



Please write clearly in 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

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.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).
- Do all rough work in this answer book. Cross through any work you do not want to be marked.

Information

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

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



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Answer **all** questions.

Read the **case study** in the **Insert**.

0 1

Analyse how AM plc needs to change its marketing mix to make its new strategy of focused differentiation successful.

[12 marks]



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0 2

AM plc has a ‘produce or perish’ style of management.

Analyse how this may have caused the performance data for its Chinese factory to differ from the average for similar factories in China, as shown in **Appendix A**.

[12 marks]

Turn over ►



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0	3
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AM plc will use a 'Just in Time' system at its new factory.

To what extent do you agree that this is a good idea?

[16 marks]

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0 4

To what extent is network analysis likely to be useful to AM plc when constructing its new factory?

[16 marks]

Turn over ▶



Extra space _____



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Should AM plc invest in building its new factory at Site A **or** Site B?

Use quantitative and qualitative information to justify your view.

[20 marks]



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20

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0	6
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In recent years many businesses that off-shored manufacturing have reviewed their decision to produce abroad and are re-shoring production.

To what extent do you agree that all businesses that moved manufacturing abroad should now move production back to the UK?

[24 marks]



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24

END OF QUESTIONS



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ANSWER IN THE SPACES PROVIDED**



