

Surname	
Other Names	
Centre Number	
Candidate Number	
Candidate Signature	
A-level	
BUSINESS	
Paper 3 Business 3	
7132/3	
Monday 18 June 2018	Morning
Time allowed: 2 hours	

At the top of the page, write your

#### surname and other names, your centre number, your candidate number and add your signature.



For this paper you must have:

- a calculator
- the insert.

# INSTRUCTIONS

- Use black ink or black ball-point pen.
- Answer ALL questions.
- You must answer the questions in the spaces provided. Do not write 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.

# DO NOT TURN OVER UNTIL TOLD TO DO SO

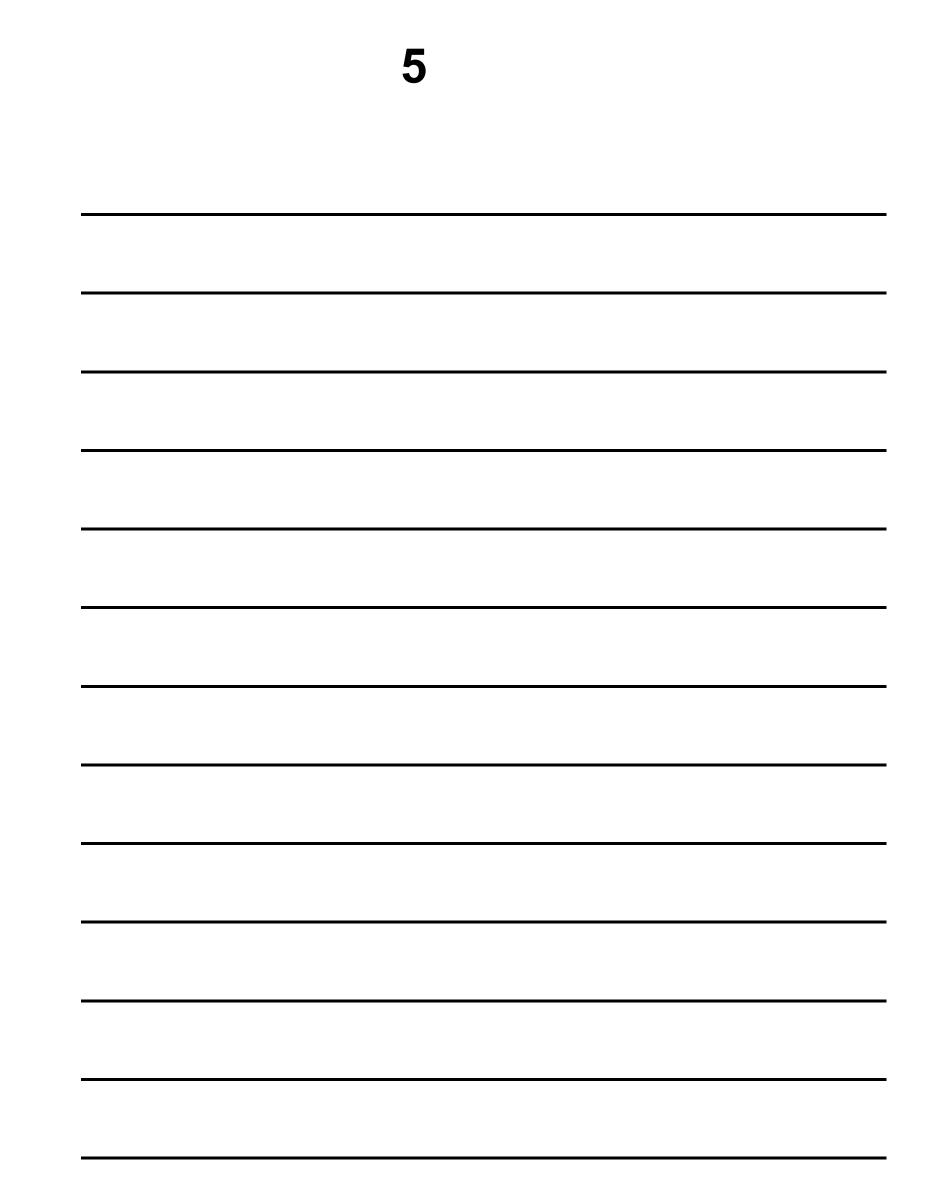


Answer ALL questions in this section.

**Read the CASE STUDY in the INSERT.** 

0 1 Analyse TWO benefits to Hopps Clothing Ltd of creating a strong brand. [12 marks]

