

Please write clearly in	block capitals.
Centre number	Candidate number
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## 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 Exam	iner's Use
Question	Mark
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## Information

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



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	Answer all questions.		box
	Read the <b>source</b> in the <b>Insert</b> .		
0 1	Using the data in <b>Figure 1</b> , 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 <b>Figure 2</b> , calculate the break-even output for the	ne	
	proposed new shower gel.	[3 marks]	
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3	Explain <b>one</b> drawback to VeganLife Ltd of operating in a growing niche market.	[4 marks
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Turn over for the next question

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Analyse the impact on VeganLife Ltd of basing it market on primary market research.	s decision to enter the men's toiletries
	[9 ma
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Analyse how VeganLit	fe Ltd could make use of Hackman and motivation of its workforce.	Oldham's model of job
design to improve the	motivation of its worklords.	[9]
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Emma believes that, in cash flow position. To		[16



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0 7	VeganLife Ltd wants to introduce a new quality assurance system. Evaluate the impact that a quality assurance system could have on the competitiveness of VeganLife Ltd.  [16 marks]



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8 T	To what extent are demographic factors, rather than environmental factors suclecycling, likely to have a bigger impact on the future profits of <b>all</b> businesses?	n as [20 marks]
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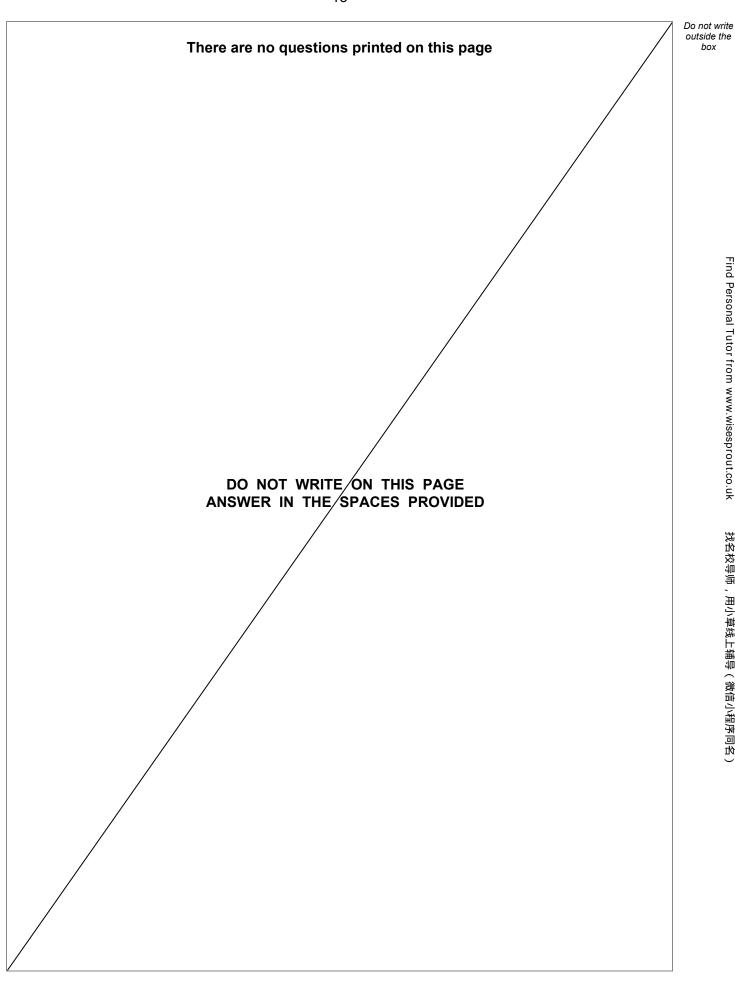




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