

AS Business 7131/2

Paper 02 Business 2

Specimen 2014

Morning

1 hour 30 minutes

Materials

For this paper you must have:

- a calculator.

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the bottom of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around in each 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 marks for questions are shown in brackets.
- The maximum mark for this paper is 80.

Please write clearly, in block capitals, to allow character computer recognition.

Centre number Candidate number

Surname

Forename(s)

Candidate signature _____

0	3
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The price elasticity of demand for doughnuts in the UK has been estimated as having a value of -1.2 . Explain what this value means.

[4 marks]

0	4
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With reference to Maslow's 'hierarchy of needs', analyse how Dough-nuts motivates its staff.

[9 marks]

0 5

Analyse the possible benefits to Dough-nuts if it achieves greater efficiency in its cafés.

[9 marks]

Extra space

Turn over ▶

Lined writing area with 25 horizontal lines.

Extra space

0	8
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Dough-nuts takes a centralised approach to decision making in a number of areas such as marketing and its purchase of supplies. To what extent is a centralised approach to decision making right for all organisations?

[20 marks]

Turn over ▶

Lined writing area consisting of 25 horizontal lines for text entry.

END OF QUESTIONS

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