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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:

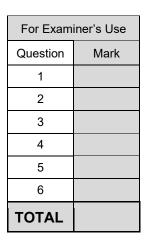
- a calculator
- the Insert.

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.





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Answer all questions. Read the case study in the Insert. 0 1 Analyse the factors affecting SSN Ltd's promotional decisions. [12 marks]



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0 2	Analyse how copyright may have been important to the growth of SSN Ltd. [12 marks]





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0 3	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. [16 marks]



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0 4	To what extent might SSN Ltd benefit from changing its power culture to a role culture?	Do not write outside the box
	[16 marks]	





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0 5	To what extent would the reactions of SSN Ltd's stakeholders to the possible takeover be likely to lead to conflict between those stakeholders? [20 marks]



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0 6	'Without strategic planning all businesses are doomed to fail.'	
	To what extent do you agree with this statement?	[24 marks]
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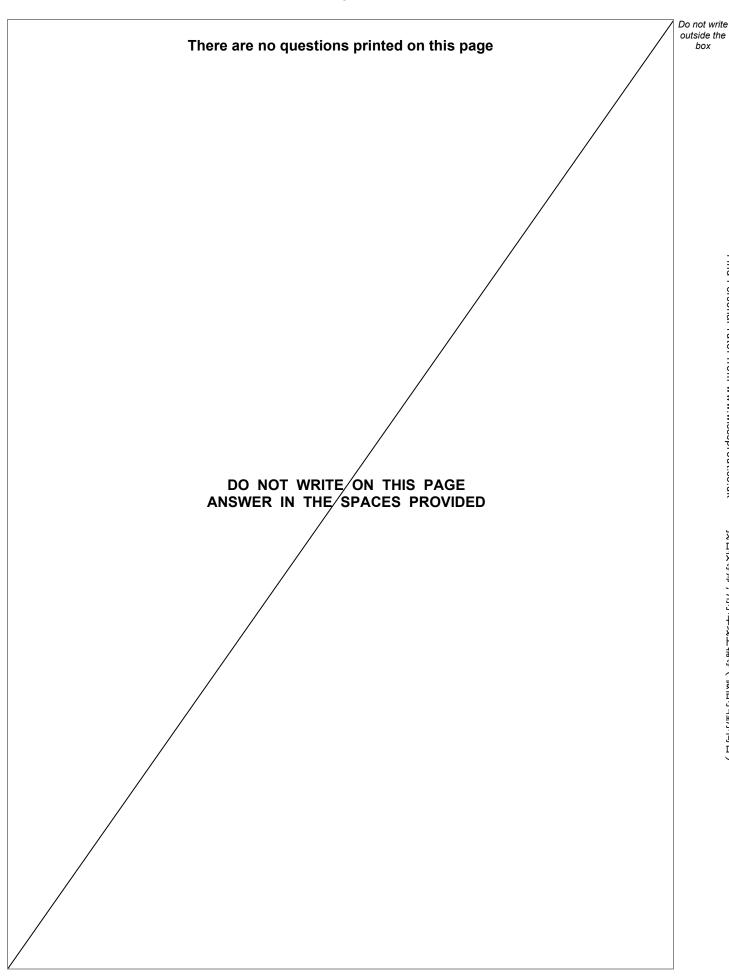
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