

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

AS BUSINESS

Paper 2 Business 2

Friday 24 May 2024

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
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TOTAL	

Information

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

0 1

0 2

2		
Answer all questions.		Do not write outside the box
Read the source in the Insert .		
In 2023, PE Ltd had 120 employees.		
The number of products it produced increased by 10% from 2022 to 2023.		
Using Figure 1 , calculate PE Ltd's annual labour productivity in 2023.	[3 marks]	
		3
Using Figure 2 , calculate the monthly margin of safety for PE Ltd in 2023.	[3 marks]	
		3



]	PE Ltd is considering targeting individual customers directly in addition to selling to businesses.	'
	Explain one impact this change could have on its promotional mix. [4 marks]	
	Extra space	

Turn over for the next question

Turn over ▶



directly. Analyse how PE Ltd might benefit from using a decision tree when making this decision [9 mail	า. rks]
Extra space	



5	Analyse the factors PE Ltd should consider when choosing a new supplier.	[9 marks]	Do not w outside box
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Turn over ▶



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0 6	Using Figure 2 and the case study, evaluate whether the managers of PE Ltd concerned about its financial position.	
	concerned about its illiancial position.	[16 marks]



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16



0 7	PE Ltd has failed to achieve its human resource objective of having a low labour turnover.
	To what extent are external factors, rather than internal factors, likely to be the main reason for this failure?
	Justify your answer. [16 marks]



-	
	 -

Turn over ▶

16



'To increase labour productivity, all businesses should use financial methods motivation, rather than non-financial methods of motivation.'	s of
To what extent do you agree with this statement?	[20 marks]



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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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