

Please write clearly in	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 Examiner's Use			
Question	Mark		
1			
2			
3			
4			
5			
6			
TOTAL			

Answer all questions.

	Read the case study in the Insert .	
0 1	Analyse the factors affecting SSN Ltd's promotional decisions.	[12 marks]



Extra space			
	_		





Do not write outside the
box
—
—
—
_
—
—
-
<u></u>
12
_



0 2	Analyse how copyright may have been important to the growth of SSN Ltd. [12 marks]





Extra space			
-			
	-		



	Do not write
	outside the
	box
	12



0 3	Using information from Appendix C and the case study, recommend who of debt factoring is a good way for SSN Ltd to improve its cash flow.	ether the use
		[16 marks]



	Do not v outside
	box
Extra space	





	Do not writ
	box
	16



		Do not write
0 4	To what extent might SSN Ltd benefit from changing its power culture to a role culture?	outside the box
	culture?	
	[16 marks]	



	Do not v
	outside box
Estra an ana	
Extra space	



	Do not write
	outside the box
	16



0 5	To what extent would the reactions of SSN Ltd's stakeholders to the possibe likely to lead to conflict between those stakeholders?	ible takeover
		[20 marks]



Extra space		
Extra space		



	Do not write outside the
	box



	Do not write outside the
	box
	20



0 6	'Without strategic planning all businesses are doomed to fail.'	
	To what extent do you agree with this statement?	
		[24 marks]



	Do not write outside the box
	box
	
Extra space	
LAUA SPACE	



	Do not write outside the
	box



	7 _
	Do not write outside the
	outside the
	 box
·	



	Do not write outside the
	box

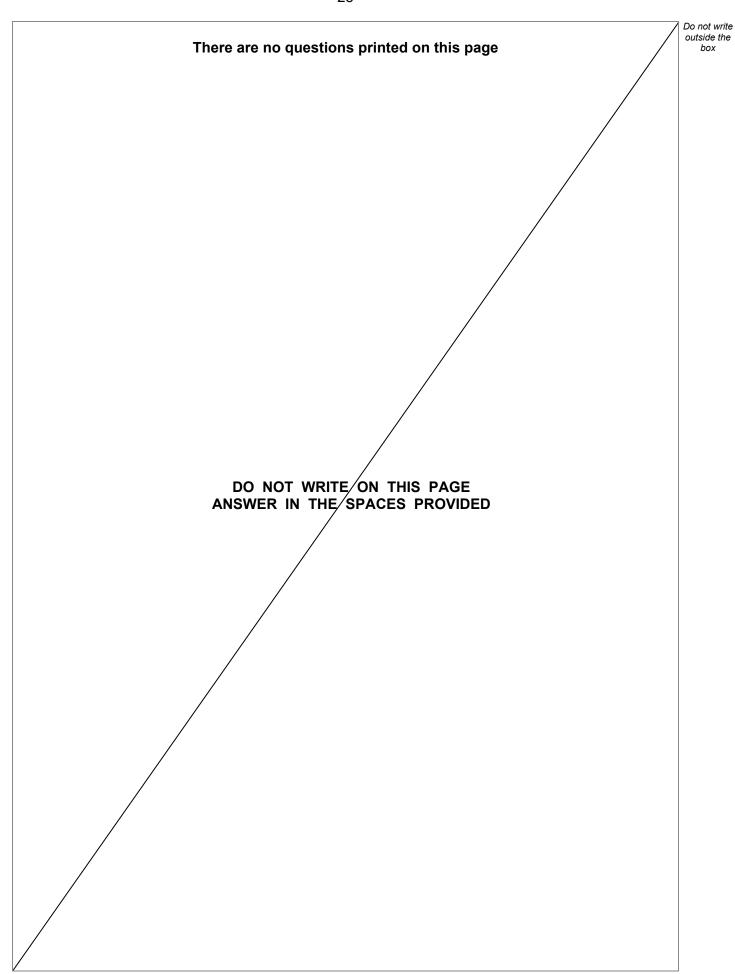


	7 -
	Do not write outside the
	outside the
	box
	1



- ·	
	Do not wri
	outside th box
	24
END OF QUESTIONS	
LIND OF GOLDTIONS	







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



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



Question number	Additional page, if required. Write the question numbers in the left-hand margin.
	Copyright information
	For confidentiality purposes, all acknowledgements of third-party copyright material are published in a separate booklet. This booklet is published after each live examination series and is available for free download from www.aqa.org.uk.
	Permission to reproduce all copyright material has been applied for. In some cases, efforts to contact copyright-holders may have been unsuccessful and AQA will be happy to rectify any omissions of acknowledgements. If you have any queries please contact the Copyright Team.
	Copyright © 2022 AQA and its licensors. All rights reserved.



