



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.

AS BUSINESS

Paper 2 Business 2

Friday 24 May 2024

Afternoon

Time allowed: 1 hour 30 minutes

Materials

For this paper you must have:

- the Insert (enclosed)
- a calculator.

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 maximum mark for this paper is 80.
- The marks for questions are shown in brackets.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
TOTAL	



J U N 2 4 7 1 3 1 2 0 1

IB/G/Jun24/G4001/E6

7131/2

Answer **all** questions.

Read the **source** in the **Insert**.

Do not write
outside the
box

0 1

In 2023, PE Ltd had 120 employees.

The number of products it produced increased by 10% from 2022 to 2023.

Using **Figure 1**, calculate PE Ltd's annual labour productivity in 2023.

[3 marks]

3

0 2

Using **Figure 2**, calculate the monthly margin of safety for PE Ltd in 2023.

[3 marks]

3



0 3

PE Ltd is considering targeting individual customers directly in addition to selling to businesses.

Explain **one** impact this change could have on its promotional mix.

[4 marks]

Extra space

4

Turn over for the next question

Turn over ►



4

[9 marks]

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

9



[9 marks]

[illegible]

9

[16 marks]

[illegible]

Extra space



[16 marks]

[illegible]

Extra space



[20 marks]

[illegible]

[illegible]

[illegible]

20



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**



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[illegible]

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