

Please write clearly ir	n block capitals.	
Centre number	Candidate number	
Surname		
Forename(s)		
Candidate signature	I declare this is my own work.	

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.

For Exam	iner's Use
Question	Mark
1	
2	
3	
4	
5	
6	
TOTAL	



	Answer all questions.
	Read the case study in the Insert .
0 1	Analyse how AM plc needs to change its marketing mix to make its new strategy of focused differentiation successful.
	[12 marks]



Extra space			
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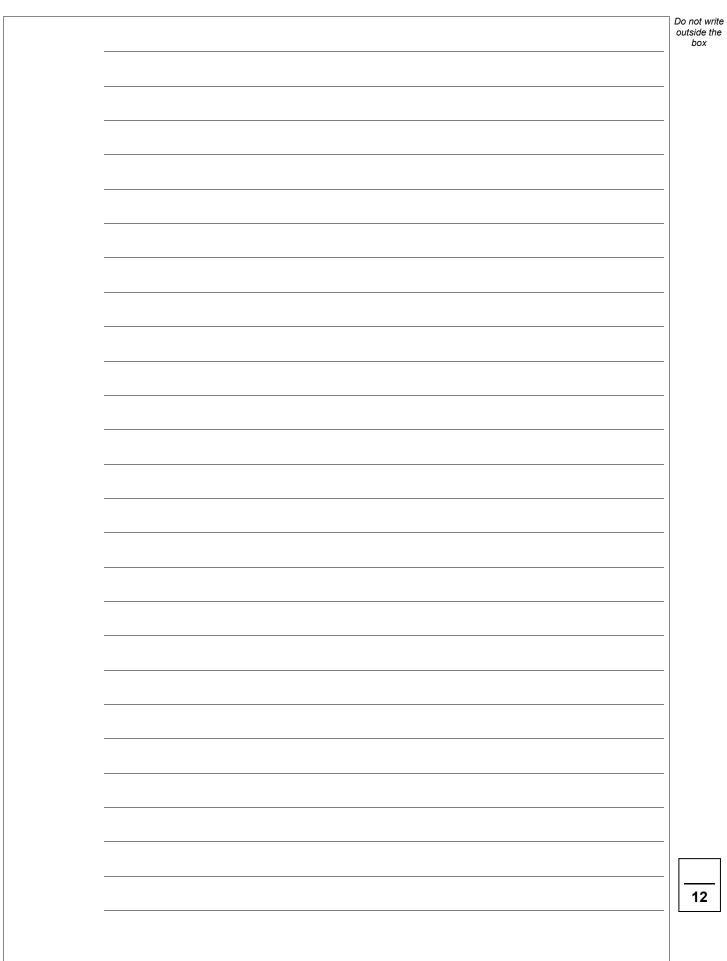


AM plc has a 'produce or perish' style of management.	
Analyse how this may have caused the performance data for its Chinese fa differ from the average for similar factories in China, as shown in Appendi	actory to x A. [12 marks



Extra space	Do not write outside the box







0 3	AM plc will use a 'Just in Time' system at its new factory.		Do not write outside the box
	To what extent do you agree that this is a good idea?	[16 marks]	



Do not write outside the box

Extra space		



Turn over ►





04	To what extent is network analysis likely to be useful to AM plc when constructing its new factory?	Do not write outside the box
	[16 marks]	





Do not write outside the box

Extra space	 	









			Do not write
0 5	Should AM plc invest in building its new factory at Site A or Site B?		outside the box
	Use quantitative and qualitative information to justify your view.		
		[20 marks]	



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06	In recent years many businesses that off-shored manufacturing have reviewed their decision to produce abroad and are re-shoring production. To what extent do you agree that all businesses that moved manufacturing abroad should now move production back to the UK? [24 marks]	Do not write outside the box



