



Please write clearly in block capitals.

Centre number [ ][ ][ ][ ][ ]

Candidate number [ ][ ][ ][ ]

Surname \_\_\_\_\_

Forename(s) \_\_\_\_\_

Candidate signature \_\_\_\_\_

# A-level BUSINESS

## Paper 1 Business 1

Thursday 7 June 2018

Afternoon

Time allowed: 2 hours

### Materials

For this paper you must have:

- a calculator.

### Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions in **Section A** and **Section B**.
- Answer **one** question from **Section C** and **one** question from **Section D**.
- 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 marks for questions are shown in brackets.
- The maximum mark for this paper is 100.

For Examiner's Use	
Question	Mark
Section A	
16	
17	
18	
19	
20	
21	
22	
23	
24	
<b>TOTAL</b>	



J U N 1 8 7 1 3 2 1 0 1

**Section A**Answer **all** questions in this section.Only **one** answer per question is allowed.

For each answer completely fill in the circle alongside the appropriate answer.

CORRECT METHOD



WRONG METHODS

If you want to change your answer you must cross out your original answer as shown. If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown. **0 1**

The Blake Mouton grid classifies leaders and managers according to their concerns for

**A** environment and people.**B** law and production (task).**C** environment and law.**D** people and production (task).**[1 mark]****0 2**In a SWOT analysis of a business, which **one** of the following statements is **true**?**A** An inefficient quality assurance system is a threat.**B** Lower unemployment leading to increased demand is a strength.**C** New legislation that requires a business to modify its products is a weakness.**D** The liquidation of a competitor is an opportunity.**[1 mark]**

0 3

Statement 1: 'Sole traders are usually private sector organisations.'  
Statement 2: 'Public limited companies are usually public sector organisations.'

Read statements 1 and 2 and select the correct option from the following:

- A Statement 1 is true. Statement 2 is true.
- B Statement 1 is true. Statement 2 is false.
- C Statement 1 is false. Statement 2 is true.
- D Statement 1 is false. Statement 2 is false.

[1 mark]

0 4

The grid below shows a market map for television sets.

	Low quality	High quality
High price	A	B
Low price	C	D

Based on Bowman's strategic clock, the manufacturer of a television uses a strategy of focused differentiation.

In which segment of the market map is this television most likely to be placed?

- A A
- B B
- C C
- D D

[1 mark]

Turn over for the next question



**0 5**

Which **one** of these changes would lead to an increase in the level of output needed to break-even?

A decrease in

**A** fixed costs.

**B** margin of safety.

**C** unit selling price.

**D** variable costs per unit.

**[1 mark]**

**0 6**

Lower UK interest rates are likely to lead to an increase in the volume of UK exports because they probably lead to

**A** a rise in costs of UK businesses and a rise in the exchange rate of the pound.

**B** a rise in costs of UK businesses and a fall in the exchange rate of the pound.

**C** a fall in costs of UK businesses and a rise in the exchange rate of the pound.

**D** a fall in costs of UK businesses and a fall in the exchange rate of the pound.

**[1 mark]**

**0 7**

A business has more current liabilities than current assets and shareholders provide 90% of its capital employed.

This business has

**A** a high current ratio and high gearing.

**B** a high current ratio and low gearing.

**C** a low current ratio and high gearing.

**D** a low current ratio and low gearing.

**[1 mark]**



0 8

The table below shows an extract from a business's annual budget.

**Budget information for Company X for year ending 31 March 2018**

	Budgeted (£m)	Actual (£m)
Income	125	114
Expenditure	98	85
Profit	27	29

Based on these data, which of the following statements is **true**?

- A** Income variance was adverse and profit variance was favourable.
- B** Income variance was favourable and profit variance was adverse.
- C** Expenditure variance was adverse and profit variance was adverse.
- D** Expenditure variance was adverse and profit variance was favourable.

[1 mark]

0 9

According to Porter's five forces, which **one** of these events is most likely to help a business's profitability?

- A** A decrease in supplier power.
- B** A new entrant into the market.
- C** An increase in buyer power.
- D** New product development by a competitor.

[1 mark]

**Turn over for the next question**



1 0

Which **one** of the following statements is **true**?

- A** Backward vertical integration is impossible for a retailer.
- B** Conglomerate integration narrows the product range.
- C** Forward vertical integration allows a business better access to its raw materials.
- D** Horizontal integration should give a business an immediate increase in market share.

**[1 mark]**

1 1

The grid below refers to two of the factors that Hofstede included in his view of national cultures.

	Low UAI (Uncertainty Avoidance Index)	High UAI (Uncertainty Avoidance Index)
High LTO (Long-term Orientation)	A	B
Low LTO (Long-term Orientation)	C	D

A business locates in a country where people take risks and look for immediate results. According to Hofstede, the culture of this country is shown by segment

- A** A
- B** B
- C** C
- D** D

**[1 mark]**

1 2

A business overcomes resistance to change by giving a highly rewarded role in the process to the trade union leader.

According to Kotter & Schlesinger, this method is

A education and communication.

B explicit coercion.

C facilitation and support.

D manipulation and co-option.

[1 mark]

1 3

A UK-based manufacturer plans to enter international markets.

In order to keep control of production and reduce the risks of future currency fluctuations affecting the prices of its goods and services sold abroad, its best option is

A direct investment.

B exporting.

C forming alliances.

D licensing.

[1 mark]

Turn over for the next question



**1 4**

Statement 1: 'An emergent strategy is an initially unplanned strategy which arises in response to change.'

Statement 2: 'Strategic drift occurs when a planned strategy is continually modified in response to changes.'

**Read statements 1 and 2** and select the correct option from the following:

**A** Statement 1 is true.  
Statement 2 is true.

**B** Statement 1 is true.  
Statement 2 is false.

**C** Statement 1 is false.  
Statement 2 is true.

**D** Statement 1 is false.  
Statement 2 is false.

**[1 mark]**

**1 5**

A factory has just experienced a zero level of inventory. It wishes to have a buffer level of inventory of 80 units. It uses 35 units per day and has a lead time of 5 days with its supplier.

Its re-order level is

**A** 80 units.

**B** 95 units.

**C** 175 units.

**D** 255 units.

**[1 mark]**

15



**Turn over for the next section**

*Do not write  
outside the  
box*

**DO NOT WRITE ON THIS PAGE  
ANSWER IN THE SPACES PROVIDED**



**Turn over ►**

**Section B**

Answer **all** questions in this section.

The data below shows the weekly output and costs of a single-product firm and should be used for **Question 16**.

- Total costs = £80 000
- Profit = £20 000
- Labour costs = 42% of turnover
- Labour costs per unit = 84 pence
- Labour productivity = 25 units per employee

**1 6** Calculate the weekly output of the firm in units.

**[4 marks]**

---

---

---

---

---

---

---

---

---

---

4

**1 7** In 2007, a business had sales of £10 million in a market with a size of £125 million. In 2017 the business's sales were £12.6 million and its market share was 6%.

Calculate the percentage growth in the size of the market between 2007 and 2017.

**[4 marks]**

---

---

---

---

---

---

---

---

---

---

4









Do not write  
outside the  
box

Extra space

9





















