Modified Enlarged 24pt

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Wednesday 7 June 2023 – Morning

A Level Business

H431/02 The UK business environment

Time allowed: 2 hours
plus your additional time allowance

YOU MUST HAVE:
the Resource Booklet

YOU CAN USE:
a calculator

Please write clearly in black ink.

Centre number | | | | |

Candidate number | | | |

First name(s) _____

Last name _____

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS

Use black ink.

Write your answer to each question in the space provided. You can use extra paper if you need to, but you must clearly show your candidate number, the centre number and the question numbers.

Use the Resource Booklet to answer the questions in SECTION B.

Answer ALL the questions.

INFORMATION

The total mark for this paper is 80.

The marks for each question are shown in brackets [ ].

Quality of extended response will be assessed in questions marked with an asterisk (*).

ADVICE

Read each question carefully before you start your answer.

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SECTION A

1   Define the term 'primary sector'.

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_____ [2]

2   State the difference between a consumer and a customer.

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_____ [2]

3   A business paid a consultant £10 000 to advise on ways to reduce waste. In 2022 its output was £150 000 and the value of its waste was reduced to £12 000.

Calculate the wastage rate for the business in 2022. Show your working.

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Answer = _____ [2]

4   Define the term 'strategic alliance'.

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_____ [2]

5   Explain ONE advantage and ONE disadvantage for the managers of a business of a wide span of control.

Advantage _____

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Disadvantage _____

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[4]

6 **Explain TWO limitations for a business of using a decision tree.**

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2 _____

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[4]

7   A public limited company has published the following information for the benefit of shareholders:

dividend per share = 3 pence
earnings per share = 8 pence
net profit = £1.3m

Following the publication of this information, the company's shares are trading on the stock market at a price of £1.20 per share.

Calculate:

(a) the dividend yield. Show your working.

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Answer = _____ [2]

(b) the price / earnings ratio. Show your working.

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Answer = _____ [2]

SECTION B

Use the RESOURCE BOOKLET to answer the questions.

8   Analyse ONE advantage for NT of producing a budget.

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_____ **[4]**

9   In 2021 NT started planning an advertising campaign to help raise finance to repair the roof at Oxburgh Hall (lines 36–42).

    (a) Evaluate the advantages for NT of using the AIDA marketing model when planning its advertising. [9]

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(b) **As a result of extra advertising, NT has seen an increase in demand from customers in the gift shops at its properties.**

Complete the supply and demand diagram to show how equilibrium price and quantity of gifts would be affected. [4]
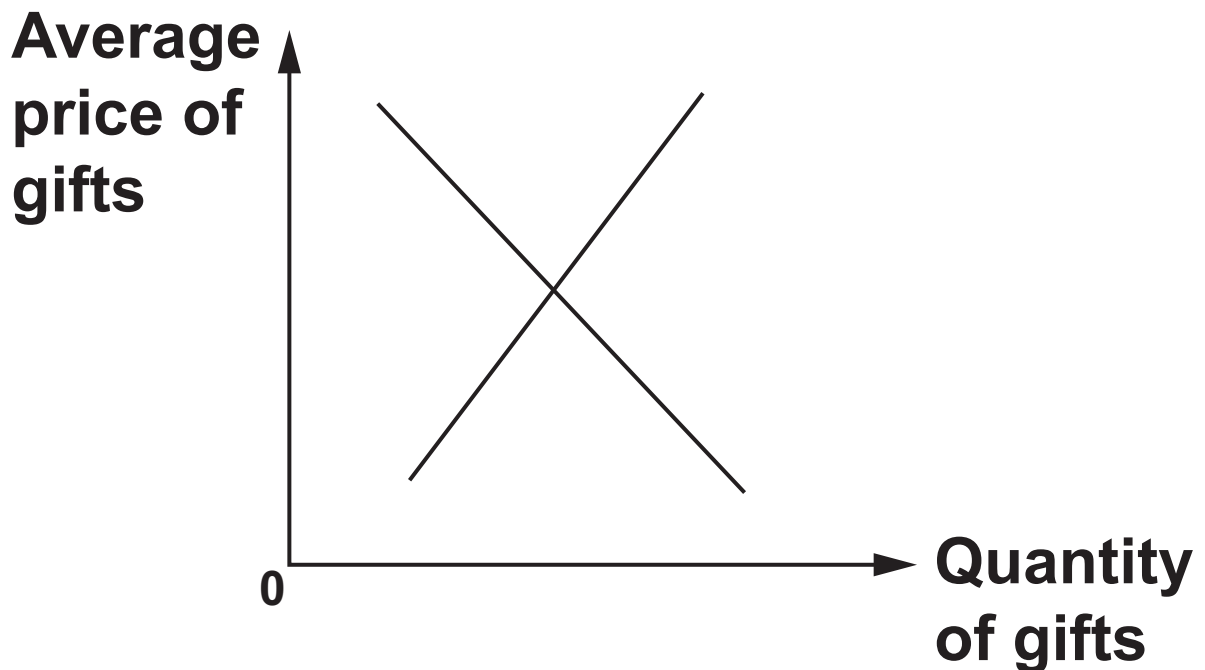
10 **NT has a 10-year strategy to 2025 (Extract A).**

Evaluate the importance for NT's success of setting aims and objectives. [9]

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11* Evaluate the impact on NT's stakeholders of rapid technological change. [15]

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23

12 Analyse ONE way NT may be affected by data protection legislation.

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_____ **[4]**

13* **NT recognises the importance of good employer/employee relations.**

Evaluate the extent to which NT's human resources strategy will enable it to achieve this objective. [15]

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END OF QUESTION PAPER

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