

Please write clearly in	ı block capitals.	
Centre number	Candidate number]
Surname		-
Forename(s)		-
Candidate signature	I declare this is my own work.	

A-level BUSINESS

Paper 3 Business 3

Time allowed: 2 hours

Materials

For this paper you must have:

- a calculator
- the Insert.

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer all questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or 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.

For Examiner's Use			
Question	Mark		
1			
2			
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4			
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6			
TOTAL			



	Answer all questions.					
Read the case study in the Insert .						
0 1	Analyse the factors affecting SSN Ltd's promotional decisions.	[12 marks]				



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3



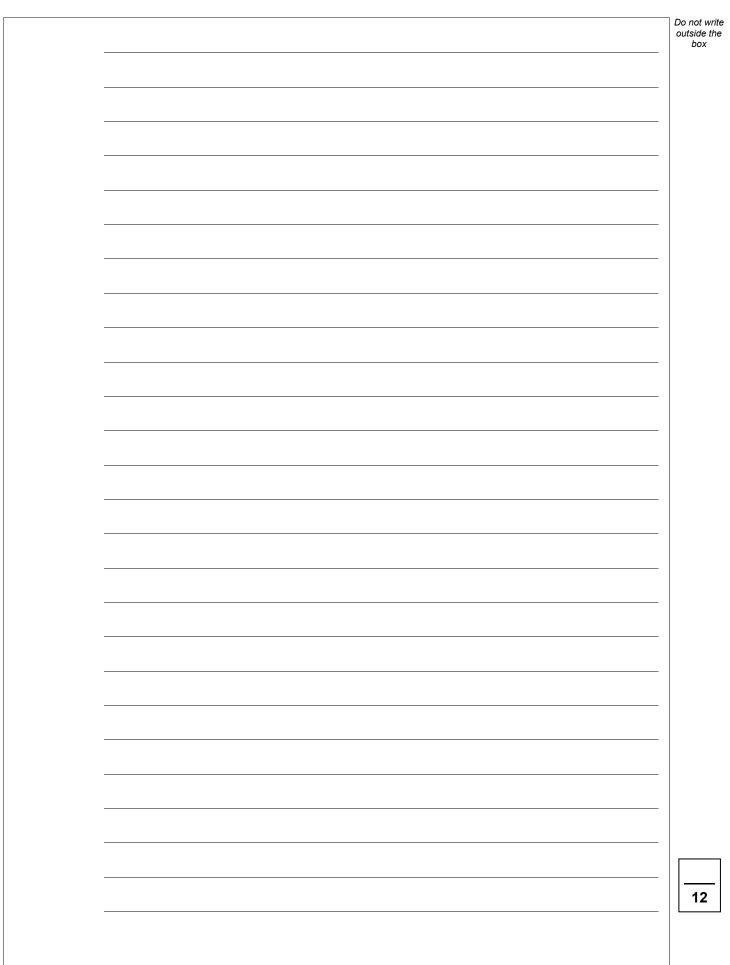
12

02	Analyse how copyright may have been important to the growth of SSN Ltd. [12 marks]	Do not write outside the box



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3	Using information from Annondix C and the ease study recommend whether the us	outsi
2	Using information from Appendix C and the case study, recommend whether the us of debt factoring is a good way for SSN Ltd to improve its cash flow.	e
	[16 mark	s]
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0 4	To what extent might SSN Ltd benefit from changing its power culture to a role culture?	Do not write outside the box
	[16 marks]	



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0 5	To what extent would the reactions of SSN Ltd's stakeholders to the poss be likely to lead to conflict between those stakeholders?	ible takeover	box
		[20 marks]	



