



Evidence A-E was pre-issued before the date of the examination.

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Read the additional evidence in Evidence F carefully and then answer ALL the questions.

1. Examine the potential difficulties that firms such as Nestlé may experience when launching new products.

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Q1

(Total 8 marks)





3. Assess reasons why confectionery firms such as Nestlé might be concerned about child labour.

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**Q3**

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4. Evaluate the impact on **two** stakeholder groups of a confectionery firms' efforts to achieve competitive advantage.

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Q4

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Q5

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**TOTAL FOR PAPER: 80 MARKS**

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