

Surname	
Other Names	
Centre Number	
Candidate Number	
Candidate Signature	

A-level BUSINESS

Paper 3 Business 3 **7132/3**

Monday 18 June 2018 Morning

Time allowed: 2 hours

For this paper you must have:

- a calculator
- the insert.

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



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

DO NOT TURN OVER UNTIL TOLD TO DO SO



Answer ALL questions in this section.

Read the CASE STUDY in the INSERT.

0 1	Analyse TWO benefits to Hopps Clothing Ltd of creating a strong brand. [12 marks]











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





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Using the data in APPENDIX B and the CASE STUDY, evaluate whether Jack is likely to meet the deadline for his new range. [16 marks]





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0 4	In his first year, Jack only used e-commerce instead of distributing through a retailer. To what extent was this a good choice? You should support your answer using APPENDIX A and the CASE STUDY. [16 marks]



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16

0 5	Considering both quantitative and qualitative factors, should Jack give up his job to become a full-time entrepreneur? Justify your answer. [20 marks]			

















0 6	Jack plans to grow his business rapidly over the next few years. To what extent is it possible for businesses to overcome the problems caused by rapid growth? [24 marks]





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END	OF QUESTIONS		24



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For Examiner's Use		
Question	Mark	
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TOTAL		

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