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Centre number		Candidate number	
Surname			
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AS BUSINESS

Paper 2 Business 2

Friday 25 May 2018

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			
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	Answer all questions.	Do noi outsia bo		
	Read the case study in the insert booklet.			
0 1	Use Figure 2 to calculate how many overnight stays were required for HS to breakeven in 2017. [3 market]			
	Break-even number of overnight stays			
	Workings	-		
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0 2	Use Figure 2 to calculate the profit made by HS from hostels in 2017. [3 marks Profit Workings	l		
	workings	-		
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0 3

Explain one factor that may have influenced the design of the promotion by HS to try and boost demand.	nal mix used [4 marks]	Do not write outside the box
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7 thatyse the fine	incial benefit to HS	or naving a nexi	ble workloice.	[9 mar
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0 6	How important do you think making profits is to HS? Justify your view.	
		[16 marks]



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0 7	Was HS right to sell the three hostels in 2016? Justify your view.	[16 marks]
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0 8	HS and other charities have suggested that money is not a motivator for st sector. How important do you think money is as a motivator for employees businesses generally? Justify your view.	aff in this in
		[20 marks]



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END OF QUESTIONS

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