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Centre number	Candidate number
Surname	
Forename(s)	
Candidate signature	

A-level **BUSINESS**

Paper 3 Business 3

Friday 23 June 2017

Afternoon

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 that 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 Exam	iner's Use
Question	Mark
1	
2	
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4	
5	
6	
TOTAL	



Answer all questions.	
Read the case study in the insert booklet.	
Analyse, with reference to Kotter and Schlesinger's work, two barriers that KMH plc will face when implementing its new strategy. [1]	to change
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0 2	Analyse, using two financial ratios, the financial constraints faced by KMH plc	
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	attamenting to fund the new strategy	in
	attempting to fund the new strategy.	
	attempting to fund the new strategy. [12 mark	



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0 3	KMH plc uses a soft approach to Human Resource Management. information provided, assess whether KMH plc should change its a	Using the pproach to
	Human Resource Management to help boost its profit.	[16 marks]
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0 4	To analyse its competitive environment in the cruise ship engine market segment, KMH plc uses Porter's five forces model. Use the information provided to decide whether the power of buyers or the likelihood of new entrants is the bigger threat to KMH plc. [16 marks]



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0 5	Most journalists blamed the fall in KMH plc's profits on either a fail costs or a slowdown in the growth of the global economy. Which reasons do you think is the main cause? Justify your answer usin from the case study and Table 2 in Appendix C .	of these two
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Turn over for the next question



0 6	The nature of KMH plc's target market is probably the biggest influence on its marketing mix. To what extent is the nature of the target market the most important influence on the marketing mix of all businesses?	
		[24 marks]



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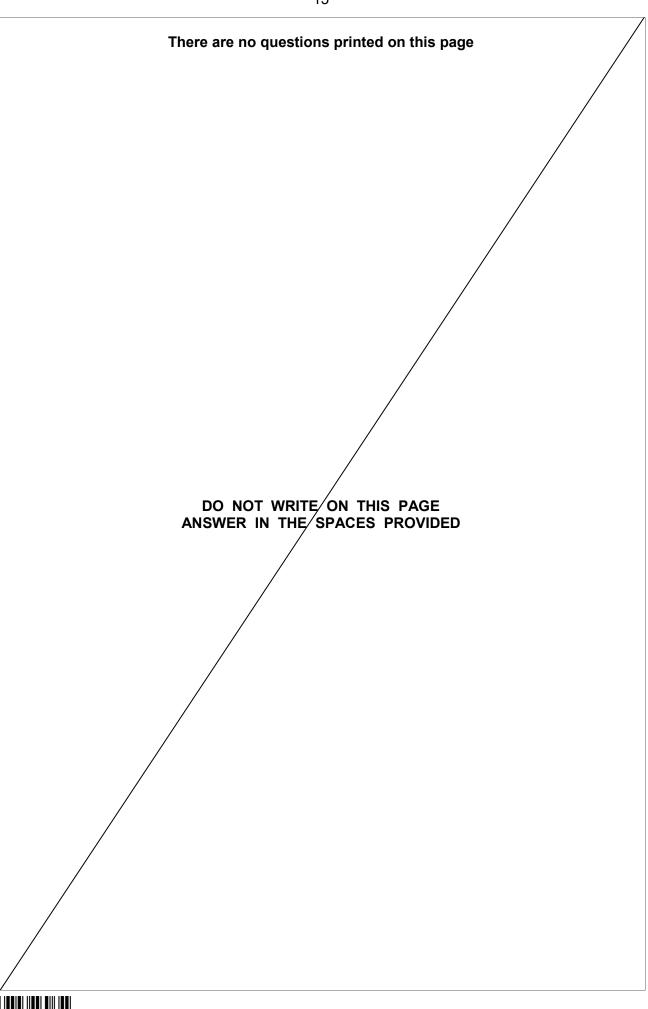


找名校导师,用小草线上辅<u>导(微信小程</u>序同名)

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END OF QUESTIONS







There are no questions printed on this page DO NOT WRITE ON THIS PAGE ANSWER IN THE SPACES PROVIDED

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