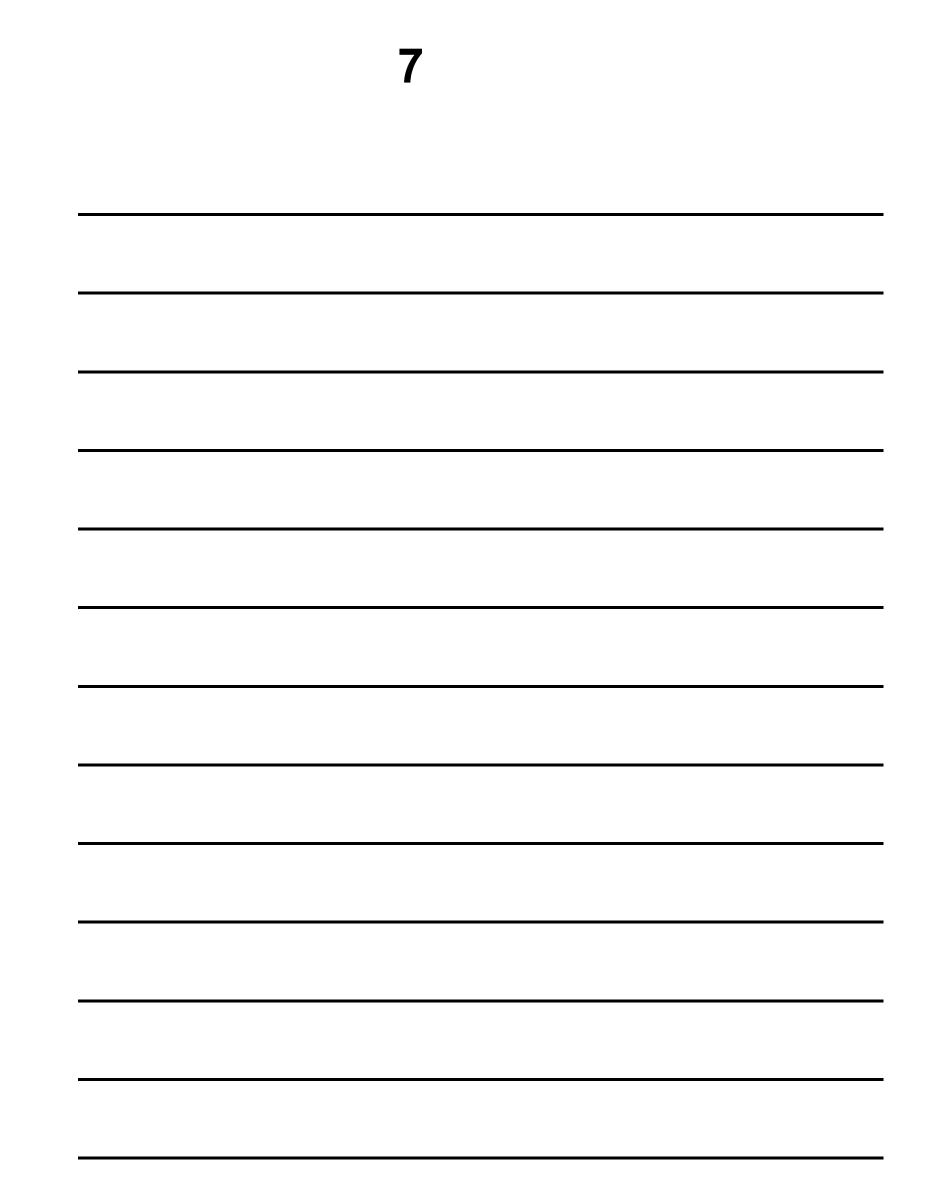




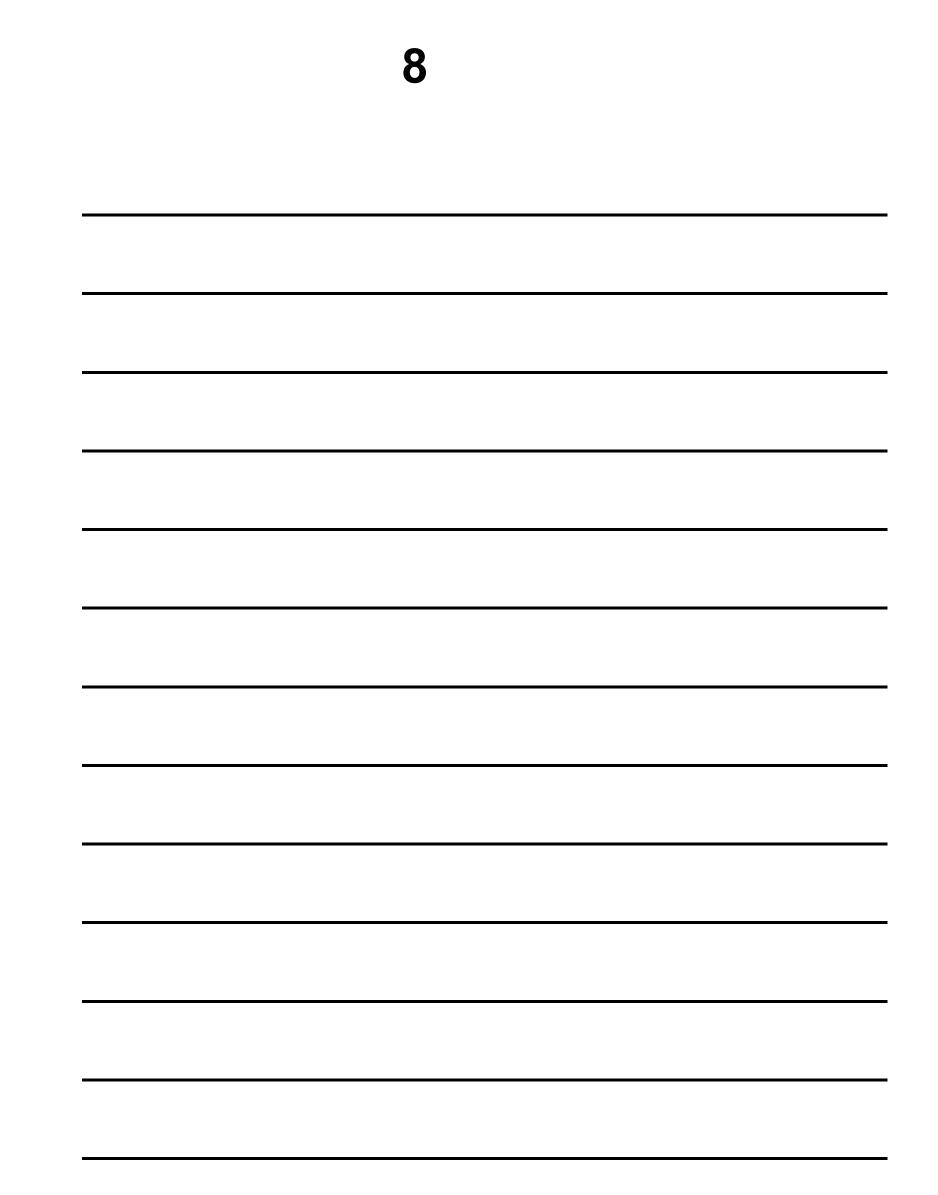


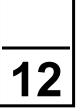
