

A



Surname \_\_\_\_\_

Other Names \_\_\_\_\_

Centre Number \_\_\_\_\_

Candidate Number \_\_\_\_\_

Candidate Signature \_\_\_\_\_

# AS BUSINESS

Paper 2 Business 2

7131/2

Friday 25 May 2018 Afternoon

Time allowed: 1 hour 30 minutes

**For this paper you must have:**

- the insert (enclosed)
- a calculator.

**At the top of the page, write your surname and other names, your centre number, your candidate number and add your signature.**

**[Turn over]**



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## **INSTRUCTIONS**

- **Use black ink or black ball-point pen.**
- **Answer ALL questions.**
- **You must answer the questions in the spaces provided. Do not write 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.**

**DO NOT TURN OVER UNTIL TOLD TO DO SO**



Answer ALL questions.

Read the CASE STUDY in the INSERT BOOKLET.

0 1

Use FIGURE 2, on page 6 of the insert, to calculate how many overnight stays were required for HS to break-even in 2017.

[3 marks]

Break-even number of overnight stays

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Workings

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3



0 2

Use FIGURE 2 to calculate the profit made by HS from hostels in 2017. [3 marks]

Profit

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Workings

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[Turn over]

3



0 3

**Explain ONE factor that may have influenced the design of the promotional mix used by HS to try and boost demand. [4 marks]**

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[Turn over]

16



















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**END OF QUESTIONS**



**There are no questions printed on this page**

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
<b>TOTAL</b>	

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