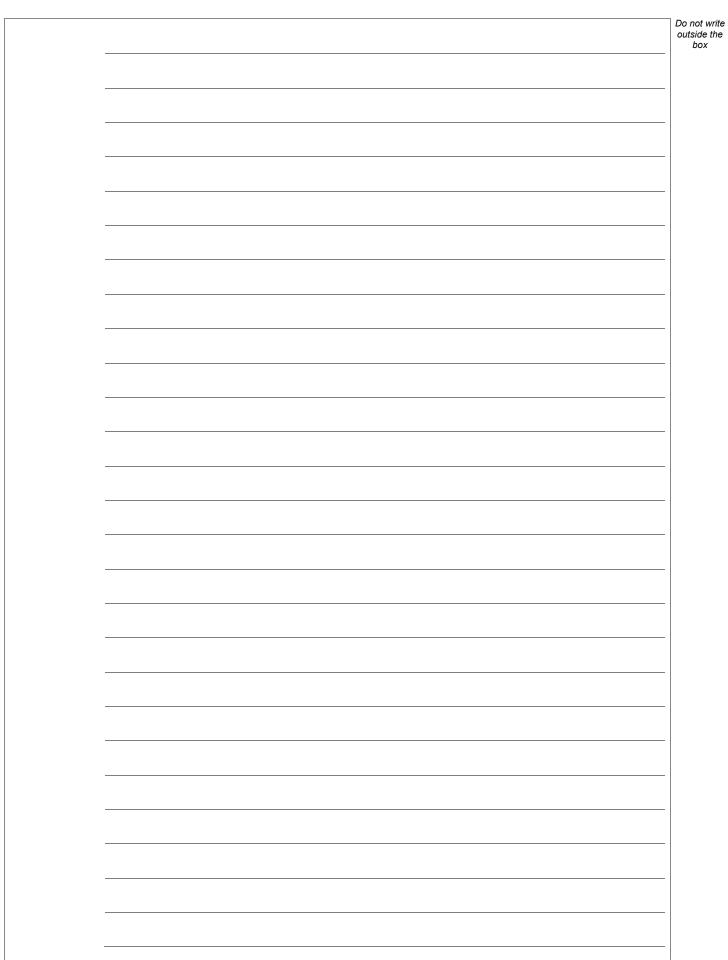
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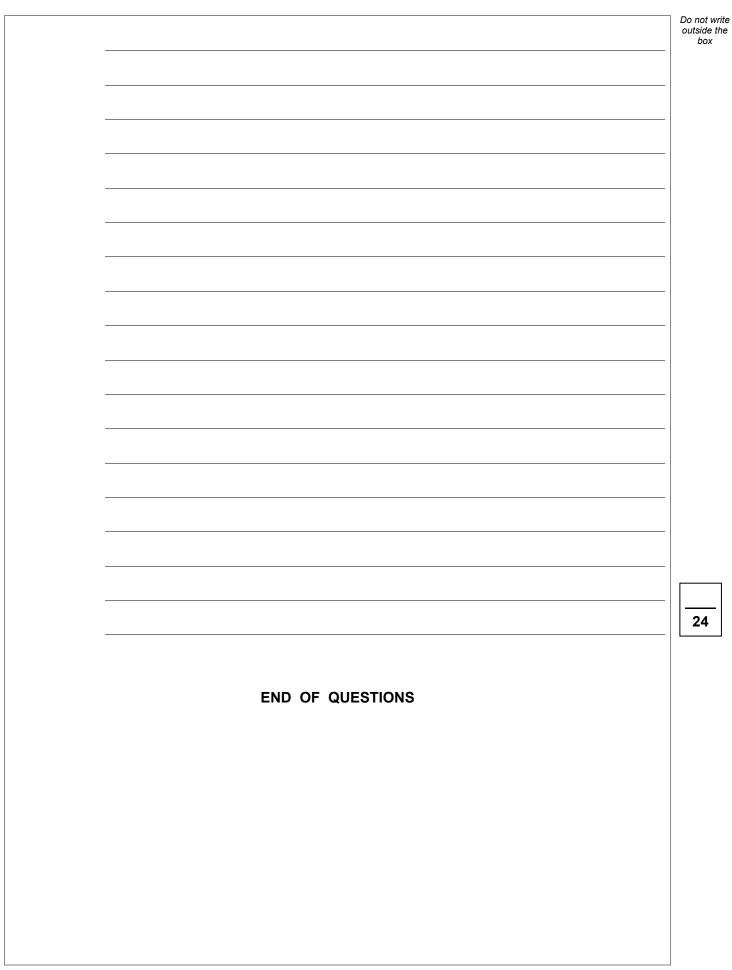




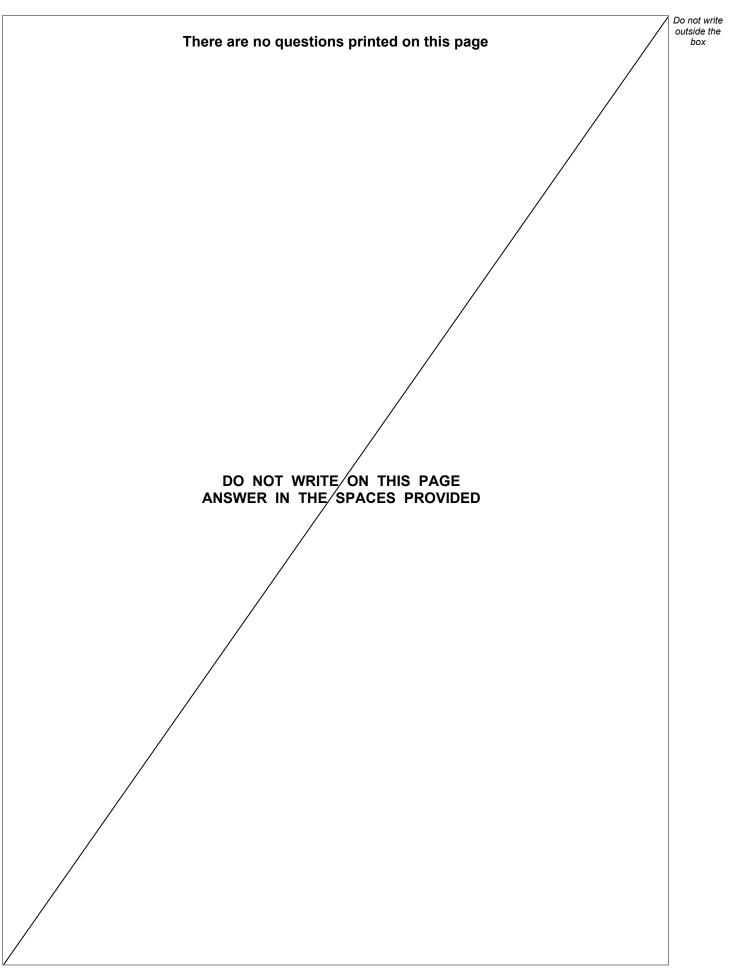


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Question number	Additional page, if required. Write the question numbers in the left-hand margin.



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