



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

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.

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 0 7 1 3 1 2 0 1

IB/G/Jun20/E8

7131/2

Answer **all** questions.

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

Do not write
outside the
box

0 1

Using the data in **Figure 1**, calculate the average weekly capacity utilisation in 2019.

[3 marks]

Answer _____

Workings _____

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 _____

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3

4



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

3

Turn over ►



4

Analyse why this might make it difficult for Lorna to meet her cash flow objective.

[illegible]

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9



The board of directors insisted on Lorna using scientific decision-making techniques before investing in 'Our Place'.

[9 marks]

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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9

Turn over ►



[16 marks]

[illegible]

Extra space



To what extent should the directors of Parkside Theatre be concerned about poor staff retention figures in the 'Our Place' section of the business? Justify your view.

[illegible]

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outside the
box

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Extra space

Turn over ►



[20 marks]

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Turn over ►



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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[illegible]

[illegible]

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