## AQA

## 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

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


# For this paper you must have: <br> - a calculator <br> - the insert. 

## 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.

011 Analyse TWO benefits to Hopps Clothing Ltd of creating a strong brand. [12 marks]
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$0 \mid 2$ Analyse the value of effective inventory control to Hopps Clothing Ltd. [12 marks]

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$0 \mid 3$ 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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$0 \mid 4$ 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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05 Considering both quantitative and qualitative factors, should Jack give up his job to become a full-time entrepreneur? Justify your answer. [20 marks]
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06 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



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| For Examiner's Use |  |
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| Question | Mark |
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