

| Please write clearly in | า block capitals.              |   |
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# A-level **BUSINESS**

Paper 3 Business 3

Friday 5 June 2020

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.

| For Exam | iner's Use |
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# Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 100.

# Answer all questions.

# Read the case study in the Insert.

|     | rtead the case study in the insert.   |
|-----|---|
| 0 1 | Analyse the benefits to stakeholders of the rise in the share price of Sunport PLC.  [12 marks] |
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| 0 2 | Using <b>Appendix B</b> and <b>Appendix C</b> , analyse why Sunport PLC chose a multi-domestic strategy for its food divisions. | [12 marks] |
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| 0 3 | To what extent is changing to cheaper suppliers a good decision for Sunport PLC?  [16 marks] |
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| Elaine's view is that Personal Care was Sunport PLC              | C's most successful division in  |
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| Europe in 2019.  |                                  |
| To what extent do you agree with Elaine's view?                  |                                  |
| You should support your answer using <b>Appendix D</b> provided. | and the <b>other information</b> |
|  | [16 marks                        |
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| 0   5 | managers what they have to do.   |
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|       | To what extent is this change in leadership style likely to help the company achieve its objective of improving profitability?  [20 marks] |
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| 0 6 | To what extent does a commitment to Corporate Social Responsibility decre for <b>all businesses</b> ? | ase profit |
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# **END OF QUESTIONS**

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