



Please write clearly in block capitals.

Centre number

--	--	--	--	--

Candidate number

--	--	--	--

Surname

Forename(s)

Candidate signature

AS BUSINESS

Paper 2 Business 2

Tuesday 24 May 2016

Afternoon

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.
- 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.



J U N 1 6 7 1 3 1 2 0 1

IB/G/Jun16/E4

7131/2

0 1

A potential supplier is hoping to win a contract to make Moshi Monsters' branded key rings. Information on this possible contract is provided in **Figure 3**. How many key rings will the supplier need to sell each month to Mind Candy Ltd to break even?

[3 marks]

Number of key rings _____

Workings _____

0 2

Using the information provided in **Figure 2**, calculate Mind Candy Ltd's operating profit margin in **2012**.

[3 marks]

Operating profit margin _____

Workings _____



0 3

Explain **one** reason why the views of SPARK Ventures are likely to be important when Mind Candy Ltd makes major decisions.

[4 marks]

Extra space

0 4

Analyse why Mind Candy Ltd outsources production of Moshi Monsters' merchandise such as trading cards and cuddly toys.

[9 marks]



Turn over ►

Extra space _____

0 5

Explain why venture capitalists such as SPARK Ventures may have been willing to provide finance to Michael Acton Smith for the growth of Mind Candy Ltd in 2007.

[9 marks]



END OF QUESTIONS

Copyright Information

For confidentiality purposes, from the November 2015 examination series, acknowledgements of third party copyright material will be published in a separate booklet rather than including them on the examination paper or support materials. This booklet is published after each examination series and is available for free download from www.aqa.org.uk after the live examination series.

Permission to reproduce all copyright material has been applied for. In some cases, efforts to contact copyright-holders have been unsuccessful and AQA will be happy to rectify any omissions of acknowledgements. If you have any queries please contact the Copyright Team, AQA, Stag Hill House, Guildford, GU2 7XJ.

Copyright © 2016 AQA and its licensors. All rights reserved.

