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Centre number		Candidate number	
Surname			
Forename(s)			
Candidate signature			

A-level **BUSINESS**

Paper 1 Business 1

Thursday 7 June 2018

Afternoon

Time allowed: 2 hours

Materials

For this paper you must have:

a calculator.

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer all questions in Section A and Section B.
- Answer one question from Section C and one question from Section D.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- 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	
Section A		
16		
17		
18		
19		
20		
21		
22		
23		
24		
TOTAL		

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Section A

Answer all questions in this section.				
Only one answer per question is allowed. For each answer completely fill in the circle alongside the appropriate answer. CORRECT METHOD WRONG METHODS WRONG METHODS If you want to change your answer you must cross out your original answer as shown. If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown.				
0 1 The Blake Mouton grid classifies leaders and managers according to	their concerns for			
A environment and people.	0			
B law and production (task).	0			
C environment and law.	0			
D people and production (task).	(1 mark)			
0 2 In a SWOT analysis of a business, which one of the following statement	ents is true ?			
A An inefficient quality assurance system is a threat.	0			
B Lower unemployment leading to increased demand is a strength.	0			
C New legislation that requires a business to modify its products is a weakness.	0			
D The liquidation of a competitor is an opportunity.	0			
	[1 mark]			



0 3	Statement 1: 'Sole traders are usually private sector organisations.' Statement 2: 'Public limited companies are usually public sector organisations.'				
	Read statements 1 and 2 and select the correct option from the following:				
	A Statement 1 is true. Statement 2 is true.				
	B Statement 1 is true. Statement 2 is false.				
	c s	Statement 1 is false. Stateme	nt 2 is true.	0	
	D S	Statement 1 is false. Stateme	nt 2 is false.	0	
0 4	TI	ne grid below shows a marke	t map for television sets.		
	Low quality High quality				
		High price	Α	В	
		Low price	С	D	
	Based on Bowman's strategic clock, the manufacturer of a television uses a strategy of focused differentiation. In which segment of the market map is this television most likely to be placed?				
	A A				
	B B				
	c c			0	
	D [)		0	
				[1 mark]	
Turn over for the next question					

0 5	Which one of these changes would lead to an increase in the level of output needed to break-even?		
	A decrease in		
	A fixed costs.	0	
	B margin of safety.	0	
	C unit selling price.	0	
	D variable costs per unit.	0	
		[1 mark]	
0 6	Lower UK interest rates are likely to lead to an increase in the volume because they probably lead to	of UK exports	
	A a rise in costs of UK businesses and a rise in the exchange rate of the pound.	0	
	B a rise in costs of UK businesses and a fall in the exchange rate of the pound.	0	
	C a fall in costs of UK businesses and a rise in the exchange rate of the pound.	0	
	D a fall in costs of UK businesses and a fall in the exchange rate of the pound.	0	
		[1 mark]	
0 7	A business has more current liabilities than current assets and shareh of its capital employed.	olders provide 90%	
	This business has		
	A a high current ratio and high gearing.	0	
	B a high current ratio and low gearing.	0	
	C a low current ratio and high gearing.	0	
	D a low current ratio and low gearing.	0	
		[1 mark]	



box

0 8 The table below shows an extract from a business's annual budget. **Budget information for Company X for year ending 31 March 2018** Budgeted (£m) Actual (£m) 125 114 Income Expenditure 98 85 27 **Profit** 29 Based on these data, which of the following statements is **true**? A Income variance was adverse and profit variance was favourable. B Income variance was favourable and profit variance was adverse. C Expenditure variance was adverse and profit variance was adverse. **D** Expenditure variance was adverse and profit variance was 0 favourable. [1 mark]

0 9 According to Porter's five forces, which **one** of these events is most likely to help a business's profitability?

A A decrease in supplier power.

B A new entrant into the market.

C An increase in buyer power.

D New product development by a competitor.

[1 mark]

Turn over for the next question



1 0	Which one of the following statements is true?			Do not write outside the box
	A Backward vertical integration is impossible for a retailer.			
	B Conglomerate integration r	narrows the product range.	0	
	C Forward vertical integration allows a business better access to its raw materials.			
	D Horizontal integration should give a business an immediate increase in market share.			
			[1 mark]	
1 1	The grid below refers to two of the factors that Hofstede included in his view of national cultures.			
		Low UAI (Uncertainty Avoidance Index)	High UAI (Uncertainty Avoidance Index)	
	High LTO (Long-term Orientation)	А	В	
	Low LTO (Long-term Orientation)	С	D	
		ry where people take risks and lture of this country is shown b		
	A A		0	
	B B		0	
	c c		0	
	D D		0	
			[1 mark]	

