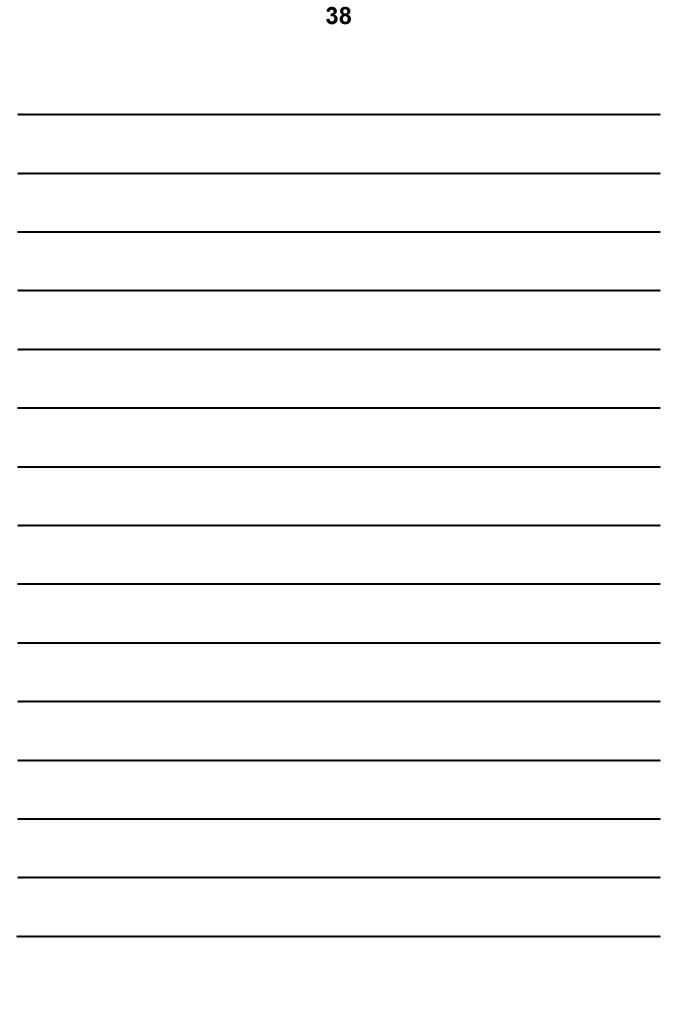




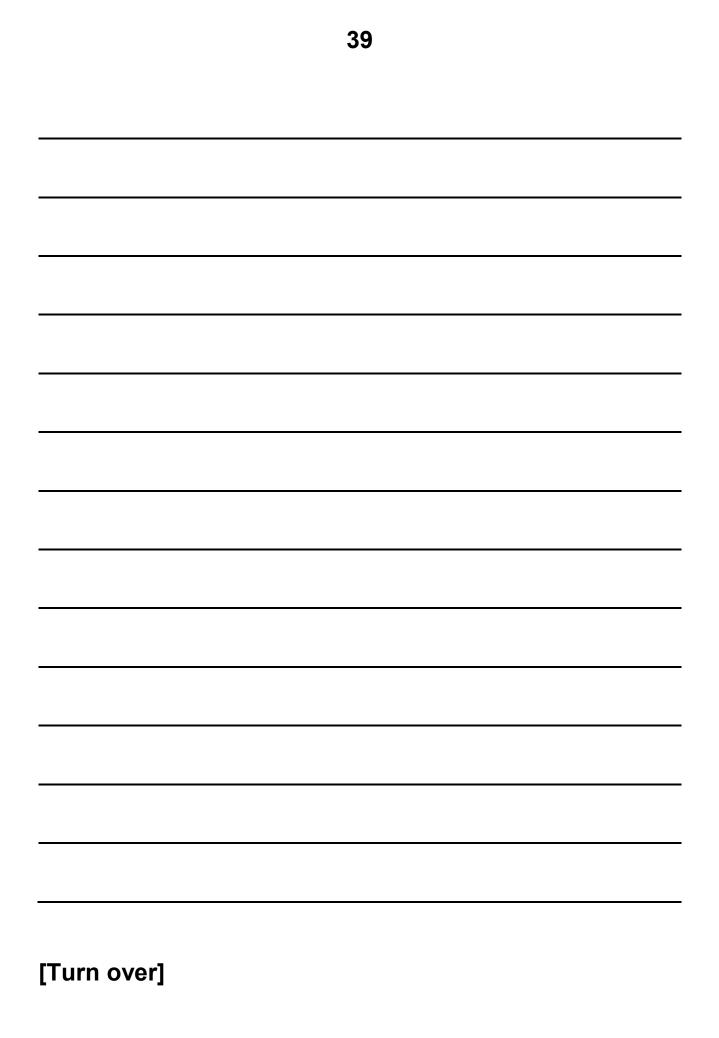


Reliability is the most important factor in a business' choice of supplier. To what extent is this true for ALL businesses? [16 marks]