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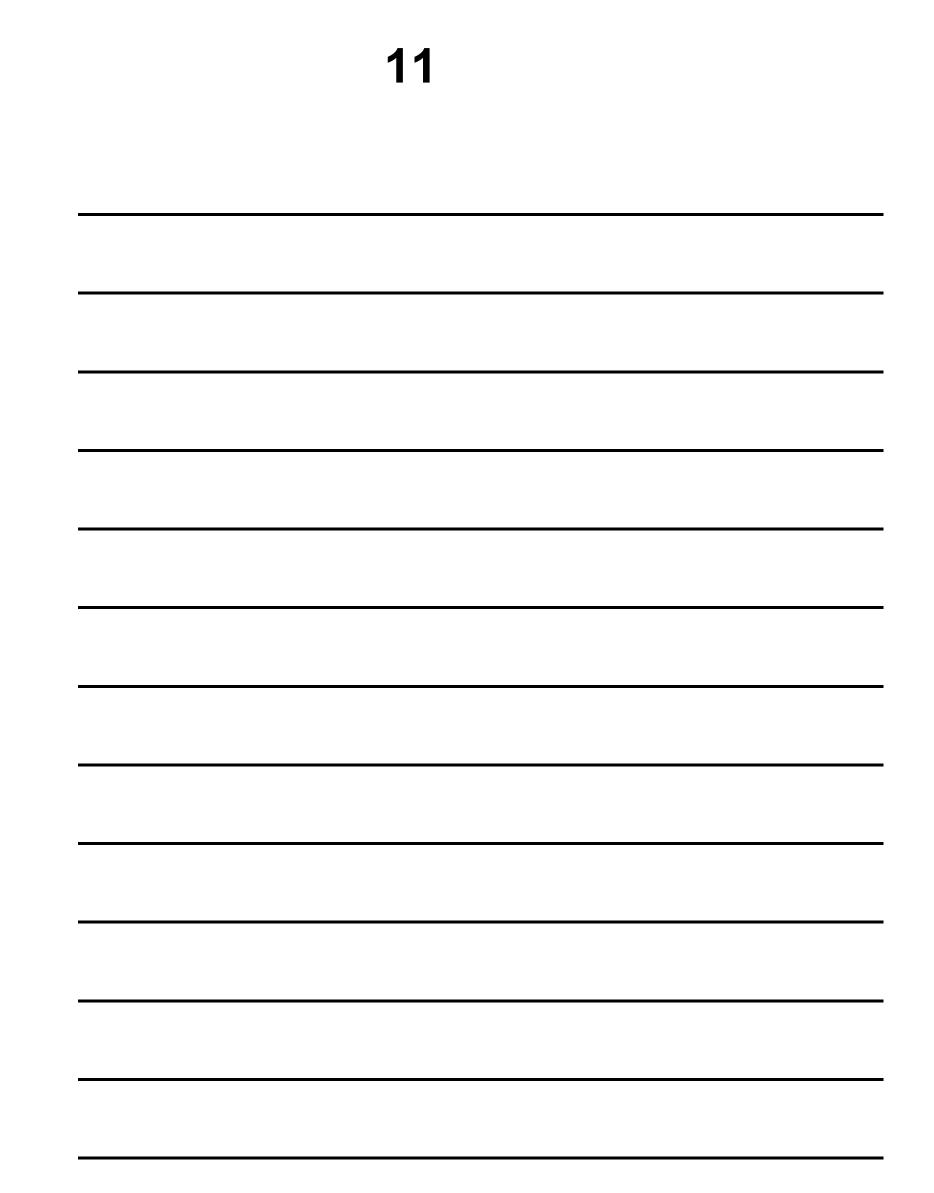


