

A



**Surname** \_\_\_\_\_

**Other Names** \_\_\_\_\_

**Centre Number** \_\_\_\_\_

**Candidate Number** \_\_\_\_\_

**Candidate Signature** \_\_\_\_\_

**I declare this is my own work.**

**A-level**

**BUSINESS**

**Paper 3 Business 3**

**7132/3**

**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]**



JUN 227132301

**BLANK PAGE**



**For this paper you must have:**

- a calculator
- the 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.**

**Read the CASE STUDY in the INSERT.**

<b>0</b>	<b>1</b>
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**Analyse the factors affecting SSN Ltd’s promotional decisions. [12 marks]**

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**Using information from APPENDIX C and the case study, recommend whether the use of debt factoring is a good way for SSN Ltd to improve its cash flow.  
[16 marks]**

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05

**To what extent would the reactions of SSN Ltd's stakeholders to the possible takeover be likely to lead to conflict between those stakeholders? [20 marks]**

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06

**‘Without strategic planning all businesses are doomed to fail.’**

**To what extent do you agree with this statement?  
[24 marks]**

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For Examiner's Use	
Question	Mark
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<b>TOTAL</b>	

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