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

AS BUSINESS

Paper 2 Business 2

Friday 26 May 2017

Afternoon

Time allowed: 1 hour 30 minutes

Materials

For this paper you must have:

- the insert (enclosed)
- a calculator.

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.

Information

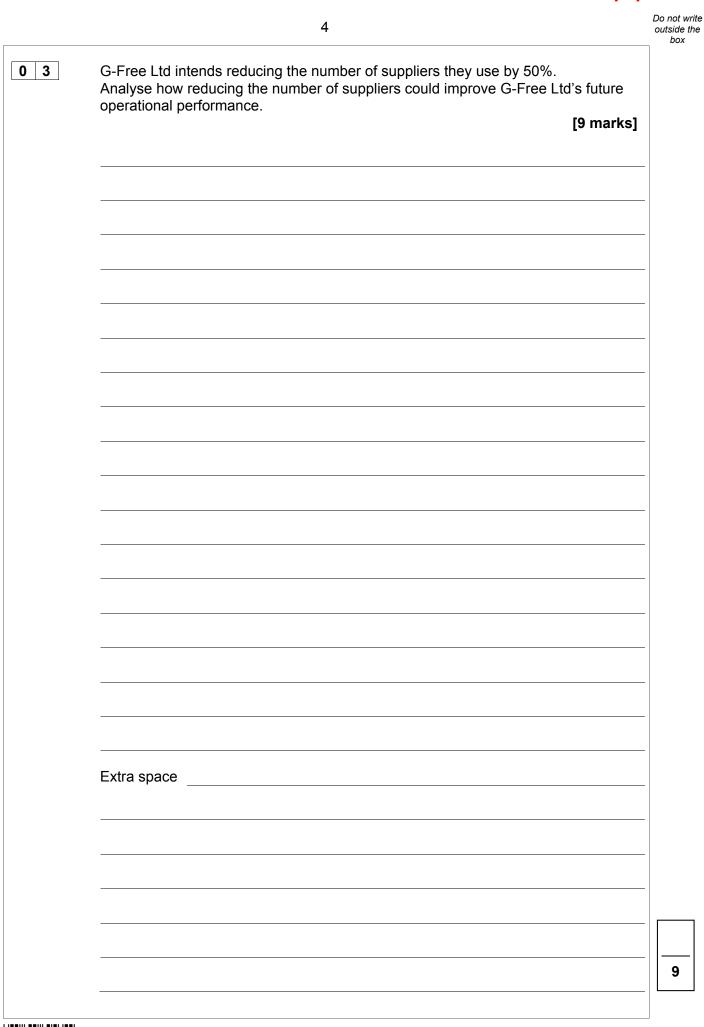
- The maximum mark for this paper is 80.
- The marks for questions are shown in brackets.

For Examiner's Use		
Question	Mark	
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TOTAL		



	2	Do not write outside the box
	Answer all questions.	
	Read the case study in the insert booklet.	
01.1	Calculate the Gross Profit Margin for G-Free Ltd in 2016. [2 marks]	-
	Gross Profit Margin	_
	Workings	
01.2	The Operating Profit Margin for G-Free Ltd is forecast to increase much more than the Gross Profit Margin between 2017 and 2019.	
	Explain why this may be the case. [4 marks]	
		6
0 2	IB/G/Jun17/7131/2	

	3	Do not write outside the box
02	Explain how setting up as a private limited company in 2005 helped reduce	
	Stephanie's risks. [4 marks]	
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	Turn over for the next question	
	Turn over ▶	 ►
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ten-free food. To what extent do		
[16 marka]		

0 5	G-Free Ltd only supplies the niche market of gluten-free food. you think this is a risky decision?	To what extent do
		[16 marks]



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06	To what extent will the planned lean production system be good for G-Free Ltd's stakeholders?	
	[16 marks]	
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IB/G/Jun17/7131/2

	10	Do not write outside the box
07	G-Free Ltd's finance manager suggests funding the £28m investment and further growth by becoming a public limited company and selling shares.	
	Is selling shares on the Stock Exchange the best way to raise large amounts of capital for all organisations?	
	Justify your view. [20 marks]	
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