

Please write clearly in	block capitals.		
Centre number		Candidate number	
Surname			
Forename(s)			
Candidate signature			

# A-level **BUSINESS**

Paper 3 Business 3

Monday 18 June 2018

Morning

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.
- Do all rough work in this answer book.
- Cross through any work you do not want to be marked.

For Exam	iner's Use
Question	Mark
1	
2	
3	
4	
5	
6	
TOTAL	

# Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 100.

	Answer all questions in this section.	
	Read the case study in the insert.	
1	Analyse <b>two</b> benefits to Hopps Clothing Ltd of creating a strong brand.	[12 marks]



Extra space		





4

Analyse the value of effective inventory control to Hopps Clothing Ltd.	[12 marks
Extra space	



5

	1
	Do not write
	outside the
	box
	12

Turn over ►



not write

meet the deadline for his new range.	nether Jack is likely to
Ğ	[16 marks



Extra space	



Turn over ▶

Appendix A and the case study.	F4.0
	[16 marks
-	
-	



	_
	Do not
	b
· <del></del>	
Extra space	
	-
	1



Turn over ▶

become a full-time entrepreneur? Justify your answer.	[20 marks
	[20 marks



Extra space		





		Do not write
		outside the
		box
<del></del>		
	-	
_		
		20



rapid growth?	usinesses to overcome the problems caused by
	[24 mark





	Do not write
	outside the box







	Do not write
	outside the
	box
	DOX
	24
	النتاا

# **END OF QUESTIONS**

### Copyright information

For confidentiality purposes, from the November 2015 examination series, acknowledgements of third party copyright material will be published in a separate booklet rather than including them on the examination paper or support materials. This booklet is published after each examination series and is available for free download from www.aqa.org.uk after the live examination series.

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, AQA, Stag Hill House, Guildford, GU2 7XJ.

Copyright © 2018 AQA and its licensors. All rights reserved.