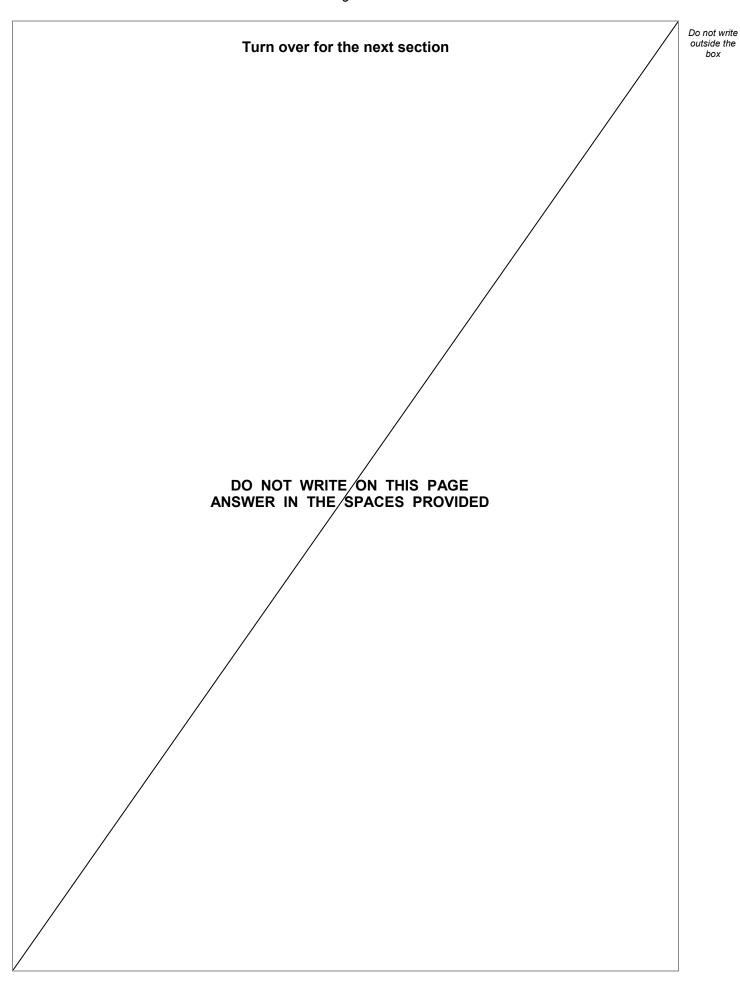


1 2	A business overcomes resistance to change by giving a highly rewarded role in the process to the trade union leader.			Do not write outside the box
	According to Kotter & Schlesinger, this method is			
	A education and communication.	0		
	B explicit coercion.	0		
	C facilitation and support.	0		
	D manipulation and co-option.	0		
			[1 mark]	
1 3	A UK-based manufacturer plans to enter international markets.			
	In order to keep control of production and reduce the risks of future of affecting the prices of its goods and services sold abroad, its best op		uctuations	
	A direct investment.	0		
	B exporting.	0		
	C forming alliances.	0		
	D licensing.	0		
			[1 mark]	
	Turn over for the next question			



			_
1 4	Statement 1: 'An emergent strategy is an initially unplanned strategy response to change.'	which arises in	Do not writ outside the box
	Statement 2: 'Strategic drift occurs when a planned strategy is contingent to changes.'	nually modified in	
	Read statements 1 and 2 and select the correct option from the follows:	owing:	
	A Statement 1 is true. Statement 2 is true.	0	
	B Statement 1 is true. Statement 2 is false.	0	
	C Statement 1 is false. Statement 2 is true.	0	
	D Statement 1 is false. Statement 2 is false.	0	
		[1 mark]	
1 5	A factory has just experienced a zero level of inventory. It wishes to of inventory of 80 units. It uses 35 units per day and has a lead time supplier.		
	Its re-order level is		
	A 80 units.	0	
	B 95 units.	0	
	C 175 units.	0	
	D 255 units.	0	15
		[1 mark]	







Section B

Answer all questions in this section.

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The data below shows the weekly output and costs of a single-product firm and should be used for **Question 16**.

- Total costs = £80 000
- Profit = £20 000
- Labour costs = 42% of turnover
- Labour costs per unit = 84 pence
- Labour productivity = 25 units per employee

1 6	Calculate the weekly output of the firm in units. [4 marks]
1 7	In 2007, a business had sales of £10 million in a market with a size of £125 million. In 2017 the business's sales were £12.6 million and its market share was 6%.
	Calculate the percentage growth in the size of the market between 2007 and 2017. [4 marks]



The table below shows the changes in the average annual labour turnover rates for BBB plc and its competitors.

Time period	Annual labour turnover (%) (average for BBB plc)	Annual labour turnover (%) (average for competitors)
1978–1987	15	15
1988–1997	12	18
1998–2007	10	18
2008–2017	8	23

B plc to provide higher-quality products than its competitors.	the ability of
	[9 marks



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1 9	Analyse how introducing intrapreneurship can improve the financial performance of a	
	business. [9 marks]	



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Analyse how delayering might affect the level of profit of a business.	
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Section C

	Answer either Question 21 or Question 22.
Shade the loz	zenge below to indicate which optional question(s) you have answered.
Question 2	
2 1	Evaluate the extent to which the use of stakeholder mapping can help the managers of a public limited company to manage change more effectively. [25 marks]
OR	
2 2	A UK business has experienced slow growth in sales in recent years. It has decided to achieve higher growth through new product development.
	Do you believe that this is a more risky strategy than market development? Justify your view.
	[25 marks]



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Section D

Answer	either Question 23 or Question 24.
Question 2 3 Question	which optional question(s) you have answered. 2 4 G METHODS © © © © © © © © © © © ©
governments limit free	think that UK businesses will experience a fall in profit if trade by adopting more protectionist policies? [25 marks]
	ors now more significant than economic factors in influencing K businesses? Justify your view. [25 marks]



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END OF QUESTIONS

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