



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

Friday 26 May 2023 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	
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7	
8	
TOTAL	



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Answer **all** questions.

Read the **source** in the **Insert**.

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Figure 1: Global balloon market values

2020	2021	2022
\$227 million	\$260 million	\$287 million

The UK balloon market accounted for 25% of the global market in 2020 and 30% of the global market in 2022.

Using **Figure 1**, calculate the percentage increase in the size of the UK balloon market between 2020 and 2022.

Give your answer to **two** decimal places.

[3 marks]

Extra space

3



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03

The price elasticity of demand for BB’s products is -0.5 .

Explain **one** benefit to BB of operating in the market with this price elasticity of demand value.

[4 marks]

Extra space

4



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ANSWER IN THE SPACES PROVIDED**



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