

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

AS BUSINESS

Paper 2 Business 2

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 Examiner's Use			
Question	Mark		
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TOTAL			

Information

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

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	Answer all questions.	Do not w outside t box
	Read the source in the Insert .	
0 1	Using the data in Figure 1 , calculate VeganLife Ltd's gross profit for 2020. [3 marks]	
	Answer	
	Workings	
		3
0 2	VeganLife Ltd is considering launching a new range of products for men.	
	Using the information provided in Figure 2 , calculate the break-even output for the proposed new shower gel.	
	[3 marks]	
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3	Explain one drawback to VeganLife Ltd of operating in a growing niche market. [4 marks]	box
	[4 marks]	
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Turn over ▶



market on primary market research.	[9 marks]
	[9 marks]
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design to improve the motivation of its workforce.	[9 marks]
	[5 man/s]
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Emma believes that, in the long term, the profit of VeganLife Ltd is more important than it cash flow position. To what extent is Emma right?		
Sacrifical position. To what extent to Emma fight.	[16 marl	



Extra space			



Turn over ▶

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7 V	eganLife Ltd wants to introduce a new quality assurance system. Evaluate the impact nat a quality assurance system could have on the competitiveness of VeganLife Ltd. [16 mark]
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To what extent are demographic factors, rather than environment recycling, likely to have a bigger impact on the future profits of all	businesses?
	[20
	<u>-</u>



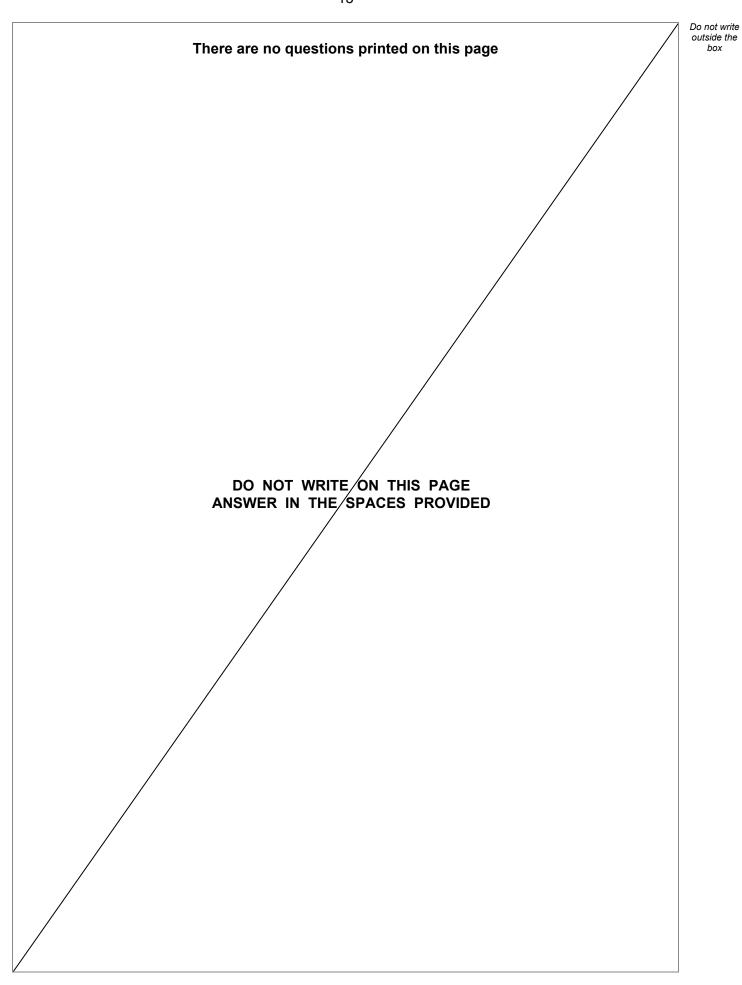
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END OF QUESTIONS	







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



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