

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

AS BUSINESS

Paper 2 Business 2

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.

Information

- 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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3 0 2 VeganLife Ltd is considering launching a new range of products for men. Using the information provided in Figure 2, calculate the break-even output for the proposed new shower gel. [3 marks]			-
3 0 2 VeganLife Ltd is considering launching a new range of products for men. Using the information provided in Figure 2, calculate the break-even output for the proposed new shower gel. [3 marks]			-
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03	Explain one drawback to VeganLife Ltd of operating in a growing niche market. [4 marks]	outside the box
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market on primary market research.	IO market
	[9 marks]
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0 5	Analyse how VeganLife Ltd could make use of Hackman and Oldham's model of job design to improve the motivation of its workforce. [9 marks]	Do not write outside the box
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0 6	Emma believes that, in the long term, the profit of VeganLife Ltd is more important than its cash flow position. To what extent is Emma right?	
	cash flow position. To what extent is Emma right? [16 marks]	



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16

0 7	VeganLife Ltd wants to introduce a new quality assurance system. Evaluate the impact
	that a quality assurance system could have on the competitiveness of VeganLife Ltd. [16 marks]



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16

0 8	To what extent are demographic factors, rather than environmental factors such		Do not v outside box
	recycling, likely to have a bigger impact on the future profits of all businesses?	[20 marks]	



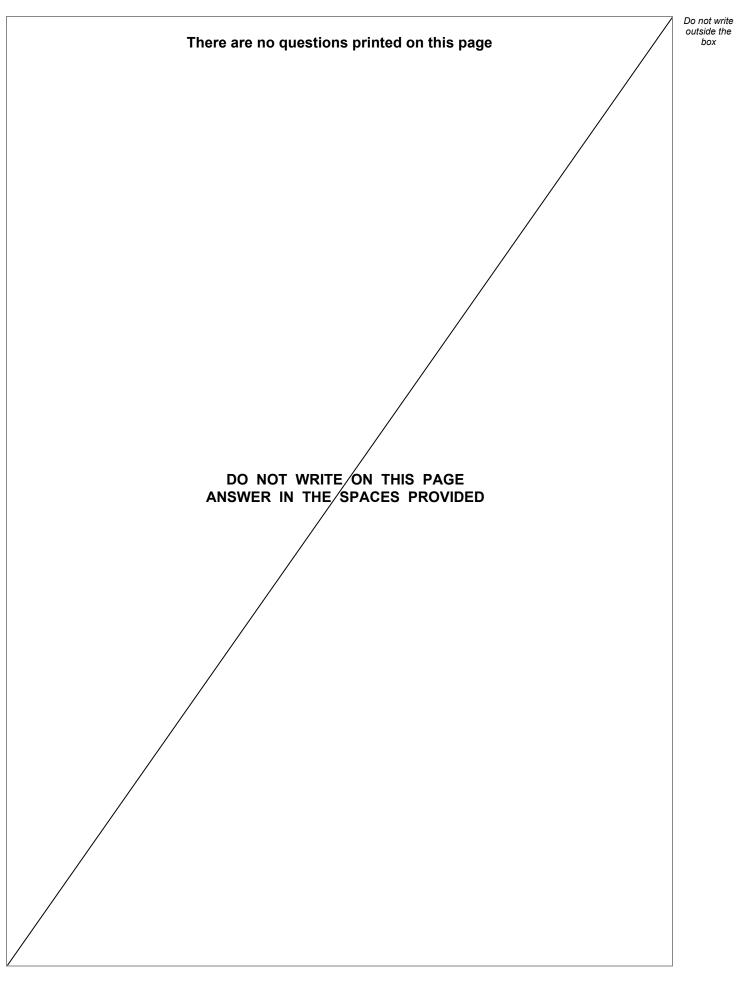
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