

Thursday 21 May 2020 – Afternoon

AS Level Business

H031/02 The wider business environment

Time allowed: 1 hour 30 minutes

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You must have: • the Resource Booklet	
You can use: • a calculator	
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Please write clearly in black ink. Do not write in the barcodes.										
Centre number						Candidate number				
First name(s)										
Last name										,

INSTRUCTIONS

- Use black ink.
- Write your answer to each question in the space provided. You can use extra paper if you need to, but you must clearly show your candidate number, the centre number and the question numbers.
- Use the Resource Booklet to answer the questions in **Section B**.
- · Answer all the questions.

INFORMATION

- The total mark for this paper is **60**.
- The marks for each question are shown in brackets [].
- Quality of extended response will be assessed in questions marked with an asterisk (*).
- This document has 12 pages.

ADVICE

· Read each question carefully before you start your answer.

Section A

Answer all the questions.

1	State two elements of the marketing mix.	
	1	
	2	[2
2	What is meant by the term 'economic order quantity'?	
		[2

3 The table below shows an extract from a cash-flow forecast for a business.

	August
	£
Cash inflow:	
Revenue	13 000
Total inflow	13 000
Cash outflow:	
Inventory	2500
Wages	7000
Overheads	7500
Total outflow	17 000
Net cash flow	(4000)
Opening balance	2025
Closing balance	?

	Calculate the closing balance for August.
	Answer =[2]
4	Explain two advantages to an organisation of trading internationally.
	Advantage 1
	Advantage 2
	[4]

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Section B

Answer **all** the questions.

Please use the information provided in the **Resource Booklet** to answer the following questions.

8	Explain what is meant by 'a public limited company'.
	[2]
9	Calculate the gross profit for Codemasters plc between April 2018 and September 2018.
	Answer =[2]
10	Explain two possible reasons why Codemasters plc uses QA (quality assurance).
	1
	2
	[4]

11*	Evaluate the usefulness to Codemasters plc of the job description in Extract C .	[12]

Evaluate how the strength of competition in the video games market may affect the future succonf Codemasters plc.	[20]

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