

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			

At the top of the page, write your surname and other names, your centre

number, your candidate number and add your signature.



For this paper you must have:

- the insert (enclosed)
- a calculator.



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 pages 10 and 11 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

Workings





0 2 Use FIGURE 2 to calculate the profit made by HS from hostels in 2017. [3 marks]

Profit		
Workings _		







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



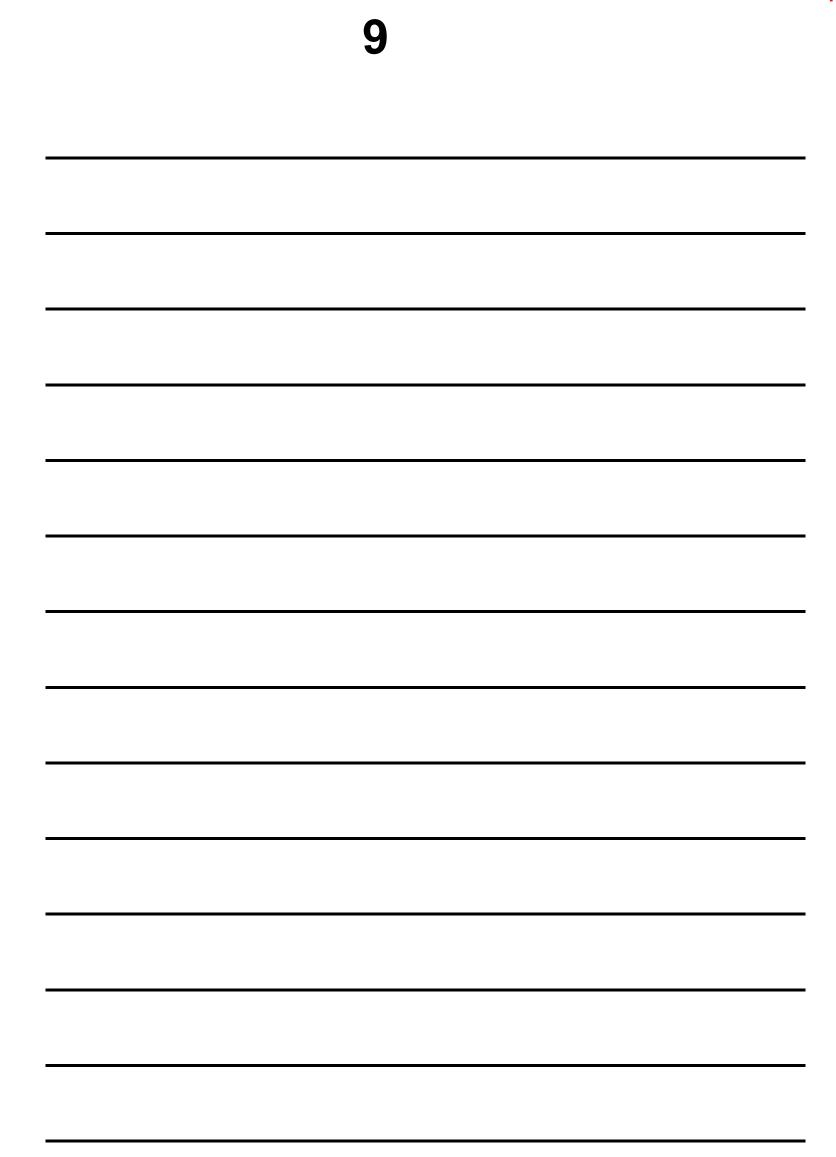
7

[Turn over]



0 4 Analyse the financial benefit to HS of having a flexible workforce. [9 marks]









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0 5 Analyse why some stakeholder groups opposed HS's decision to open a city-centre hostel in Edinburgh. [9 marks]









0 6 How important do you think making profits is to HS?

Justify your view. [16 marks]















0 7 Was HS right to sell the three hostels in 2016? Justify your view. [16 marks]

















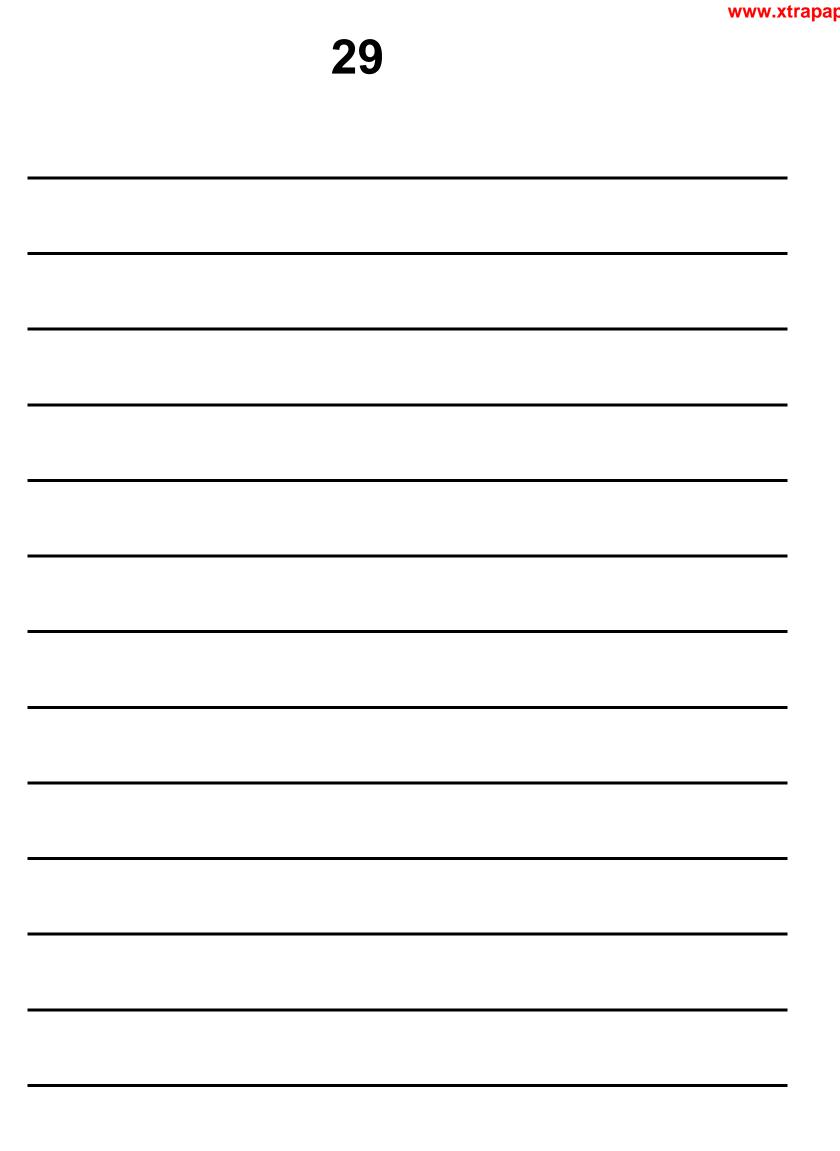
HS and other charities have suggested that money is not a motivator for staff in this sector. How important do you think money is as a motivator for employees in businesses generally? Justify your view. [20 marks]















END OF QUESTIONS



31	
	20



There are no questions printed on this page

For Examiner's Use		
Question	Mark	
1		
2		
3		
4		
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6		
7		
8		
TOTAL		

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