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# AS LEVEL **BUSINESS**

7131/2 Paper 2  
Report on the Examination

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**Question 1**

Overall there were many full mark responses for this question. Students who had the necessary calculation skills needed for this question scored 3/3. However, some students calculated the global percentage change only and were awarded 1 mark, demonstrating that there were many students who had some understanding of what was required, but not complete knowledge of how to do the whole calculation. A number of students calculated the percentage amount for each year and scored 2 marks. Very few students did not attempt this question.

**Question 2**

Many students calculated the separate parts of the equation/calculation – for example, revenue and variable cost – but there were many instances of errors when using the figures to try and arrive at the answer. Several students used total costs in their calculation which gave answers of £27,350. Overall, it was felt that a significant number of students did not know what contribution is, or how to calculate it. The majority of students who scored full marks gave clear responses with the formula used and showed the steps in the calculation clearly.

**Question 3**

Many students scored full marks on this question. Very few students made the error of stating that the figure was elastic so knowledge and understanding was good overall. Some students explained how a potential benefit to BB but the understanding of price elasticity was not precise. Overall, a well answered question.

**Question 4**

This was a very well answered question. Students generally demonstrated responses that used the case material effectively. There was good evidence of AO2 and AO3. In many cases, students produced arguments with a reason for and a reason against why BB should, or should not use outsourcing (although the question did not specifically require a balance or more than one impact).

**Question 5**

This question produced some well-focused answers. Most students picked up on the impact on financial performance and used this in their analysis in their responses. Overall students used the case material very well for this question and picked out that the new contract would provide stability. Those who used this argument in context with other issues at BB Ltd achieved level 3 with good analysis.

**Question 6**

This was a very well answered question in which many students demonstrated strong analytical and application skills. Most students demonstrated a good knowledge of a 'produce/perish' style of management. Weaker responses included answers that had weak evaluation. Some students did not give an overall judgement.

**Question 7**

This question was a well answered question by most students. Students gave clear and concise responses and appeared to favour the question style of asking for a choice to be made. Students were able to show good analytical skills by examining each option effectively.

### **Question 8**

This proved to be the most challenging question for students. Not many full mark responses were seen. Students seemed to focus on the external versus internal part of the question and used this to demonstrate their knowledge and understanding of everything they knew about internal and external influences. Few responses actually related the internal and external influences to the setting of marketing objectives. Overall it was felt that the knowledge and understanding of marketing objectives was not very strong. The 'all' element of the question also seemed to be ignored by many students in their responses. The 'all' element is often seen in the evaluation part of the response; this year, it did not feature as much as it has previously.

### **Mark Ranges and Award of Grades**

Grade boundaries and cumulative percentage grades are available on the [Results Statistics](#) page of the AQA Website.