

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
Advanced Extension Award

BUSINESS

9914

Friday

1 JULY 2005

Morning

3 hours

Additional materials:

8 page Answer booklet

Case Study

TIME 3 hours including reading time

INSTRUCTIONS TO CANDIDATES

- Write your name, Centre number and candidate number in the spaces provided on the answer booklet.
- Write your answers, in blue or black ink, in the separate answer booklet provided.
- It is recommended that you spend up to 30 minutes reading and annotating the material in the *Case Study*. You will be expected to refer to this material in your answers.
- You must answer the compulsory question in Section A and **one** part question from Section B. You should not need to spend more than about 1 hour 15 minutes on either answer.
- Read each section carefully and make sure that you know what you have to do before starting your answer.
- No texts, dictionaries or sources of reference other than the material in the *Case Study* may be brought into the examination. However, in your answers you may refer to any sources or material you have studied for Advanced GCE Business Studies/Advanced VCE Business.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- Each question is worth 20 marks. The total number of marks for this paper is 40.

This question paper consists of 3 printed pages and 1 blank page.

Read all the extracts in the Case Study material, then answer the compulsory question from Section A and ONE part question from Section B

Section A

- 1 To what extent is Sainsbury's a successful business? [20]

Section B

- 2 Recommend, and justify, a strategy which Sainsbury's might adopt in the light of **ONE** of the following:

Either (i) declining market share;

Or (ii) society's concerns about healthy life styles;

Or (iii) an announcement of a takeover bid for Sainsbury's;

Or (iv) poorly stocked shelves in its stores. [20]

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