



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

I declare this is my own work.

A-level BUSINESS

Paper 3 Business 3

Specimen

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.
- 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 marketing research might have helped Sandbrocks to increase its market share between 2018 and 2022.

[illegible]

Extra space

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[illegible]

Analyse how effective supply chain management increases Sandbrocks' competitiveness.

[illegible]

[illegible]

[illegible]

[16 marks]

[illegible]

Extra space

[illegible]

[16 marks]

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[20 marks]

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20

[24 marks]

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24

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