

A-level

Business 7132/3

Paper 3 Business 3

Specimen 2014

Morning

2 hours

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 each page or on blank pages.
- Do all rough work in this answer book. Cross through any work that you do not want to be marked.

Information

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

Please write clearly, in block capitals, to allow character computer recognition.				
Centre number Candidate number Candidate number				
Surname Surname				
Forename(s)				
Candidate signature				

	Answer all question(s) in the spaces provided.
	Read the case study in the insert booklet and then answer the questions.
0 1	Analyse how marketing research might have helped Sainsbury's to increase its market share between 2004 and 2013. [12 marks]

Extra space			
Extra space			
			

0 2	Analyse how effective supply chain management increases Sainsbury's competitiveness.	[12 marks]
	Extra space	

0 3	From 2011 to 2013, Sainsbury's gearing rose from 35.9% to 40.1% and its current ratio increased from 0.55 to 0.61. Evaluate the possible implications of these changes for Sainsbury's during a period of 'difficult market conditions' (line 74) and low interest rates.
	[16 marks]

Extra space		

0 4	Between 2004 and 2013 Justin King made a number of changes at Sains what extent do you think greater employee engagement was vital for these had financially supposed at Sains	sbury's. To se changes to
	be financially successful?	[16 marks]

Extra space

0 5	Sainsbury's has set objectives for Corporate Social Responsibility (CSR) in categories. To what extent do you think it is essential for Sainsbury's to set objectives for CSR? Justify your view.	five these [20 marks]

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 Under Justin King, Sainsbury's 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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Extra space

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	END OF QUESTIONS		
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