



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

I declare this is my own work.

AS BUSINESS

Paper 2 Business 2

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.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).
- 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
1	
2	
3	
4	
5	
6	
7	
8	
TOTAL	



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Answer **all** questions.

Read the **source** in the **Insert**.

0 1

Using the data in **Figure 1**, calculate VeganLife Ltd's gross profit for 2020.

[3 marks]

Answer _____

Workings _____

—
3

0 2

VeganLife Ltd is considering launching a new range of products for men.

Using the information provided in **Figure 2**, calculate the break-even output for the proposed new shower gel.

[3 marks]

Extra space _____

—
3



0 3

Explain **one** drawback to VeganLife Ltd of operating in a growing niche market.

[4 marks]

Extra space

4

Turn over for the next question

Turn over ►



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0 4

Analyse the impact on VeganLife Ltd of basing its decision to enter the men's toiletries market on primary market research.

[9 marks]

Extra space

9



0	5
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Analyse how VeganLife Ltd could make use of Hackman and Oldham’s model of job design to improve the motivation of its workforce.

[9 marks]

Extra space

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9

Turn over ►



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ANSWER IN THE SPACES PROVIDED**



