



**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]**



## **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.**

<b>0</b>	<b>1</b>
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**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]**



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02

**FIGURE 2: BB financial data for 3000 units**

	<b>3000 UNITS SOLD</b>
<b>Total revenue</b>	<b>£105 000</b>
<b>Total fixed costs</b>	<b>£5 700</b>
<b>Total variable costs</b>	<b>£17 250</b>

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

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**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]**

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

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**Analyse the impact on BB's financial performance if it decides to take the contract with the hotel. [9 marks]**

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**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]**

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**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]**

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**‘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]**

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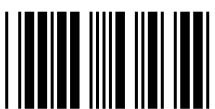
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# END OF QUESTIONS

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**Additional page, if required.**

**Write the question numbers in the left-hand margin.**

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


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**Write the question numbers in the left-hand margin.**


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For Examiner's Use	
Question	Mark
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