



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]



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.

0	1
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Read the information provided on pages 2 to 7 on the insert, and then answer the questions that follow.

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

[Turn over]

2



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

3

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

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[Turn over]

4



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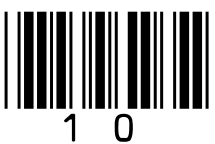
A business sells two types of tea: black tea and health tea.

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



10

9



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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]

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12

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14

[illegible]

1 4



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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.

[Turn over]



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02.1

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

[Turn over]

2



0 2 . 2

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

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0 2 . 3

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]

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Are ventures a good way for ALL businesses to grow?

Justify your view. [16 marks]

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Read the information provided on pages 12–15 of the insert, and then answer the questions that follow.

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With reference to FIGURE 1, provided on page 15 of the insert, calculate the lead time. [2 marks]

2



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With reference to FIGURE 1, provided on page 15 of the insert, calculate the re-order quantity. [2 marks]

[Turn over]

2



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**With reference to FIGURE 1 provided on page 15 of the insert, calculate how much inventory DT uses each day.
[2 marks]**

2

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

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

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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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END OF QUESTIONS

16



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

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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
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TOTAL	

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5 0



2 2 6 A 7 1 3 2 / 2