

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	



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

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

[illegible]

Extra space

Turn over ►



[illegible]

AM plc has a 'produce or perish' style of management.

[12 marks]

[illegible]

[illegible]

[illegible]

Turn over ►



[16 marks]

[illegible]

*Do not write
outside the
box*

Extra space

Turn over ►



Do not write
outside the
box

Handwriting practice lines consisting of 20 horizontal lines.



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

[illegible]

Extra space



Do not write
outside the
box

Lined area for writing, consisting of 25 horizontal lines.

Turn over ►



[20 marks]

[illegible]

Extra space

[illegible]

[illegible]

Turn over ►



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

[24 marks]

[illegible]

[illegible]

Extra space

[illegible]

[illegible]

[illegible]

[illegible]

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

24

There are no questions printed on this page

*Do not write
outside the
box*

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**



[illegible]

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