#### Analyse the value of effective inventory control to Hopps Clothing Ltd. [12 marks]



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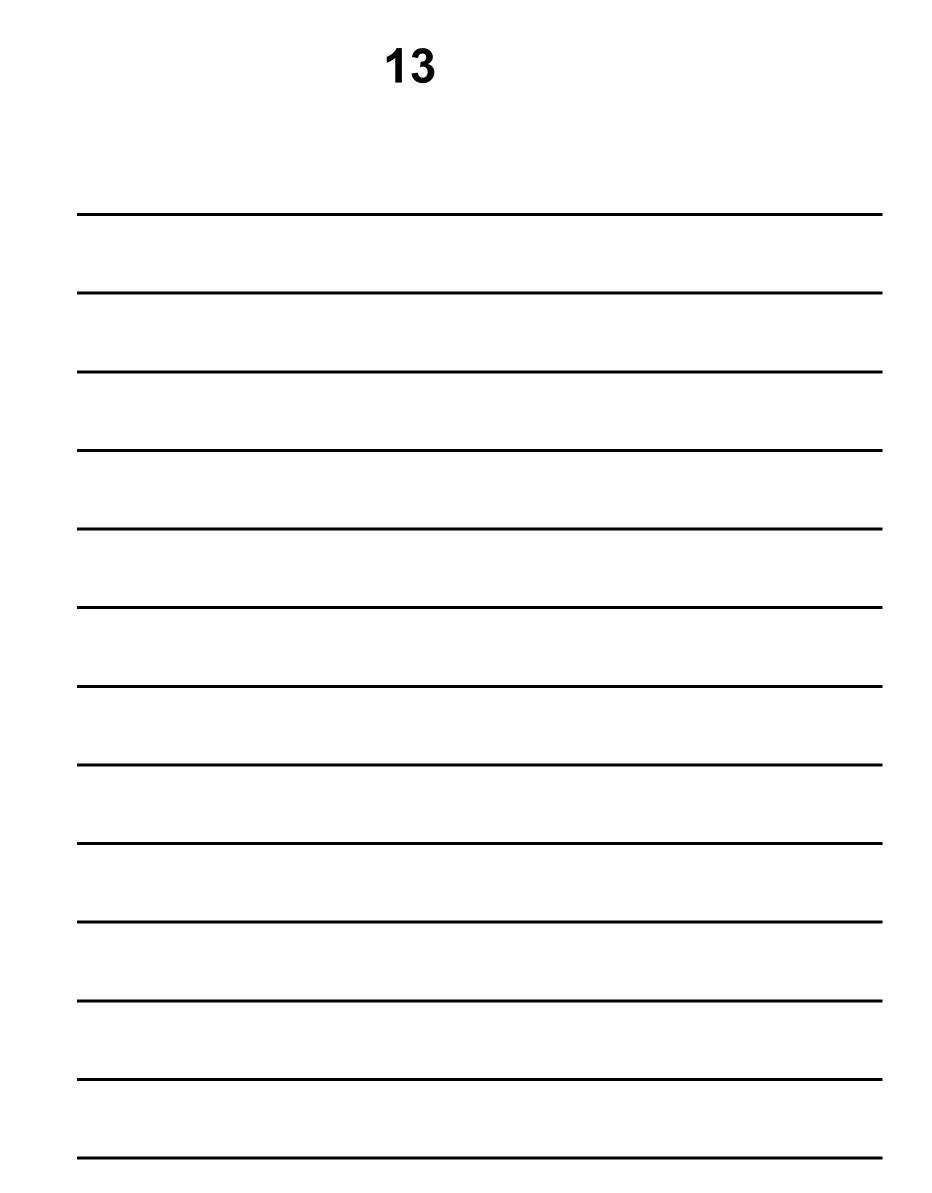






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03

Using the data in APPENDIX B and the CASE STUDY, evaluate whether Jack is likely to meet the deadline for his new range. [16 marks]

