

A



Surname _____

Forename(s) _____

Centre Number _____

Candidate Number _____

Candidate Signature _____

I declare this is my own work.

AS

BUSINESS

Paper 2 Business 2

7131/2

Friday 26 May 2023

Afternoon

Time allowed: 1 hour 30 minutes

At the top of the page, write your surname and forename(s), your centre number, your candidate number and add your signature.

[Turn over]



JUN 23 7131201

BLANK PAGE



MATERIALS

For this paper you must have:

- the Insert (enclosed)
- a calculator.

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

DO NOT TURN OVER UNTIL TOLD TO DO SO



Answer ALL questions.

Read the SOURCE in the INSERT.

01

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]



[Turn over]

<hr/> 3



02

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

Using FIGURE 2, calculate the total contribution if BB only sells 1000 UNITS. [3 marks]



[Turn over]

<hr/>
3



0	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]



[Turn over]

4



0	4
---	---

Analyse the impact on BB if it decides to outsource the catering function of the business. [9 marks]



[Turn over]



9





0	6
---	---

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 marks]

[Turn over]







0	7
---	---

BB needs to raise finance to fund the new warehouse.

Do you think using a bank loan or venture capital would be the better option? Justify your answer. [16 marks]



[Turn over]







[Turn over]



0	8
---	---

‘For ALL businesses, external factors are more important than internal factors when setting marketing objectives.’

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



[Turn over]





[Turn over]





[Turn over]



END OF QUESTIONS

20



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.



BLANK PAGE

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

Copyright information

For confidentiality purposes, all acknowledgements of third-party copyright material are published in a separate booklet. This booklet is published after each live examination series and is available for free download from www.aqa.org.uk

Permission to reproduce all copyright material has been applied for. In some cases, efforts to contact copyright-holders may have been unsuccessful and AQA will be happy to rectify any omissions of acknowledgements. If you have any queries please contact the Copyright Team.

Copyright © 2023 AQA and its licensors. All rights reserved.

WP/M/SC/Jun23/7131/2/E2

