

Please write clearly in block capitals.

Centre number

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Candidate number

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| | | | |
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Surname

Forename(s)

Candidate signature

I declare this is my own work.

A-level BUSINESS

Paper 3 Business 3

Time allowed: 2 hours

Materials

For this paper you must have:

- a calculator
- the Insert.

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 marks for questions are shown in brackets.
- The maximum mark for this paper is 100.

| For Examiner's Use | |
|--------------------|------|
| Question | Mark |
| 1 | |
| 2 | |
| 3 | |
| 4 | |
| 5 | |
| 6 | |
| TOTAL | |



Read the **case study** in the **Insert**.

Analyse how AM plc needs to change its marketing mix to make its new strategy of focused differentiation successful.

[illegible]

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Extra space

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Turn over ►



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AM plc has a 'produce or perish' style of management.

[12 marks]

[illegible]

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[illegible]

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[16 marks]

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To what extent is network analysis likely to be useful to AM plc when constructing its new factory?

[illegible]

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[20 marks]

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[illegible]

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20

Turn over ►



In recent years many businesses that off-shored manufacturing have reviewed their decision to produce abroad and are re-shoring production.

[24 marks]

[illegible]

Extra space

Turn over ►



[illegible]

[illegible]

END OF QUESTIONS



There are no questions printed on this page

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

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[illegible]

[illegible]

| Question number | <p align="center">Additional page, if required.</p> <p align="center">Write the question numbers in the left-hand margin.</p> |
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