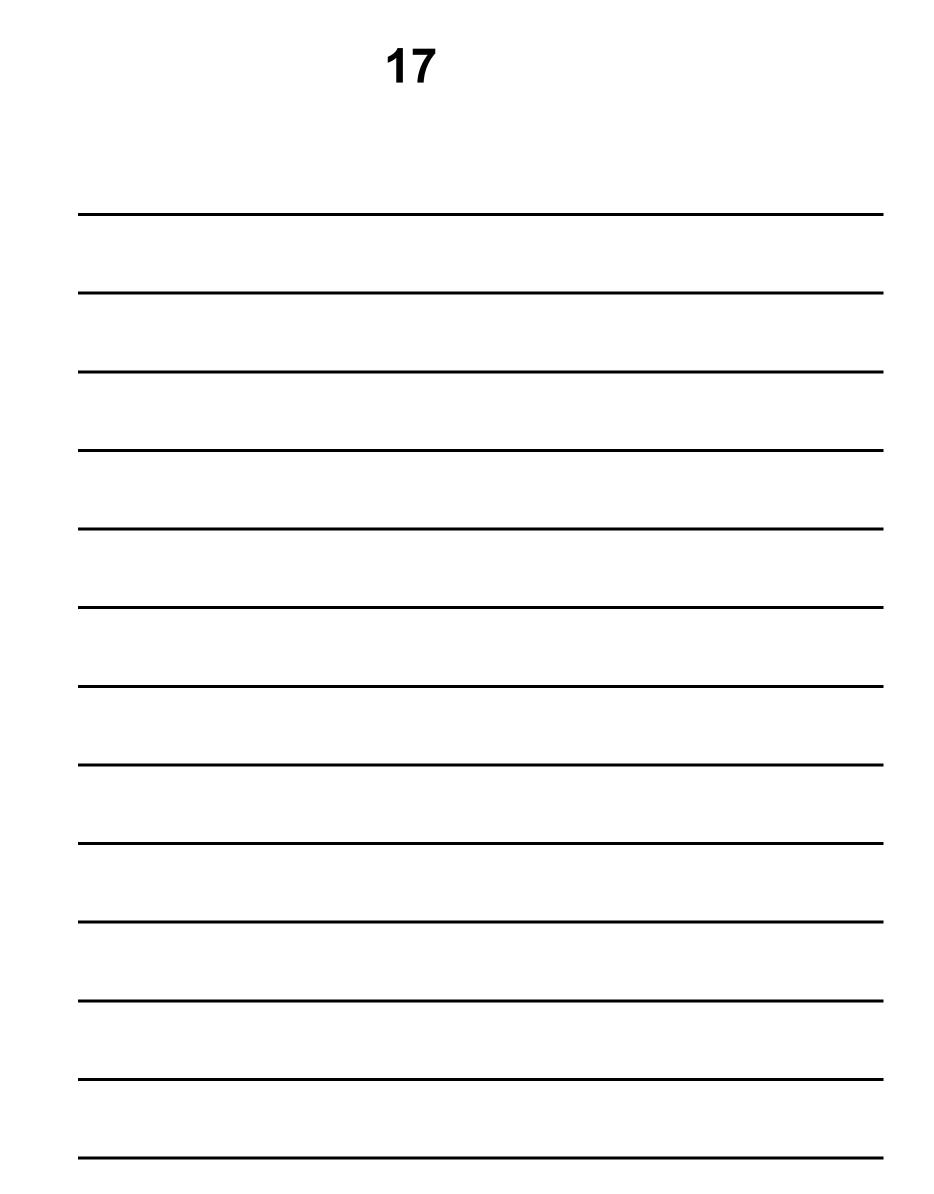


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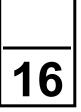
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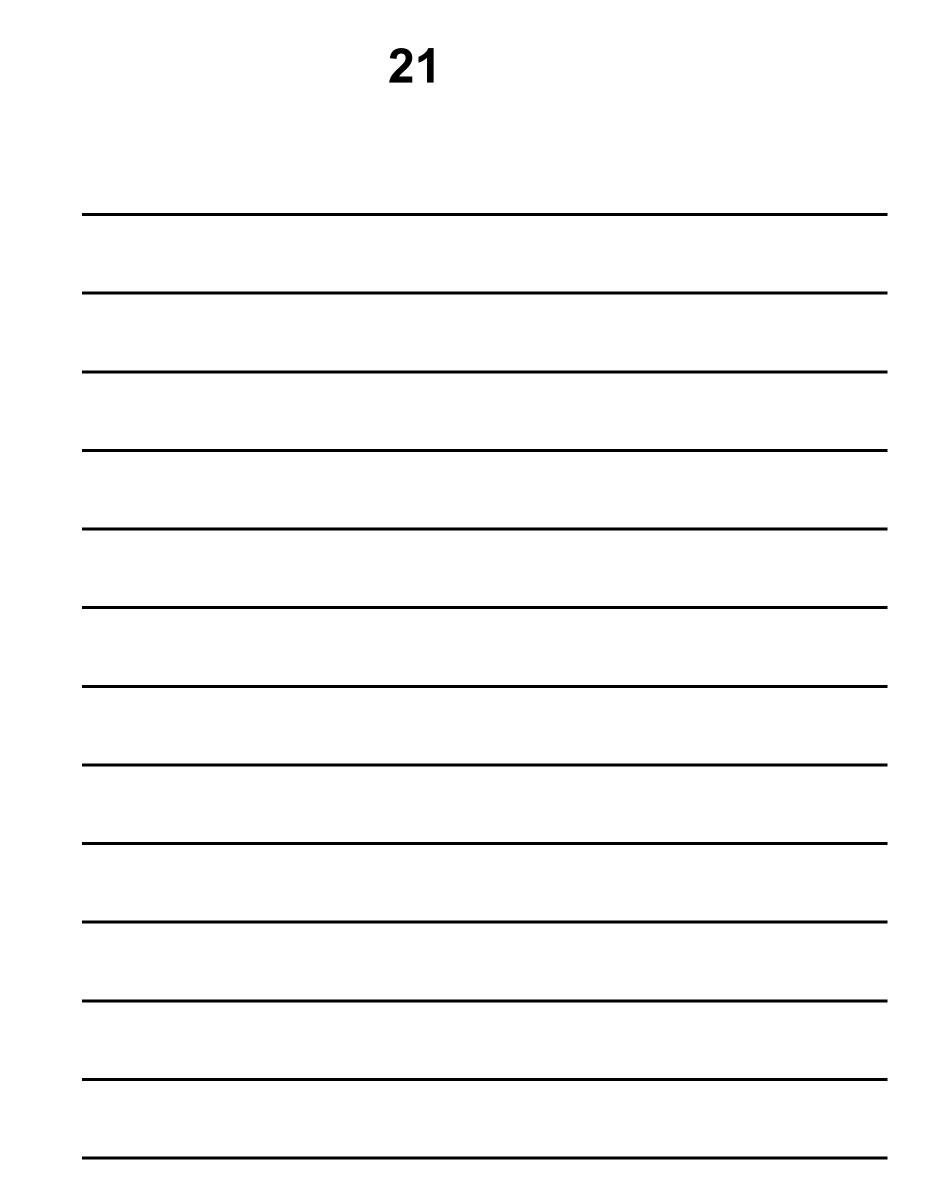


In his first year, Jack only used e-commerce instead of distributing through a retailer. To what extent was this a good choice? You should support your answer using APPENDIX A and the CASE STUDY. [16 marks]

