



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

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Forename(s)

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Candidate signature

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I declare this is my own work.

# AS BUSINESS

Paper 2 Business 2

Sample assessment material

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	
<b>TOTAL</b>	

Answer **all** questions.

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

**0 | 1**

Use the information in **Table 1** to calculate Dough-nuts' labour turnover in the UK in 2022.

**[3 marks]**

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**3**

**0 | 2**

A Dough-nuts café has a revenue of £1 600 000 a year. Using the data in **Table 2**, calculate the annual profit of this café. Show your workings.

**[3 marks]**

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**3**

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**0 3**

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]**

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**4**

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With reference to Maslow’s ‘hierarchy of needs’, analyse how Dough-nuts motivates its staff.

**[9 marks]**

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**9**

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

**[9 marks]**

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9

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Question number	<b>Additional page, if required.</b> <b>Write the question numbers in the left-hand margin.</b>

