

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

AS BUSINESS

Paper 2 Business 2

Friday 26 May 2023 Afternoon Time allowed: 1 hour 30 minutes

Materials

For this paper you must have:

- the Insert (enclosed)
- a calculator.

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

not want to be marked.		

Information

- The maximum mark for this paper is 80.
- The marks for questions are shown in brackets.

For Examiner's Use		
Question	Mark	
1		
2		
3		
4		
5		
6		
7		
8		
TOTAL		



Answer all questions.

Read the **source** in the **Insert**.

0 1

Figure 1: Global balloon market values

2020	2021	2022	
\$227 million	\$260 million	\$287 million	

The UK balloon market accounted for 25% of the global market in 2020 and 30% of the global market in 2022.

Using **Figure 1**, calculate the percentage increase in the size of the UK balloon market between 2020 and 2022.

Give your answer to **two** decimal places.

·	[3 marks]
Extra space	



0 2

Figure 2: BB financial data for 3000 units

	3000 units sold
Total revenue	£105 000
Total fixed costs	£5 700
Total variable costs	£17 250

	l otal variable costs	£17 250	
Jsing Figure 2 , calc	culate the total contribution	if BB only sells 1000 units	[3 marks]
extra space			

Turn over for the next question

Turn over ►

3	The price elasticity of demand for BB's products is -0.5.	
	Explain one benefit to BB of operating in the market with this price elasticity of demand value.	
		[4 marks]
	Evtra snace	
	Extra space	



,, 55 p.s.	act on BB if it decides to outsource the catering function of th	[9
-		
Extra space		

Turn over ▶



Do not write outside the

	[9 marks
Extra space	



Zoe is considering employing a manager with a 'produce or perish' style of management
To what extent is this the right management style for BB to become more successful? [16 mark

Turn over ▶



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	box
Extra space	
	16



Do you think using a bank loan or venture capital would be the better option? Justify y answer. [16 ma	BB needs to raise	finance to fund the ne	ew warehouse.		
		ງ a bank loan or ventu	re capital would be	e the better option?	Justify yo
	answer.				[16 ma
		_			
		_			





Extra space	
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'For all businesses, external factors are more important than inte marketing objectives.'	rnal factors when setting
To what extent do you agree with this statement?	
	[20 mark





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Extra space			

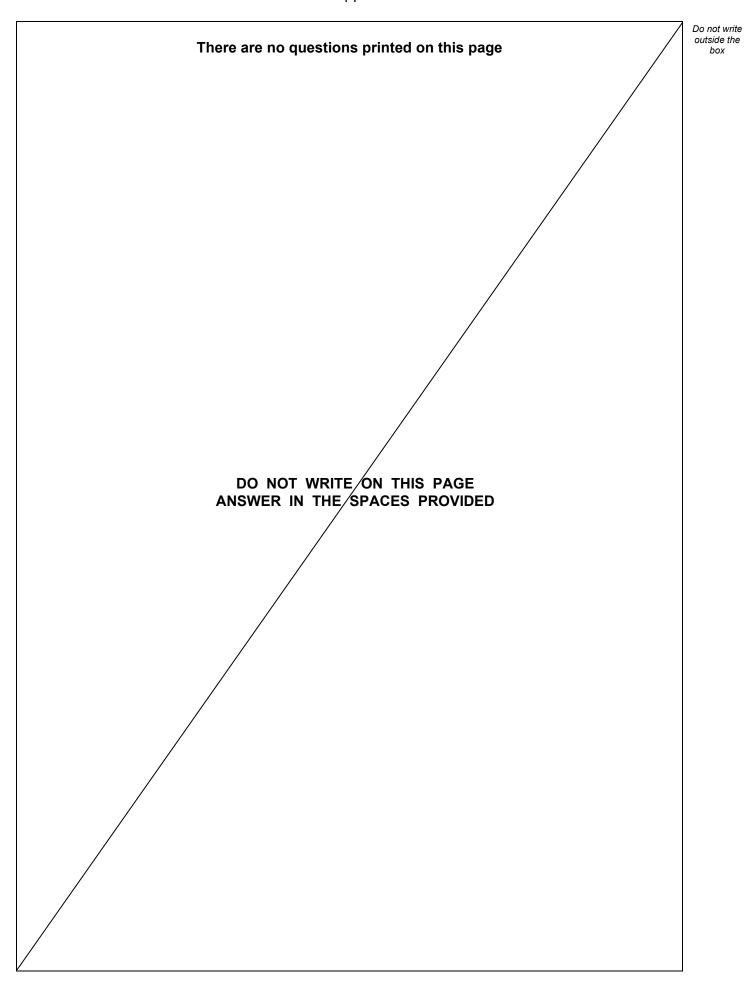


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	20

END OF QUESTIONS







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



Do not write outside the box

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