



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]



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.

0	1
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Analyse the factors affecting SSN Ltd's promotional decisions. [12 marks]



[Turn over]



[Turn over]



[Turn over]



0 2

**Analyse how copyright may have been important to the growth of SSN Ltd.
[12 marks]**





[Turn over]



[Turn over]

<u>12</u>



[Turn over]



[Turn over]



[Turn over]

16



04

To what extent might SSN Ltd benefit from changing its power culture to a role culture? [16 marks]



[Turn over]



[Turn over]





[Turn over]



[Turn over]



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]

[Turn over]





[Turn over]







[Turn over]





[Turn over]



<hr/>
20



0 6

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

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

[Turn over]



[Turn over]



Lined writing area consisting of 20 horizontal lines.





[Turn over]



[Turn over]





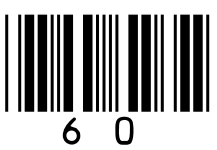
[Turn over]





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END OF QUESTIONS



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

Additional page, if required.

Write the question numbers in the left-hand margin.

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

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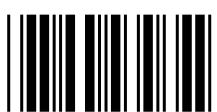
For Examiner's Use	
Question	Mark
1	
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TOTAL	

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2 2 6 A 7 1 3 2 / 3