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

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
1	
2	
3	
4	
5	
6	
TOTAL	

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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 capacity utilisation.

[12 marks]

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12

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0 2 Sanjay has a marketing objective of achieving a 15% market share within 3 years.

Analyse the factors that influenced Sanjay's decision to set his marketing objective at a 15% market share.

[12 marks]

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12

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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

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0 4 To what extent is Sanjay's use of SWOT analysis likely to help his strategic planning?

Use information from **Appendix C** and the other information provided to justify your answer.

[16 marks]

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16

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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

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0 6 A key feature of Sanjay's business is differentiation provided by his innovative, speedy waffle maker.

To what extent is successful innovation essential for **all** businesses choosing a strategy of differentiation?

[24 marks]

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END OF QUESTIONS

24

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ANSWER IN THE SPACES PROVIDED

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

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