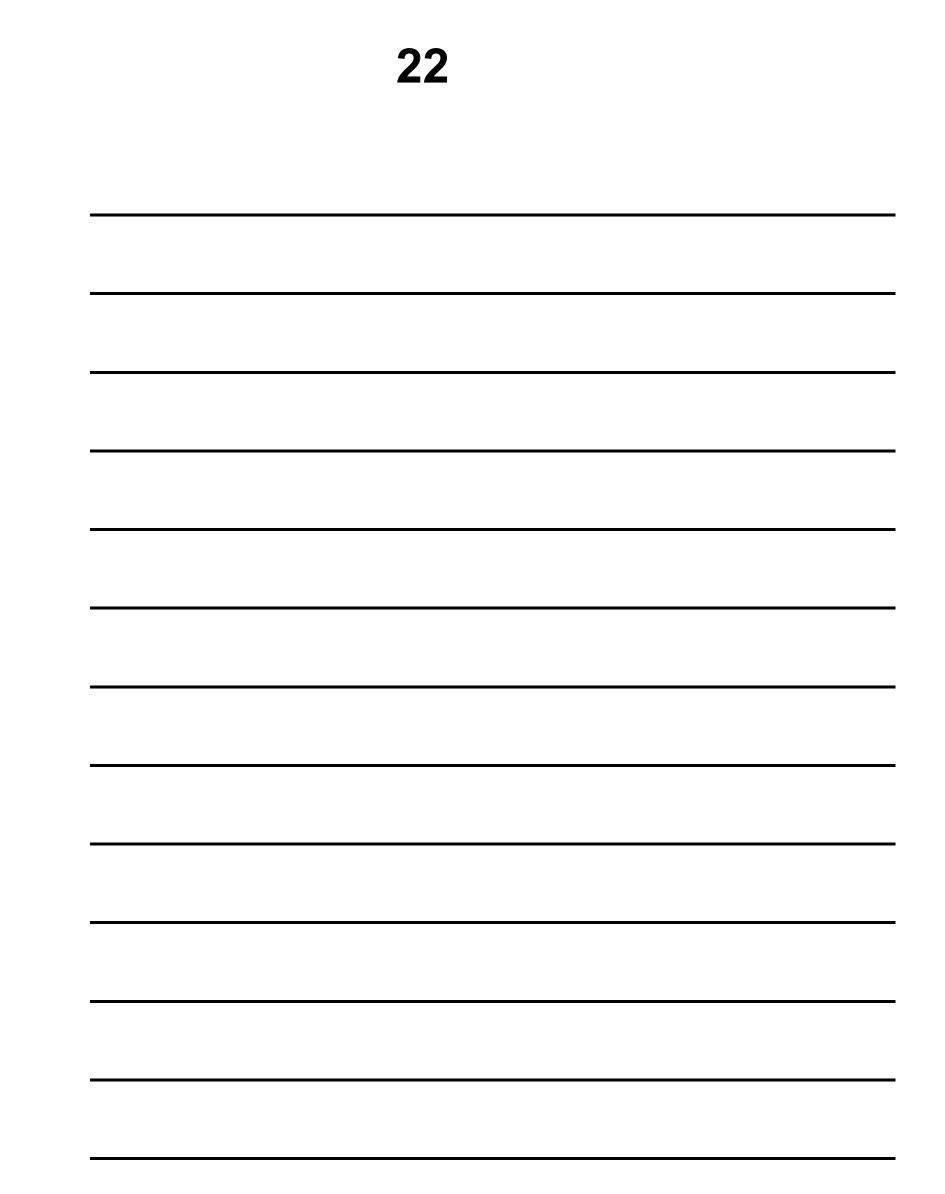


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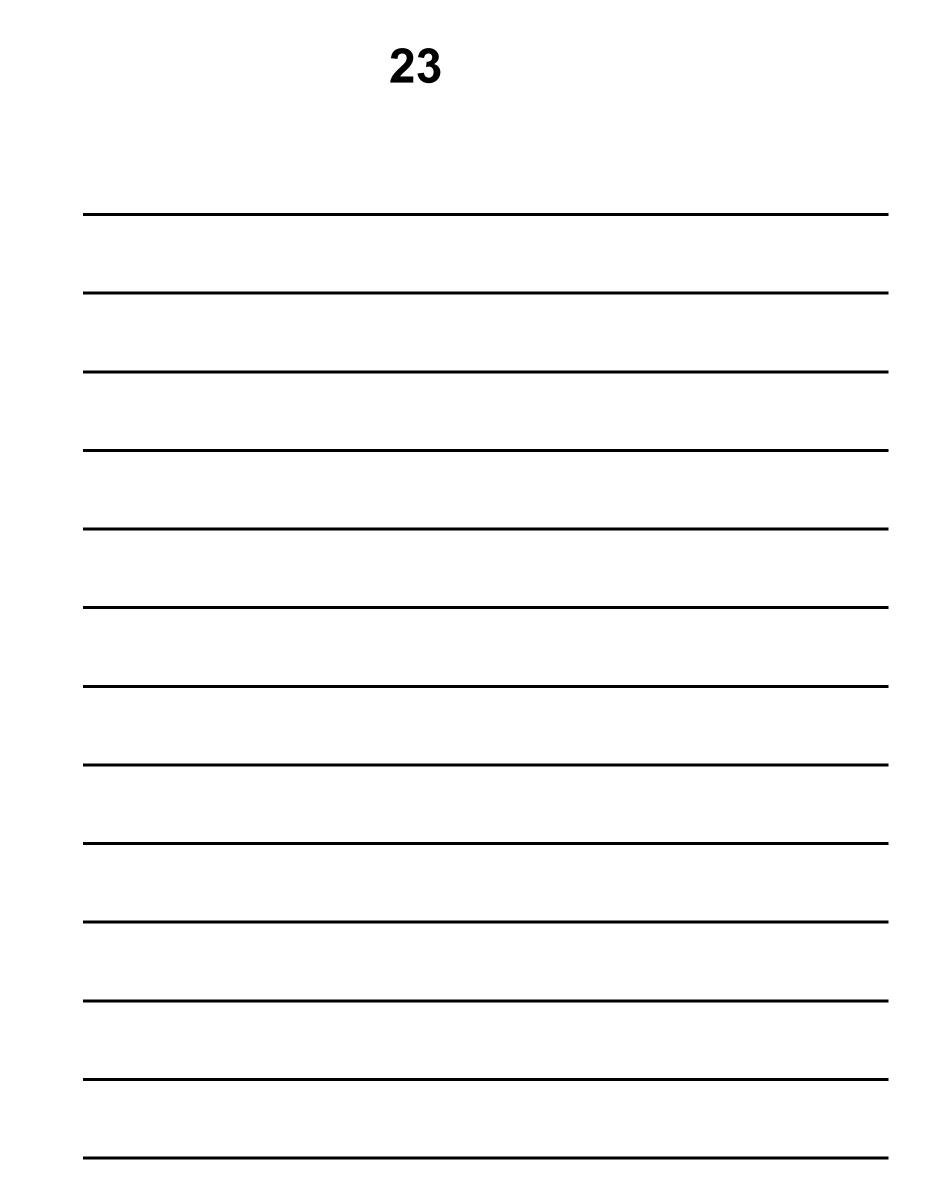


















