

Please write clearly in	block capitals.		
Centre number		Candidate number	
Surname			
Forename(s)			_
Candidate signature			

AS BUSINESS

Paper 2 Business 2

Friday 25 May 2018

Afternoon

Time allowed: 1 hour 30 minutes

Materials

For this paper you must have:

- the insert (enclosed)
- · a calculator.

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 maximum mark for this paper is 80.
- The marks for questions are shown in brackets.

For Examiner's Use		
Question	Mark	
1		
2		
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6		
7		
8		
TOTAL		



	Answer all questions.		box
	Read the case study in the insert booklet.		
0 1	Use Figure 2 to calculate how many overnight stays were required for HS even in 2017.	to break-	
	Break-even number of overnight stays		
	Workings		
			3
0 2	Use Figure 2 to calculate the profit made by HS from hostels in 2017.	[3 marks]	
	Profit		
	Workings		
			3



Explain one factor that may have influenced the design of the promotional mix used by HS to try and boost demand.
[4 mark
Extra space

Turn over for Question 4

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0 6	How important do you think making profits is to HS? Justify your view.	
		[16 marks]



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0 7	Was HS right to sell the three hostels in 2016? Justify your view.	[16 marks]



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0 8	HS and other charities have suggested that money is not a motivator for staff in this sector. How important do you think money is as a motivator for employees in businesses generally? Justify your view.			
	businesses generally. Such view.	[20 marks]		



Do not write outside the box Extra space _





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END OF QUESTIONS					
END OF QUESTIONS					
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