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AS BUSINESS

Paper 2 Business 2

Thursday 21 May 2020 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.

Question	Mark
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TOTAL	

For Examiner's Use

Information

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



	Answer all questions.	outside to
	Read the source in the Insert .	
0 1	Using the data in Figure 1 , calculate the average weekly capacity utilisation in 2019. [3 marks]	
	Answer	
	Workings	
		3
0 2	The income elasticity of demand for Parkside Theatre cinema tickets is +1.5.	
	Explain why this information is important for Parkside Theatre. [4 marks]	
	Extra space	



0 3	Explain one ethical issue that the managers needed to consider when starting 'Our Place'.			
		[3 marks]		
	Extra space			

Turn over for the next question

Turn over ▶



Parks	Parkside Theatre faces fluctuating demand for its cinema.				
Analys	se why this might make it difficult for Lorna to meet her cash flow objective.	9 marl			
Extra	space				



Analyse why.		
		[9 marl
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Was Lorna right to choose 'price sk meeting room? Justify your answer	[16



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0 7	To what extent should the directors of Parkside Theatre be concerned about porteention figures in the 'Our Place' section of the business? Justify your view.			
		[16 marks]		



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Do you agree? Justify your view.	
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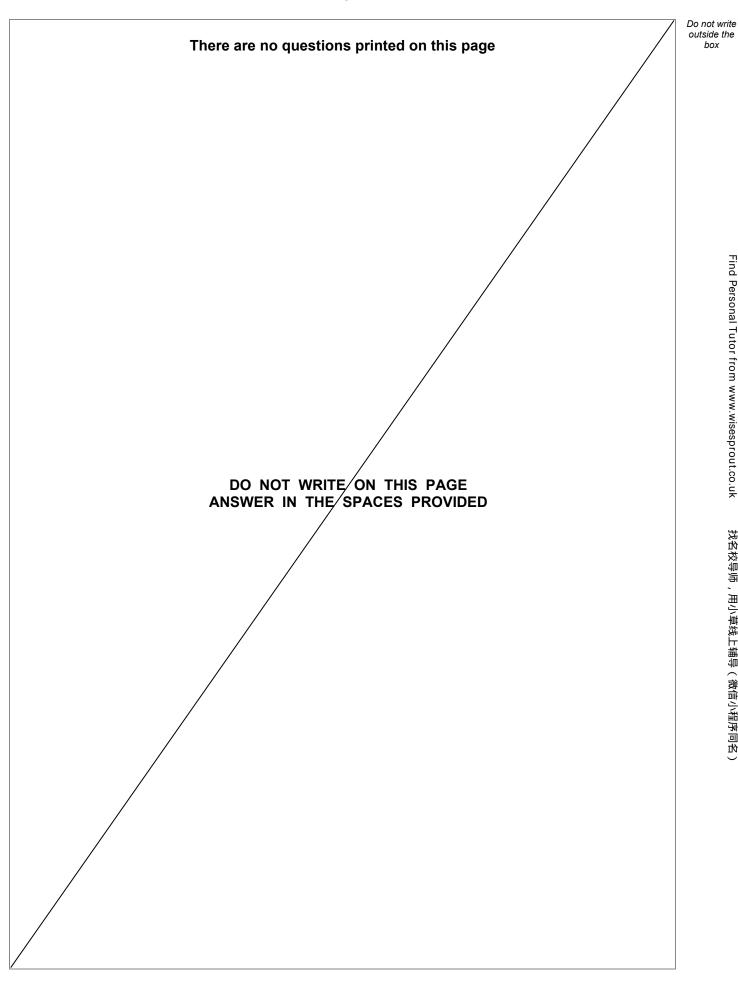
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END OF QUESTIONS	







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



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