



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

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	
5	
6	
7	
8	
TOTAL	



J U N 2 2 7 1 3 1 2 0 1

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Answer **all** questions.

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

Do not write
outside the
box

0 1

Using the data in **Figure 1**, 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 **Figure 2**, calculate the break-even output for the proposed new shower gel.

[3 marks]

Extra space

3



0 3

Explain **one** drawback to VeganLife Ltd of operating in a growing niche market.**[4 marks]**

Extra space

Turn over for the next question**Turn over ►**

[9 marks]

[illegible]

找名校导师，用小草线上辅导（微信小程序同名）

9



Analyse how VeganLife Ltd could make use of Hackman and Oldham's model of job design to improve the motivation of its workforce.

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[illegible]

9

Turn over ►



Emma believes that, in the long term, the profit of VeganLife Ltd is more important than its cash flow position. To what extent is Emma right?

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Extra space



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.

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Extra space



To what extent are demographic factors, rather than environmental factors such as recycling, likely to have a bigger impact on the future profits of **all** businesses?

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[illegible]

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20

END OF QUESTIONS



There are no questions printed on this page

*Do not write
outside the
box*

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**

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