

Please write clearly in	ı block capitals.
Centre number	Candidate number
Surname	
Forename(s)	
Candidate signature	I declare this is my own work.

A-level **BUSINESS**

Paper 3 Business 3

Specimen Morning Time allowed: 2 hours

Materials

For this paper you must have:

- a calculator
- the Insert.

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.
- Do all rough work in this answer book. Cross through any work you do not want to be marked.

For Examiner's Use Question Mark 1 2 3 4 5 6 TOTAL

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 100.

Answer all questions.

	Read the case study in the Insert .
0 1	Analyse how marketing research might have helped Sandbrocks to increase its market share between 2018 and 2022.
	[12 marks]
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0 2	Analyse how effective supply chain management increases Sandbrocks' competitiveness.	[12 marks]

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0 3	From 2018 to 2022. Sandbrocks' gearing rose from 35.9% to 40.1% and its current ratio rose from 0.55 to 0.61.
	Evaluate the possible implications of these changes for Sandbrocks during a period of 'difficult market conditions' (line 62).
	[16 marks]

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0 4	Between 2018 and 2022 Mohan Mital made a number of changes at Sandb	orocks.
	To what extent do you think greater employee engagement was vital for the changes to be financially successful?	ese
	changes to be infancially successful:	[16 marks]

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0 5	Sandbrocks has set objectives for Corporate Social Responsibility (CSR) in five categories.
	To what extent do you think it is essential for Sandbrocks to set these objectives for CSR? Justify your view.
	[20 marks]
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0 6	Under Mohan Mital, Sandbrocks changed its strategy.
	Do you think that to be successful the strategy of a business needs to be determined mainly by what is happening in its external environment? Justify your answer. [24 marks]

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