



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname _____

Forename(s) _____

Candidate signature _____

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.

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	
8	
TOTAL	



Do not write
outside the
box

Answer **all** questions.

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.

Explain why this information is important for Parkside Theatre.

[4 marks]

Extra space _____

4



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outside the
box

0 3

Explain **one** ethical issue that the managers needed to consider when starting 'Our Place'.

[3 marks]

Extra space

3

Turn over for the next question

Turn over ►



0	5
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Analyse why.

[9 marks]

[illegible]

Extra space

9

Turn over ►



There are no questions printed on this page

*Do not write
outside the
box*

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



Do not write
outside the
box

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