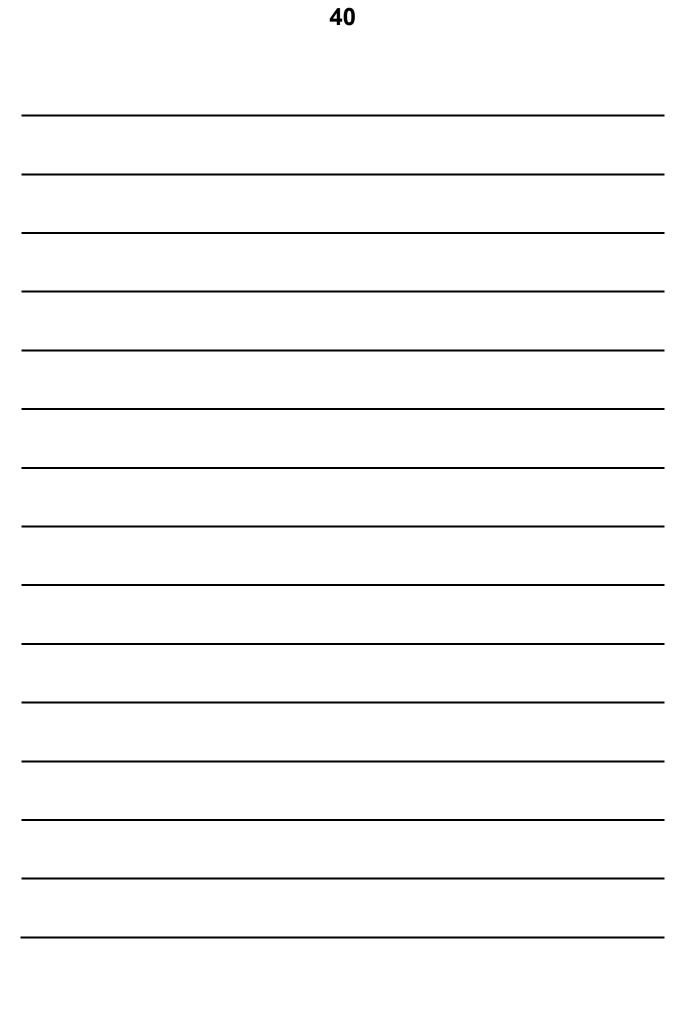




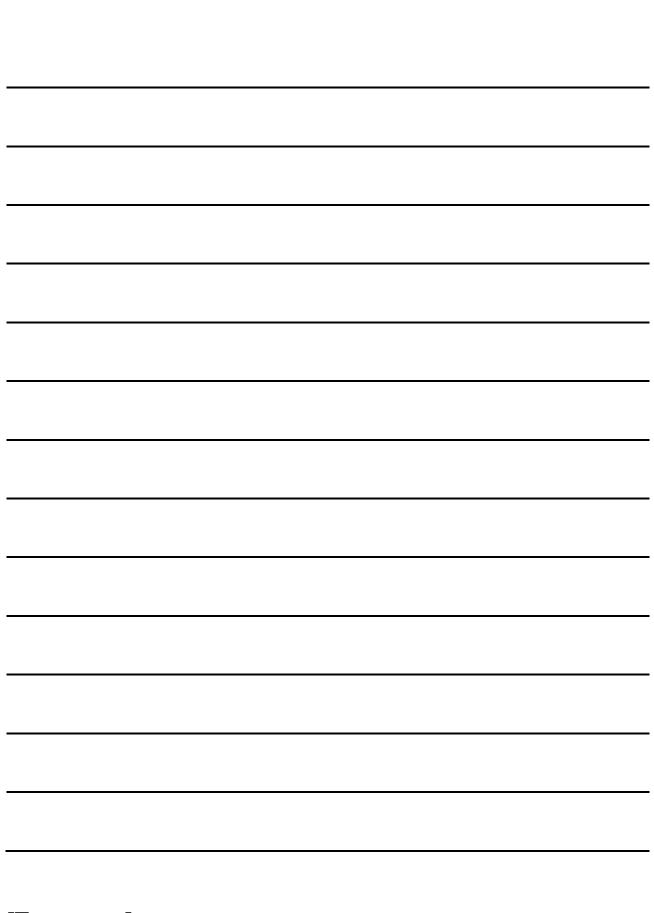