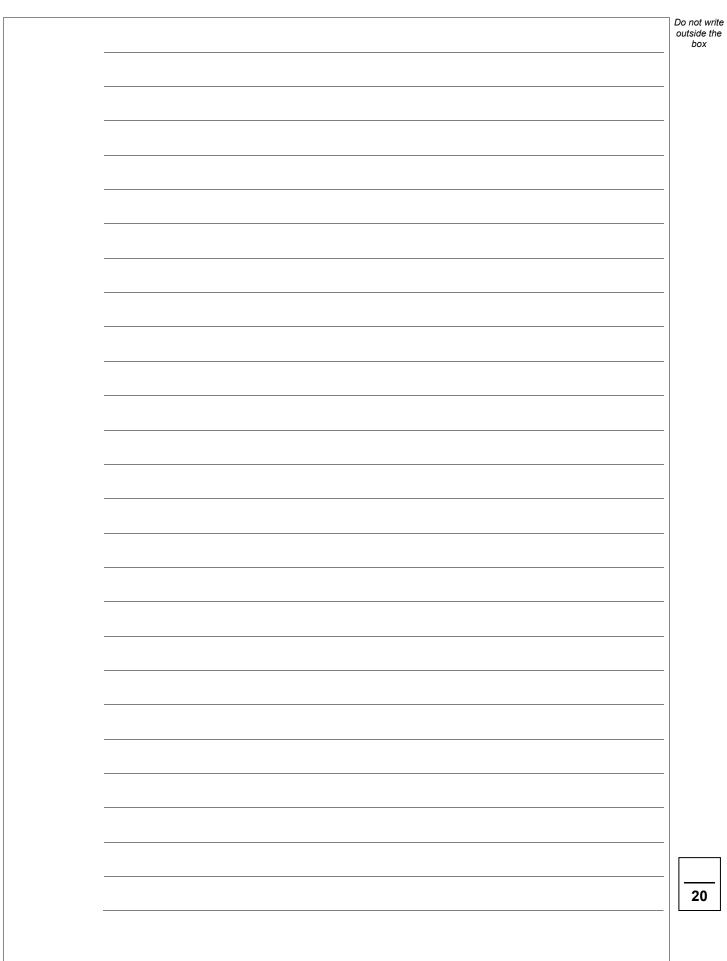
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0 6	'Without strategic planning all businesses are doomed to fail.'		box
	To what extent do you agree with this statement?	[24 marks]	
		[24 marks]	



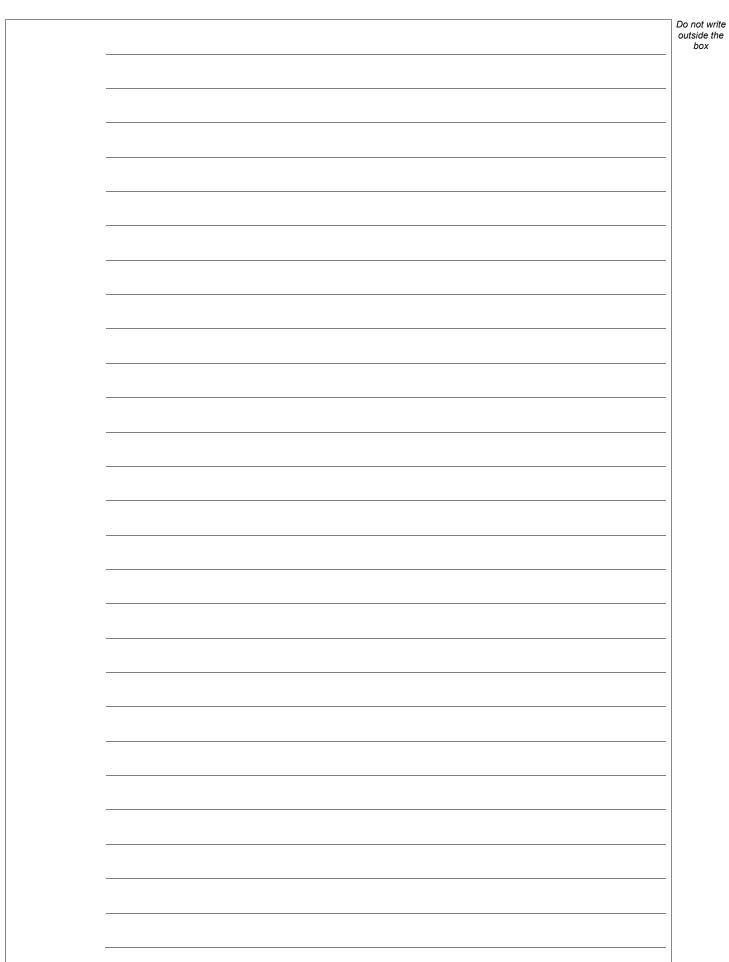
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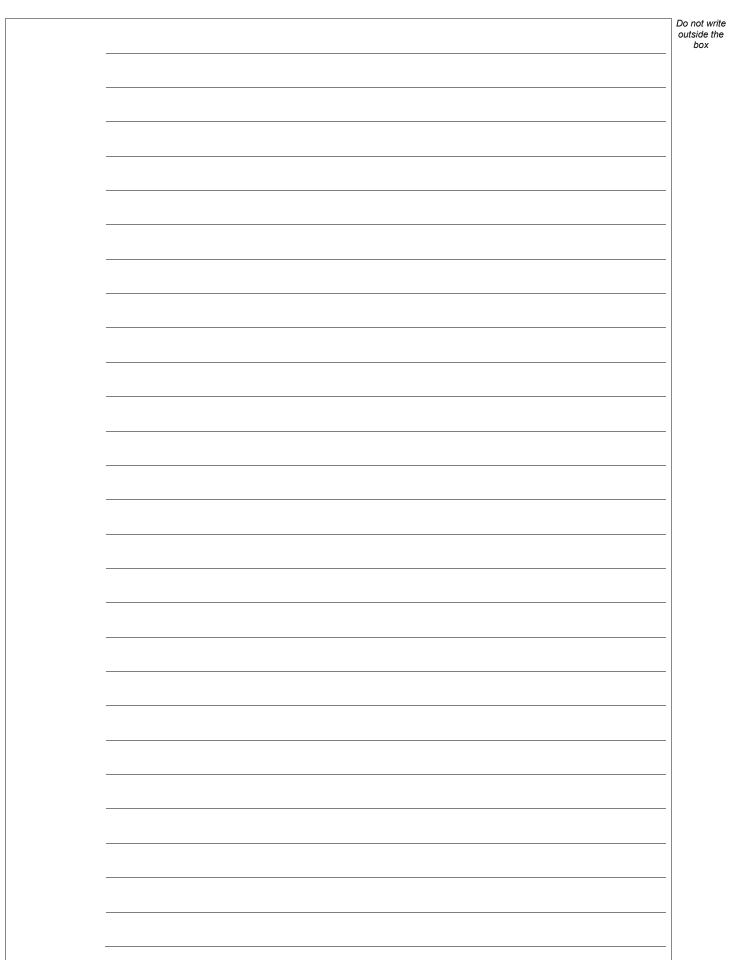