Considering both quantitative and qualitative factors, should Jack give up his job to become a full-time entrepreneur? Justify your answer. [20 marks]

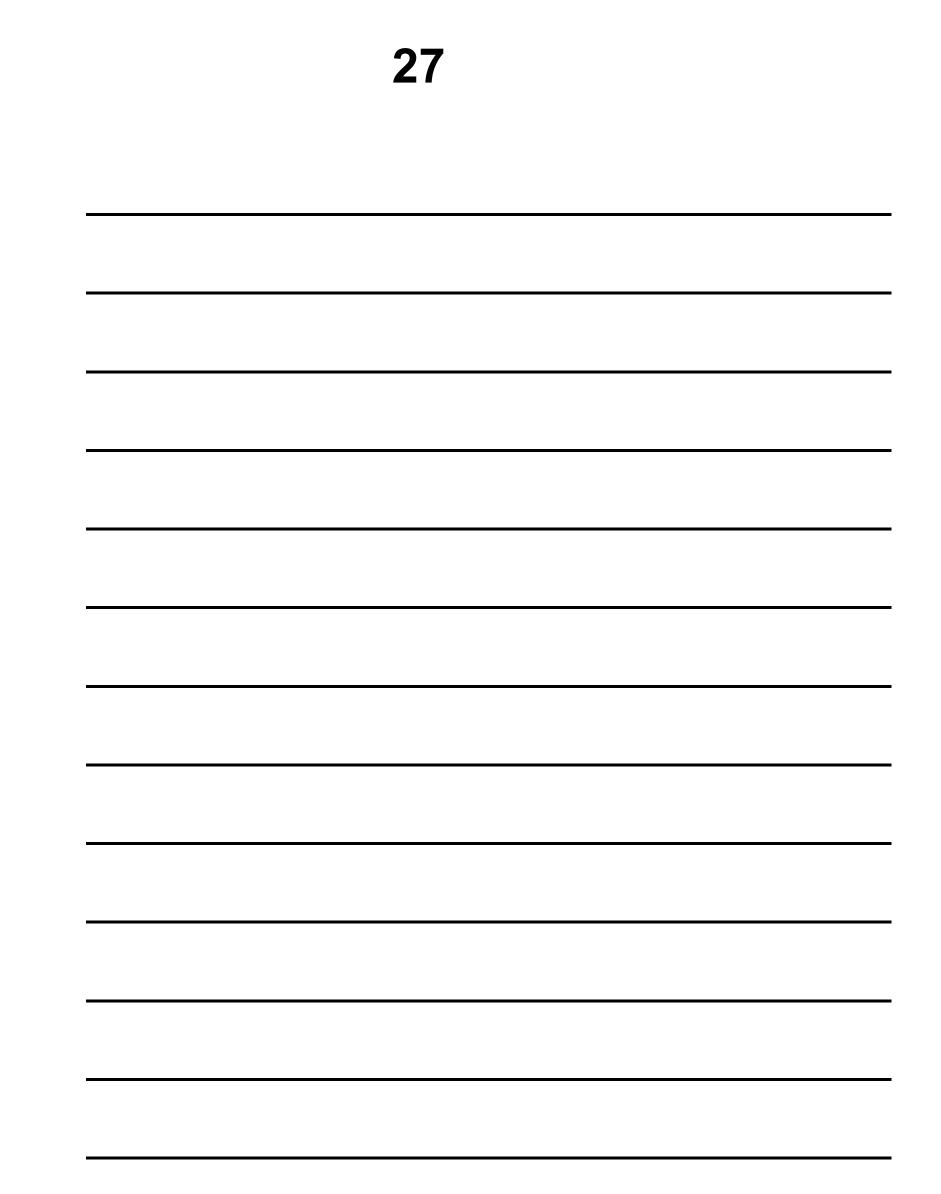