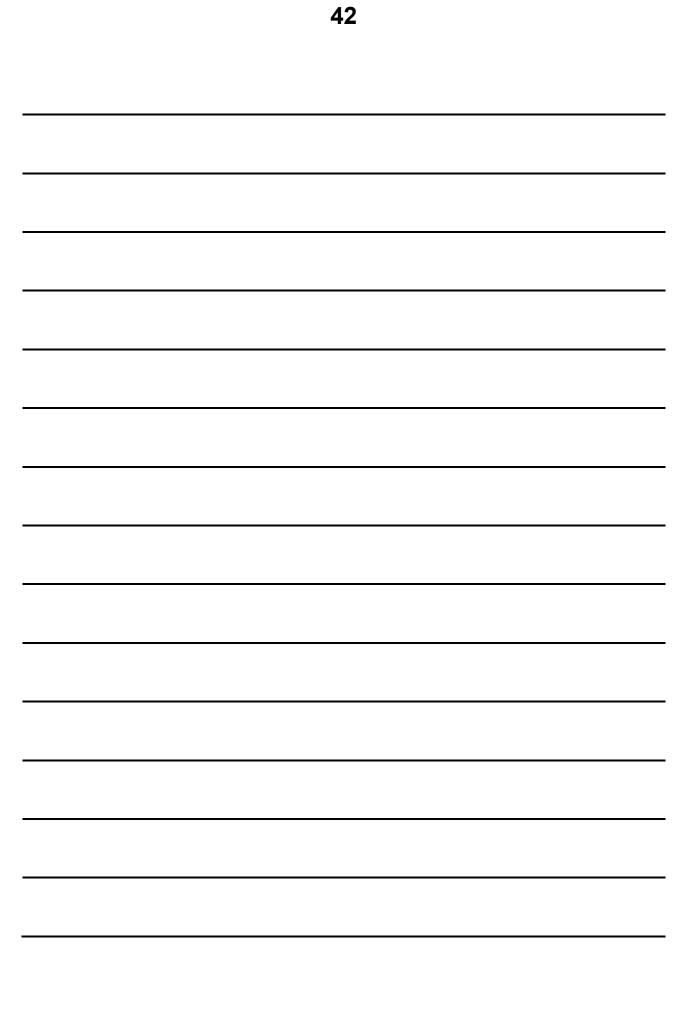
















END OF QUESTIONS

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