

Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

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Forename(s)

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Candidate signature

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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	
<b>TOTAL</b>	



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

**[12 marks]**

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Analyse the factors affecting SSN Ltd's promotional decisions.



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0 2

Analyse how copyright may have been important to the growth of SSN Ltd.

**[12 marks]**Do not write  
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Using information from **Appendix C** and the case study, recommend whether the use of debt factoring is a good way for SSN Ltd to improve its cash flow.

[illegible]



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To what extent might SSN Ltd benefit from changing its power culture to a role culture?

[illegible]

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To what extent would the reactions of SSN Ltd's stakeholders to the possible takeover be likely to lead to conflict between those stakeholders?

[illegible]

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[illegible]



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**[24 marks]**

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[illegible]



[illegible]



**END OF QUESTIONS**





**There are no questions printed on this page**

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ANSWER IN THE SPACES PROVIDED**

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[illegible]



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