AQA !	
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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.



For this paper you must have:

- a calculator
- 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.

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













0 2	Analyse the value of effective inventory control to Hopps Clothing Ltd. [12 marks]			









[Turn over]

12



03	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]













04	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]









[Turn over]

16



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



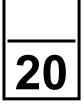














06	Jack plans to grow his business rapidly over the next few years. To what extent is it possible for businesses to overcome the problems caused by rapid growth? [24 marks]



















END OF QUESTIONS

24



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

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