

Please write clearly in	า 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

Thursday 6 June 2024

Morning

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	
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TOTAL		

Answer all questions.

	Read the case study in the Insert .			
0 1	Analyse how Speed-e-Puds Ltd benefits from operating with a high level of caputilisation.	acity [12 marks]		
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Analyse the factors that influenced Sanjay 15% market share.	's decision to set his marketing objective
	[12
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12





0 3	Should Sanjay add 'slushy' machines to his three branches?
	Use quantitative and qualitative information and calculations to support your answer. [16 marks]



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	16



To what extent is Sanjay's use of SWOT analysis likely to help hi	s strategic planning?
Use information from Appendix C and the other information prov	rided to justify your
answer.	[16 ma





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0 5	Sanjay is considering two options for the growth of Speed-e-Puds Ltd.	
	Would you advise him to choose Option 1 or Option 2?	
	Justify your answer.	[20 marks]



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20





A key feature of Sanjay's business is differentiation provided by his innovwaffle maker.	vative, speedy
To what extent is successful innovation essential for all businesses choodifferentiation?	
	[24 maı



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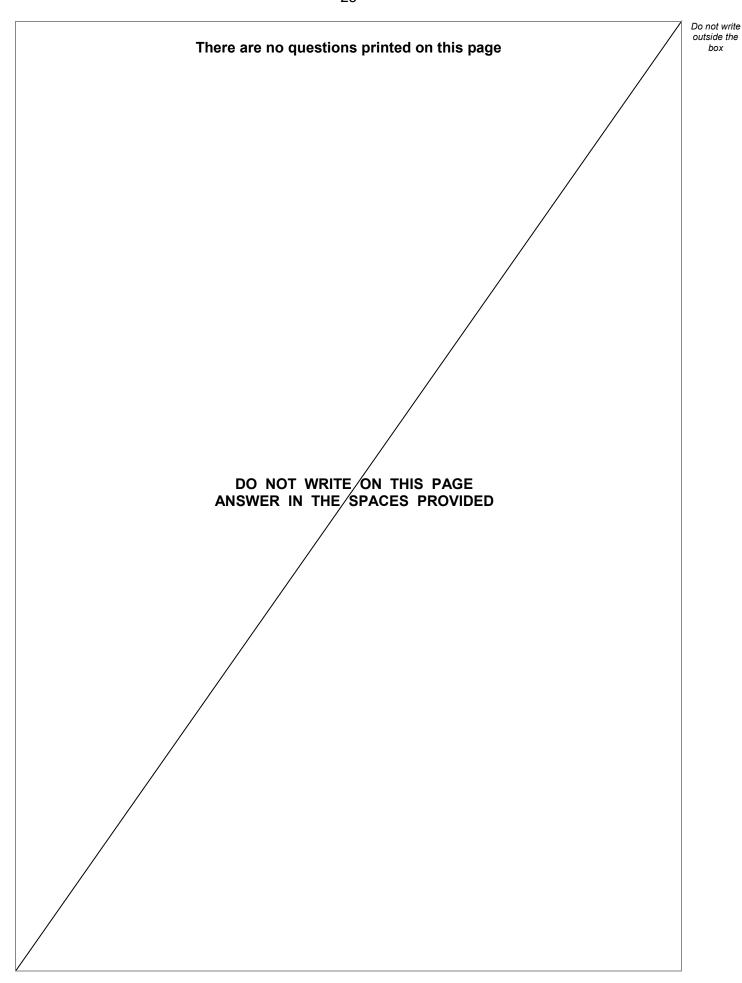
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END OF QUESTIONS





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Question number	Additional page, if required. Write the question numbers in the left-hand margin.
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