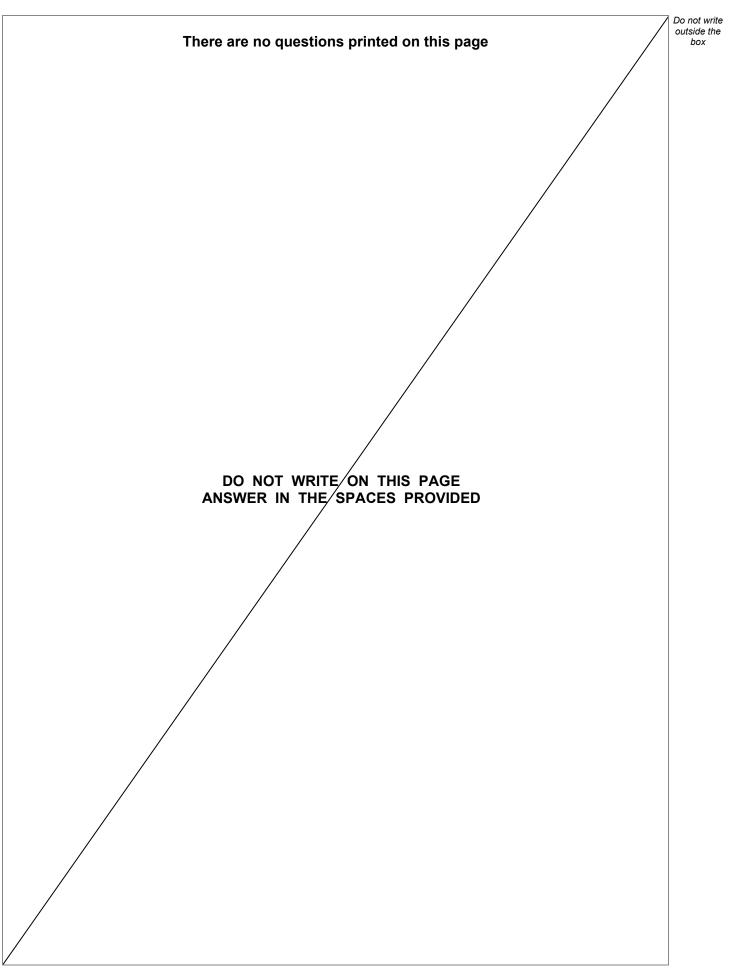






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	box
	24
END OF QUESTIONS	







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



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



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