

Please write clearly in	n block capitals.
Centre number	Candidate number
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A-level **BUSINESS**

Paper 3 Business 3

Time allowed: 2 hours

Materials

For this paper you must have:

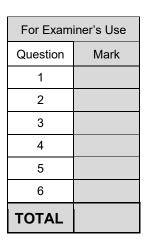
- a calculator
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Instructions

- 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.





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Answer all questions. Read the case study in the Insert. 0 1 Analyse how AM plc needs to change its marketing mix to make its new strategy of focused differentiation successful. [12 marks]



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0 2	AM plc has a 'produce or perish' style of management.
	Analyse how this may have caused the performance data for its Chinese factory to differ from the average for similar factories in China, as shown in Appendix A . [12 marks]





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0 3	AM plc will use a 'Just in Time' system at its new factory.	
	To what extent do you agree that this is a good idea?	[16 marks]



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0 4	To what extent is network analysis likely to be useful to AM plc when constructing its new factory?	3
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0 5	Should AM plc invest in building its new factory at Site A or Site B?	
	Use quantitative and qualitative information to justify your view.	[20 marks]



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should now move pro	duction back to the	UK?	[24
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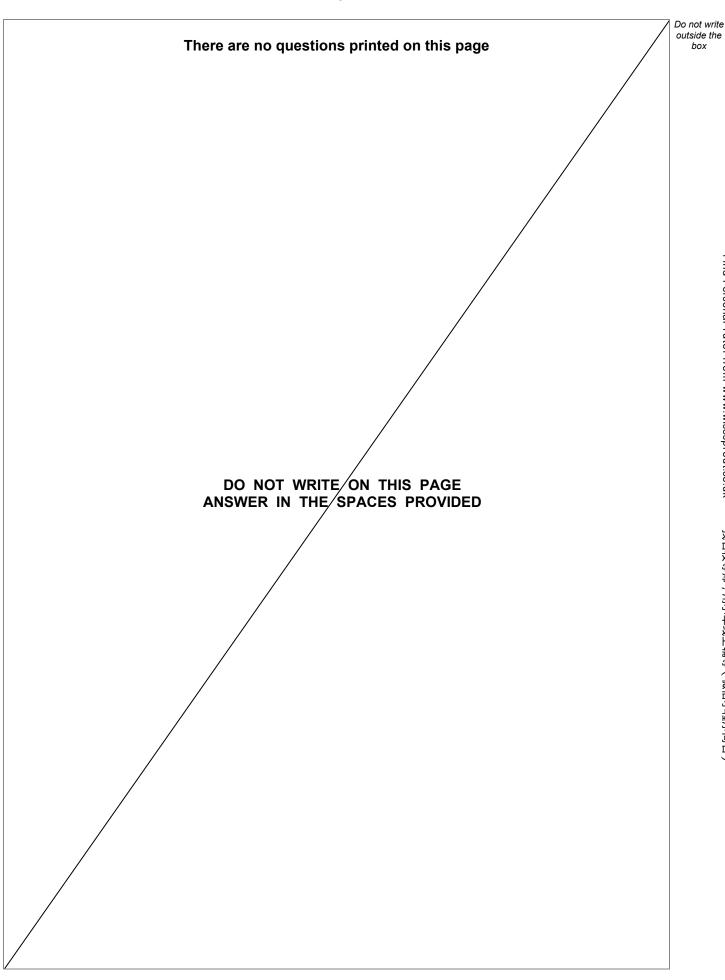
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