

| Please write clearly in | n block capitals.          |                  |  |
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| Centre number           |                            | Candidate number |  |
| Surname                 |                            |                  |  |
| Forename(s)             |                            |                  |  |
| Candidate signature     | I declare this is my own w | ork.             |  |

## AS BUSINESS

Paper 2 Business 2

Thursday 21 May 2020 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.
- 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.

| I £  | 4!      |
|------|---------|
| INTO | rmation |

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

| For Exam | iner's Use |
|----------|------------|
| Question | Mark       |
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| 2        |            |
| 3        |            |
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| 6        |            |
| 7        |            |
| 8        |            |
| TOTAL    |            |



| Answer <b>all</b> | questions. |
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|     | Read the <b>source</b> in the <b>Insert</b> .   |   |
|-----|---|---|
| 0 1 | Using the data in <b>Figure 1</b> , calculate the average weekly capacity utilisation in 2019.  [3 marks] |   |
|     | Answer  |   |
|     | Workings  |   |
|     |   |   |
|     |   |   |
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| 0 2 | The income elasticity of demand for Parkside Theatre cinema tickets is +1.5.                              |   |
|     | Explain why this information is important for Parkside Theatre.  [4 marks]                                |   |
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| 3 | Explain <b>one</b> ethical issue that the managers needed to consider when starting 'Our Place'. |           | outside<br>bo |   |
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|   |  | [3 marks] |               |   |
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Turn over for the next question

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| Parkside Theatre faces fluctuating demand for its cinema.                                      |            |  |
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| Analyse why this might make it difficult for Lorna to meet her cash flow objective.  [9 marks] | <b>(S]</b> |  |
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| Analyse why. | [9 mark |
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| 0 6 | Was Lorna right to choose 'price skimming' to set the price for the hiring of the meeting room? Justify your answer. | 'Our Place' |
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|     |  | [16 marks]  |
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| 0 7 | To what extent should the directors of Parkside Theatre be concerned about porteention figures in the 'Our Place' section of the business? Justify your view. | oor staff  |
|-----|---|------------|
|     | reterrition rigures in the Sur Flues section of the Business. Subtrity your view.   | [16 marks] |
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| Do you agree? Justify your view. |     |
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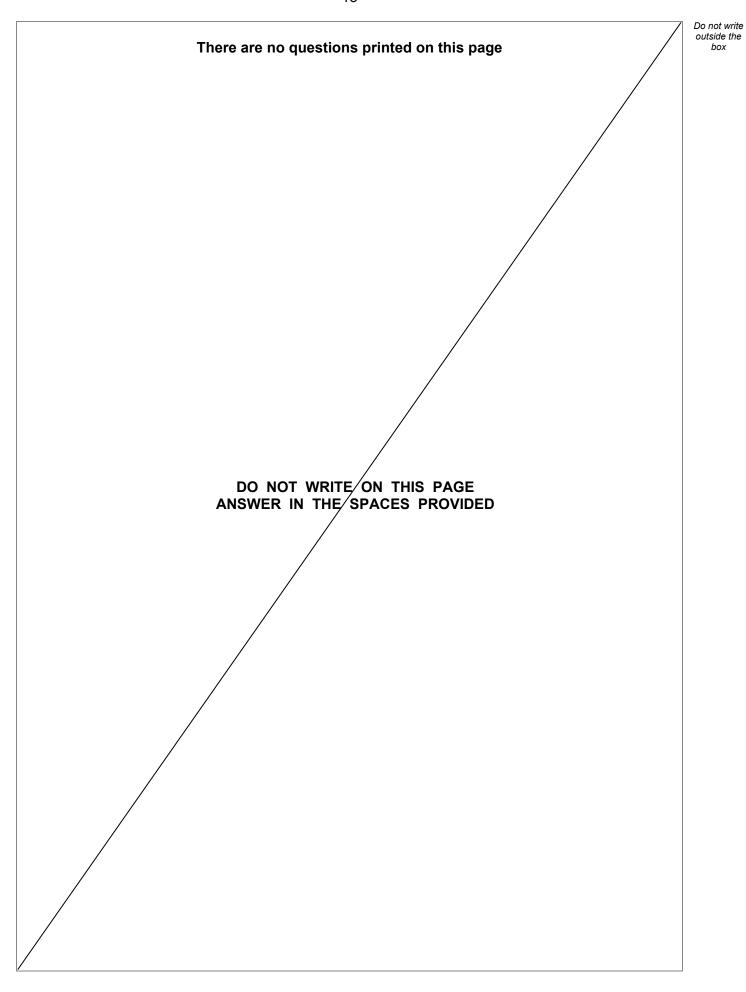
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| END OF QUESTIONS |                          |







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