

Answer ALL questions

1. Evaluate the possible consequences of a takeover of Ottakar's by Waterstone's, for **both** Waterstone's **and** the retail book trade in the UK.

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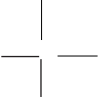
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Leave blank

Ruled area for writing with horizontal dotted lines.



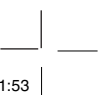


Leave
blank

Area with 25 horizontal dotted lines for writing.



M 2 6 0 1 2 A 0 4 1 6





Leave
blank

A large rectangular area containing 35 horizontal dotted lines, intended for writing answers.

Q1

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(Total 40 marks)



Leave blank

A large rectangular area containing 25 horizontal dotted lines, intended for handwritten notes.



M 2 6 0 1 2 A 0 8 1 6

Leave
blank

A large rectangular area with rounded corners, containing 25 horizontal dotted lines for writing.



Leave
blank

A large rectangular area containing 25 horizontal dotted lines, intended for writing or drawing.



Leave
blank

A large rectangular area with horizontal dotted lines for writing.

(Total 40 marks)

Q2

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Leave blank

A large rectangular area with horizontal dotted lines, intended for writing or drawing. The lines are spaced evenly down the page.



Leave
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Dotted lines for writing on the page.



Leave blank

Dotted lines for writing.



Turn over

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Q3

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(Total 40 marks)

Quality of Written Communication: 6 marks
TOTAL FOR PAPER: 126 MARKS

END

