



Please write clearly in block capitals.

Centre number

--	--	--	--	--

Candidate number

--	--	--	--

Surname

Forename(s)

Candidate signature

AS BUSINESS

Paper 2 Business 2

Friday 25 May 2018

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.
- 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 1 8 7 1 3 1 2 0 1

IB/G/Jun18/E7

7131/2

Answer **all** questions.

Read the **case study** in the **insert booklet**.

Do not write
outside the
box

0 1

Use **Figure 2** to calculate how many overnight stays were required for HS to break-even in 2017.

[3 marks]

Break-even number of overnight stays _____

Workings _____

3

0 2

Use **Figure 2** to calculate the profit made by HS from hostels in 2017.

[3 marks]

Profit _____

Workings _____

3



0 3

Explain **one** factor that may have influenced the design of the promotional mix used by HS to try and boost demand.

[4 marks]

Extra space

4

Turn over for Question 4

Turn over ►



[9 marks]

[illegible][illegible]

Find Personal Tutor from www.wisesprout.co.uk

找名师，用小草线上辅导（微信小程序同名）

9



How important do you think making profits is to HS?
Justify your view.

[illegible]

找名校导师，用小草线上辅导（微信小程序同名）



Do not write
outside the
box

Find Personal Tutor from www.wisesprout.co.uk

找名校导师，用小草线上辅导（微信小程序同名）

Extra space

Turn over ►



[16 marks]

[illegible]

Find Personal Tutor from www.wisesprout.co.uk

找名校导师，用小草线上辅导（微信小程序同名）



Do not write
outside the
box

Find Personal Tutor from www.wisesprout.co.uk

找名校导师，用小草线上辅导（微信小程序同名）

Extra space

Turn over ►



HS and other charities have suggested that money is not a motivator for staff in this sector. How important do you think money is as a motivator for employees in businesses generally? Justify your view.

[illegible]

Do not write
outside the
box

Find Personal Tutor from www.wisesprout.co.uk

找名校导师，用小草线上辅导（微信小程序同名）

Extra space

Turn over ►



END OF QUESTIONS

Copyright information

For confidentiality purposes, from the November 2015 examination series, acknowledgements of third party copyright material will be published in a separate booklet rather than including them on the examination paper or support materials. This booklet is published after each examination series and is available for free download from www.aqa.org.uk after the live examination series.

Permission to reproduce all copyright material has been applied for. In some cases, efforts to contact copyright-holders may have been unsuccessful and AQA will be happy to rectify any omissions of acknowledgements. If you have any queries please contact the Copyright Team, AQA, Stag Hill House, Guildford, GU2 7XJ.

Copyright © 2018 AQA and its licensors. All rights reserved.

