



Oxford Cambridge and RSA

**Wednesday 14 June 2023 – Morning**

**A Level Business**

**H431/03** The global business environment

**Time allowed: 2 hours**



**You must have:**

- the Resource Booklet

**You can use:**

- a calculator



Please write clearly in black ink. **Do not write in the barcodes.**

Centre number

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Candidate number

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First name(s)

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Last name

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**INSTRUCTIONS**

- Use black ink.
- Write your answer to each question in the space provided. You can use extra paper if you need to, but you must clearly show your candidate number, the centre number and the question numbers.
- Answer **all** the questions.
- Use the Resource Booklet to answer all the questions.

**INFORMATION**

- The total mark for this paper is **80**.
- The marks for each question are shown in brackets [ ].
- Quality of extended response will be assessed in questions marked with an asterisk (\*).
- This document has **16** pages.

**ADVICE**

- Read each question carefully before you start your answer.



3

2 Explain **two** diseconomies of scale that Amazon might experience.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]



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**4 Refer to Extract C.**

Amazon's advertising expenditure increased by 59% from 2018 to 2020.

Calculate Amazon's advertising elasticity of demand between 2018 and 2020. Show your workings.

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.....

.....

Answer ..... **[3]**



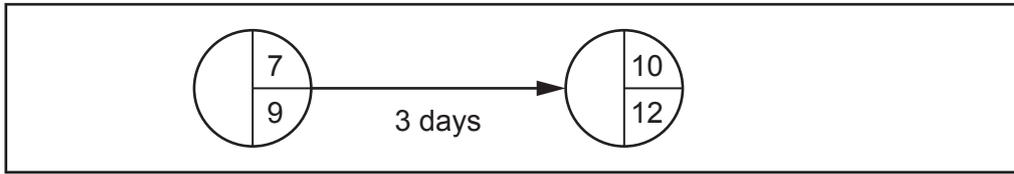
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(b) The 'valuation stage' (produced below) is part of an overall critical path network diagram of ODB's operations.

**Section of network diagram for ODB's supply chain (times are in days)**



(i) Identify the latest finish time for this activity.

..... [1]

(ii) Calculate the total float for this activity.

..... [1]

9 Explain **one** qualitative factor which might affect project management in a business.

.....  
.....  
.....  
..... [2]



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**END OF QUESTION PAPER**

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