



Please write clearly in block capitals.

Centre number

--	--	--	--	--

Candidate number

--	--	--	--

Surname

Forename(s)

Candidate signature

A-level BUSINESS

Paper 3 Business 3

Monday 18 June 2018

Morning

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.
- 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	



J U N 1 8 7 1 3 2 3 0 1

IB/G/Jun18/E7

7132/3

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

Analyse **two** benefits to Hopps Clothing Ltd of creating a strong brand.

[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

Extra space

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）

Turn over ►



Analyse the value of effective inventory control to Hopps Clothing Ltd.

Find Personal Tutor from www.wisesprout.co.uk

找名导师，用小草线上辅导（微信小程序同名）

Extra space



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）

12

Turn over ►



0 3

Using the data in **Appendix B** and the **case study**, evaluate whether Jack is likely to meet the deadline for his new range.

[16 marks]

*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）



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 ►



In his first year, Jack only used e-commerce instead of distributing through a retailer. To what extent was this a good choice? You should support your answer using **Appendix A** and the **case study**.

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)

[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 ►



0 5

Considering both quantitative and qualitative factors, should Jack give up his job to become a full-time entrepreneur? Justify your answer.

[20 marks]

*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）



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 ►



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）



Jack plans to grow his business rapidly over the next few years.
To what extent is it possible for businesses to overcome the problems caused by rapid growth?

[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)



[illegible]

Extra space

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）

Turn over ►



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）

24

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.

