

Please write clearly in	block capitals.	
Centre number	Candidate number	
Surname		
Forename(s)		_
Candidate signature	I declare this is my own work.	_
, ,	I declare this is my own work.	

AS BUSINESS

Paper 2 Business 2

Thursday 21 May 2020 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.
- 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.

For Exam	iner's Use
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
TOTAL	

Information

- The maximum mark for this paper is 80.
- The marks for questions are shown in brackets.

	2	
	Answer all questions.	Do not write outside the box
	Read the source in the Insert .	
0 1	Using the data in Figure 1 , calculate the average weekly capacity utilisation in 2019. [3 marks]	-
	Answer	
	Workings	
		_
		3
0 2	The income elasticity of demand for Parkside Theatre cinema tickets is +1.5.	
<u> </u>	Explain why this information is important for Parkside Theatre.	
	[4 marks]	
	Evtra space	
	Extra space	



	3		
3	Explain one ethical issue that the managers needed to consider when starting 'Our Place'.		Do no outsi
	Cui i lace .	[3 marks]	
	Extra space		
	Turn over for the next question		



Analyse why this might make it difficult for Lorna to r	neet her cash flow objective
Analyse why this might make it difficult for Loma to r	[9 marks]
	-
Extra space	
•	



The board of directors insisted on Lorna using scientific before investing in 'Our Place'.	decision-making techniques
Analyse why.	
	[9 marks]
	-
Extra space	
Extra space	



Do not writ outside the box	_

Was Lorna right to choose 'price skimming' to set the price for the hiring of the meeting room? Justify your answer.	
meeting room: bustiny your answer.	[16 mai



	Do not write
	Do not write outside the box
	DOX
Extra space	
	16



	o what extent should the directors of Parkside Theatre be concerned about potention figures in the 'Our Place' section of the business? Justify your view.	oor sta	
	terrater inguited in the Car Flade decider of the backing of Caching year view.	[16	
	_		
_			



			-
			_
			_
-	<u>-</u>		_
			-
			_
Extra space			
			-
			_
-			_
			_
			_
			_
			-
			_
			-
			-
			_



business than changes in the external environment.'	
Do you agree? Justify your view.	[20 marks]

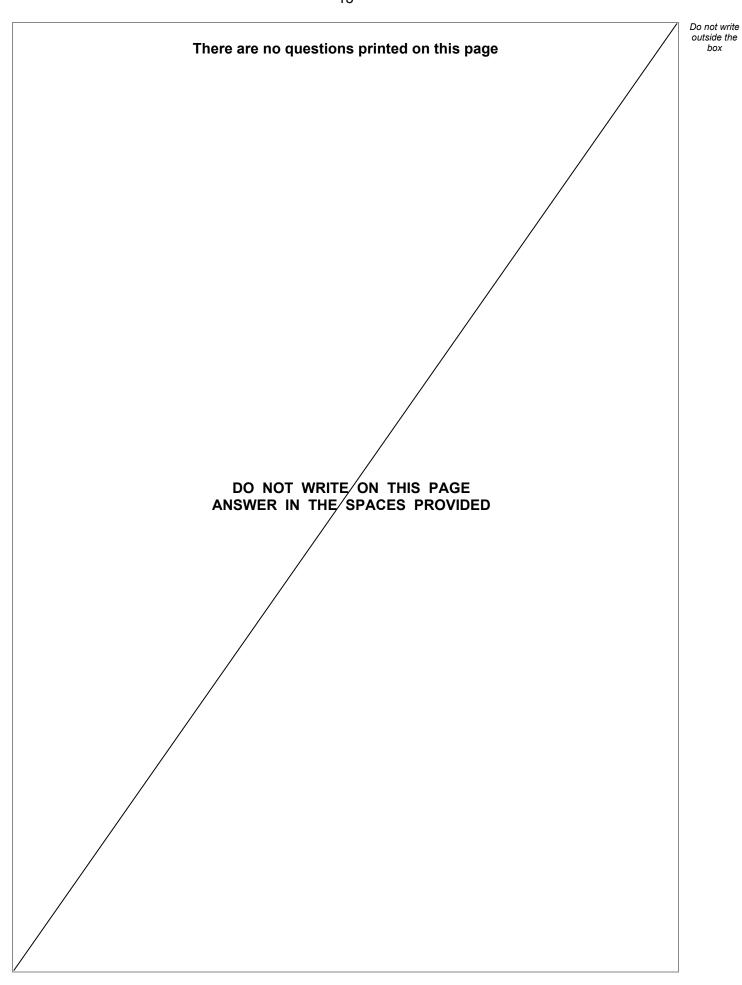


-				
-				
Evtra enco				
Extra space				



		Do not write
		Do not write outside the
-		box
-		
=		
-		
=		
_		
=		
_		
_		
=		
_		
_		
_		
_		
-		
=		
=		
=		
-		
-		
=		
-		
-		
-		
		20
-		
	END OF QUESTIONS	







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



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



Question number	Additional page, if required. Write the question numbers in the left-hand margin.
	Copyright information
	For confidentiality purposes, all acknowledgements of third-party copyright material are published in a separate booklet. This booklet is published after each live examination series and is available for free download from www.aqa.org.uk.
	Permission to reproduce all copyright material has been applied for. In some cases, efforts to contact copyright-holders may have been unsuccessful and AQA will be happy to rectify any omissions of acknowledgements. If you have any queries please contact the Copyright Team.
	Copyright © 2020 AQA and its licensors. All rights reserved.



