

Please write clearly in	ı block capitals.
Centre number	Candidate number
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.

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.

Answer all questions.

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



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.

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Figure 2: BB financial data for 3000 units

	3000 units sold
Total revenue	£105 000
Total fixed costs	£5 700
Total variable costs	£17 250

Using Figure 2 , calculate the total contribution if BB only sells 1000 units .		
	[3 marks]	
Extra space		

Turn over for the next question

Turn over ▶



0 3	The price elasticity of demand for BB's products is –0.5.		Do not write outside the box
	Explain one benefit to BB of operating in the market with this price elasticity of demand value.	[4 montes]	
		[4 marks]	
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			4



4	Analyse the impact on BB if it decides to outsource the catering function of the business. [9 marks]	Do not wi outside ti box
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	Extra space	
		9

Turn over ▶



oteľ.	[9 marks]
	<u>[</u> 0
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	Zoe is considering employing a manager with a 'produce or perish' style of management.
	To what extent is this the right management style for BB to become more successful? [16 marks
-	

Turn over ▶



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	16



Do you think using a bank loan or venture capital would be the better optior	n? Justify
answer.	
	[16





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0 8	'For all businesses, external factors are more important than internal factors when setting marketing objectives.'	Do not write outside the box
	To what extent do you agree with this statement? [20 marks]	

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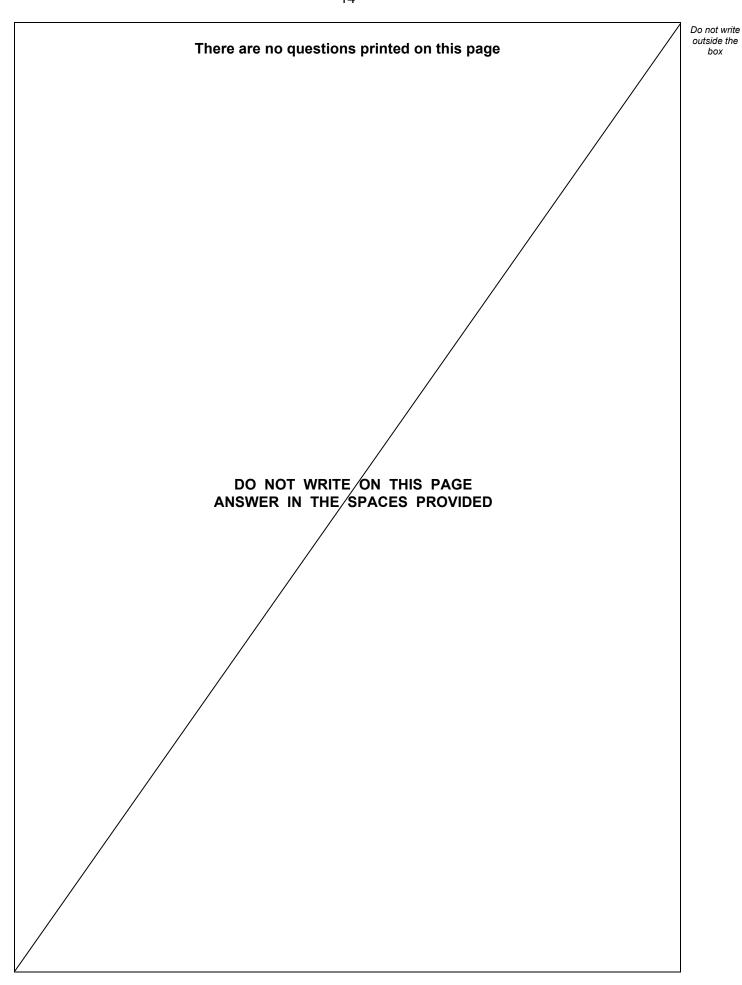


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END OF QUESTIONS



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



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