

2
Section A

Answer **all** the questions.

- 1 Complete the following Ansoff's Matrix by filling in the names of the **two** unshaded quadrants.

		Market	
		Existing	New
Product	Existing		Market Development
	New	Product Development	

[2]

- 2 State **two** sampling methods which a business may use when carrying out market research.

1

2

[2]

- 3 The following table shows some production data for a business.

Month	Number of full-time employees	Total units of output
March	420	3528
February	430	3440

Calculate the labour productivity for March. Show your workings.

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Answer = [2]

4 Explain **two** possible reasons why a business may produce a business plan.

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[4]

5 A zero hours contract is one example of a flexible working practice.

Other than a zero hours contract, explain **two** flexible working practices which may be used by a business.

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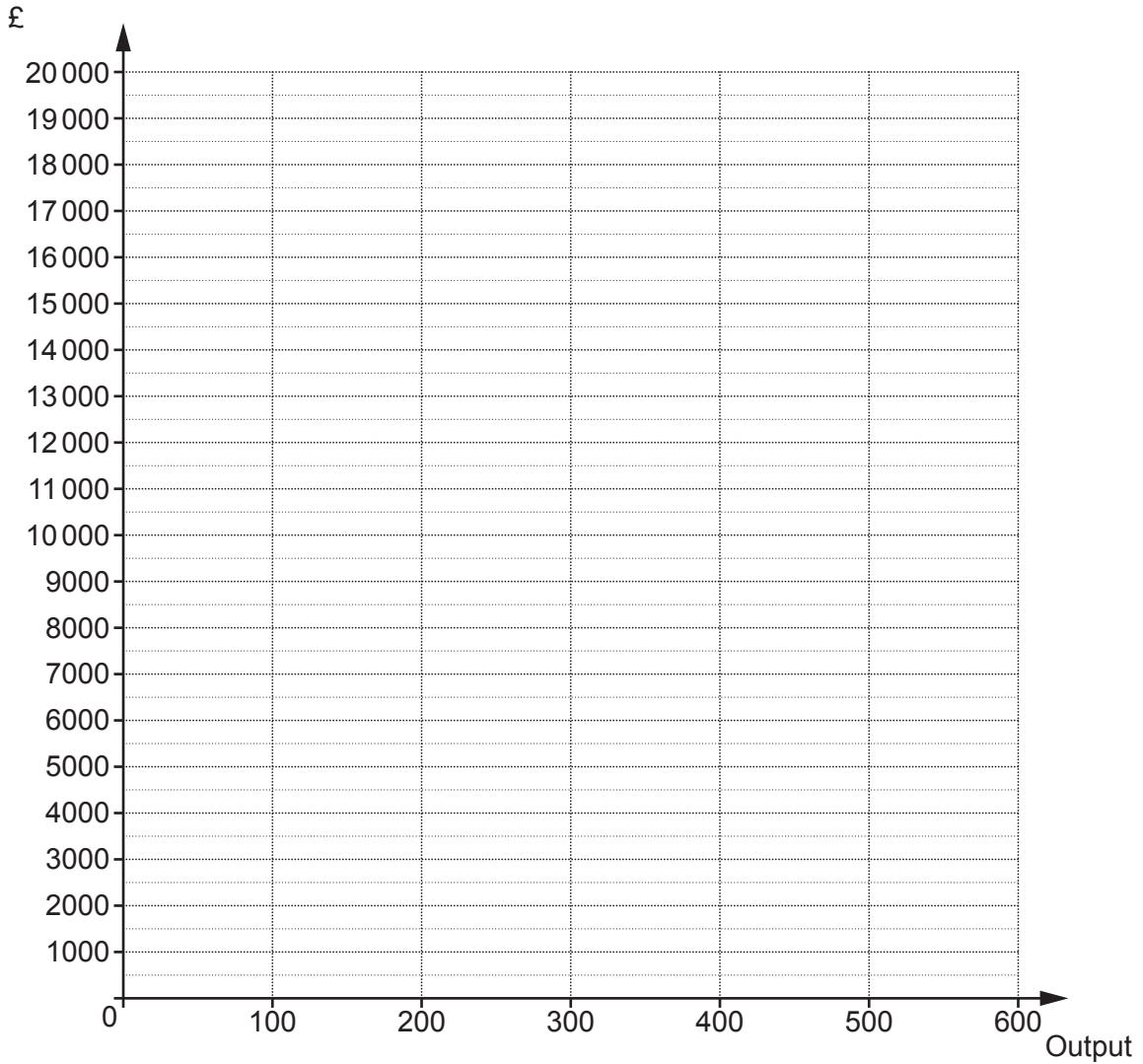
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[4]

6 A business has the following cost and price data:

- Fixed costs = £6 000
- Variable costs = £10 per unit
- Price = £25 per unit

Construct a break-even graph in the space below. You must identify the break-even level of output **and** label any lines drawn.



[4]

7 Define the term 'trading bloc'.

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12 Evaluate the disadvantages for a **franchisee** of owning a Domino's franchise. [9]

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END OF QUESTION PAPER

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