

**ADVANCED EXTENSION AWARD  
BUSINESS**

**FRIDAY 29 JUNE 2007**

**9914**

Morning

Time: 3 hours

Additional materials: Answer Booklet (8 pages)  
Case Study



**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 60 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 60 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/Applied GCE 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 document consists of **3** printed pages and **1** blank page.

**GlaxoSmithKline, GSK**

**Read all of 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 GSK is seen as a company that is “dedicated to helping people around the world live longer, feel better and do more”.

“When there are so many people dying in the darkest poverty in the world, how can any company with a heart aim to make a profit at their expense?”

To what extent can GSK be regarded as a good company? **[20]**

**Section B**

- 2 Recommend, and justify, a strategy which GSK might adopt in the light of **ONE** of the following scenarios:

Either **(i)** GSK receiving government approval for the sale of a weight-loss pill;

Or **(ii)** falling numbers of UK science graduates;

Or **(iii)** a reduction in National Health Service (NHS) budgets;

Or **(iv)** shareholder pressure to increase returns. **[20]**



---

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (OCR) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

OCR is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.