



Please write clearly in block capitals.

Centre number

Candidate number

Surname

Forename(s)

Candidate signature

AS BUSINESS

Paper 2 Business 2

Friday 26 May 2017

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.
- 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.

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



Answer **all** questions.

Read the **case study** in the **insert booklet**.

0 1 . 1

Calculate the Gross Profit Margin for G-Free Ltd in 2016.

[2 marks]

Gross Profit Margin _____

Workings _____

0 1 . 2

The Operating Profit Margin for G-Free Ltd is forecast to increase much more than the Gross Profit Margin between 2017 and 2019.

Explain why this may be the case.

[4 marks]



0	2
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Explain how setting up as a private limited company in 2005 helped reduce Stephanie’s risks.

[4 marks]

Extra space

4

Turn over for the next question



0	3
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G-Free Ltd intends reducing the number of suppliers they use by 50%. Analyse how reducing the number of suppliers could improve G-Free Ltd's future operational performance.

[9 marks]

Extra space



0	4
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The original small factory was described as being run using a team management approach on the Blake Mouton grid. Analyse how this team management approach might have led to the judges' comments at the 'award ceremony'.
(lines 31 – 34)

[9 marks]

Extra space

9



0	5
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G-Free Ltd only supplies the niche market of gluten-free food. To what extent do you think this is a risky decision?

[16 marks]

[illegible]

Extra space



0	6
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To what extent will the planned lean production system be good for G-Free Ltd's stakeholders?

[16 marks]

[illegible]

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Extra space

Blank space