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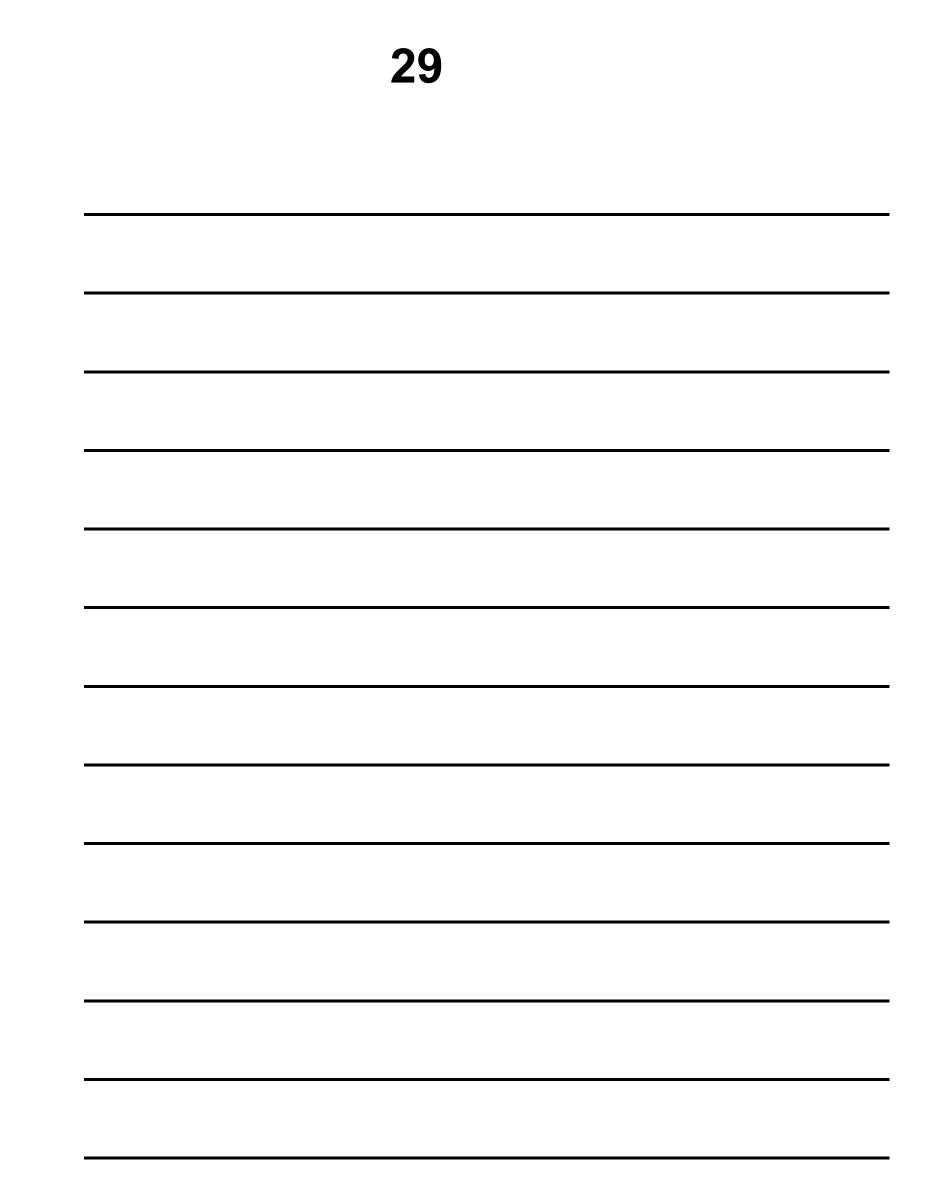






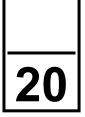
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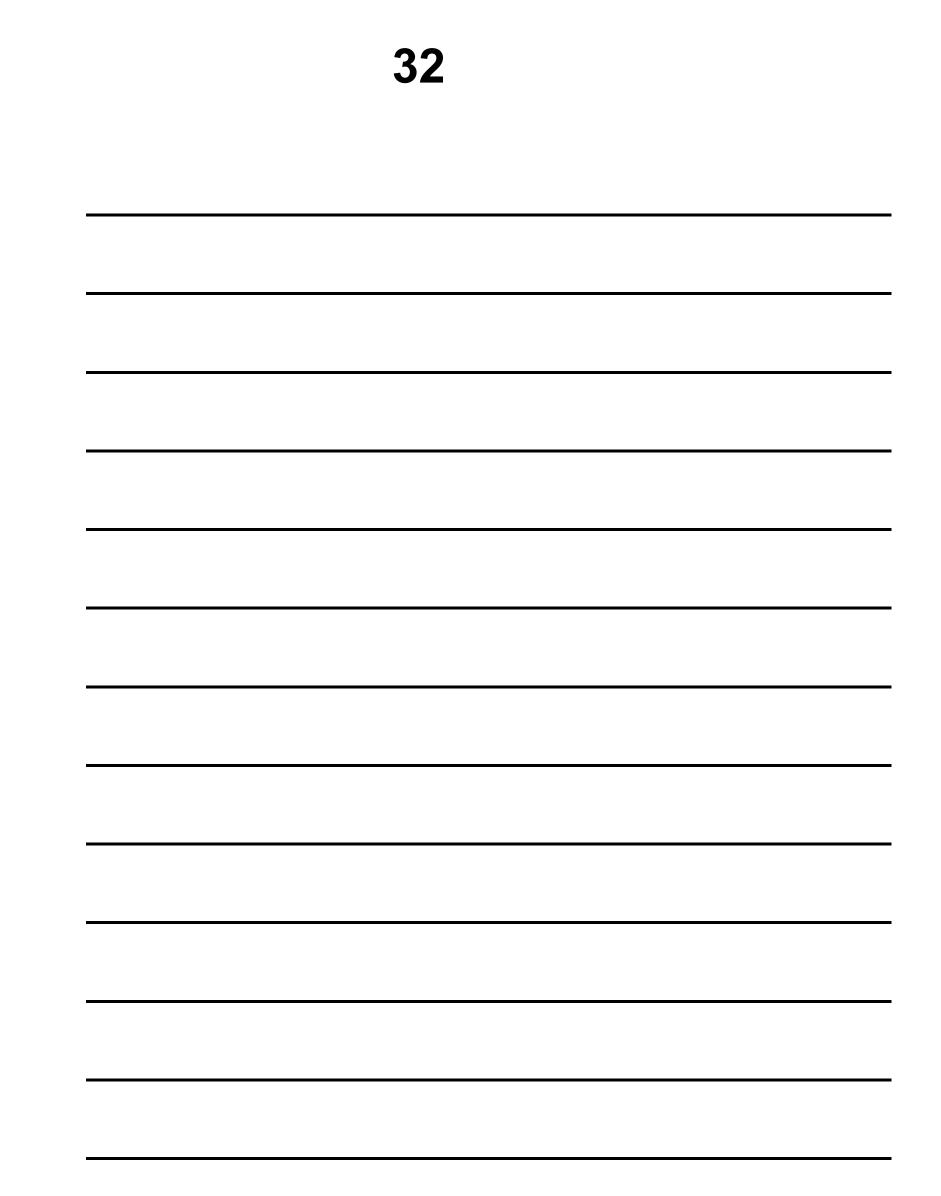




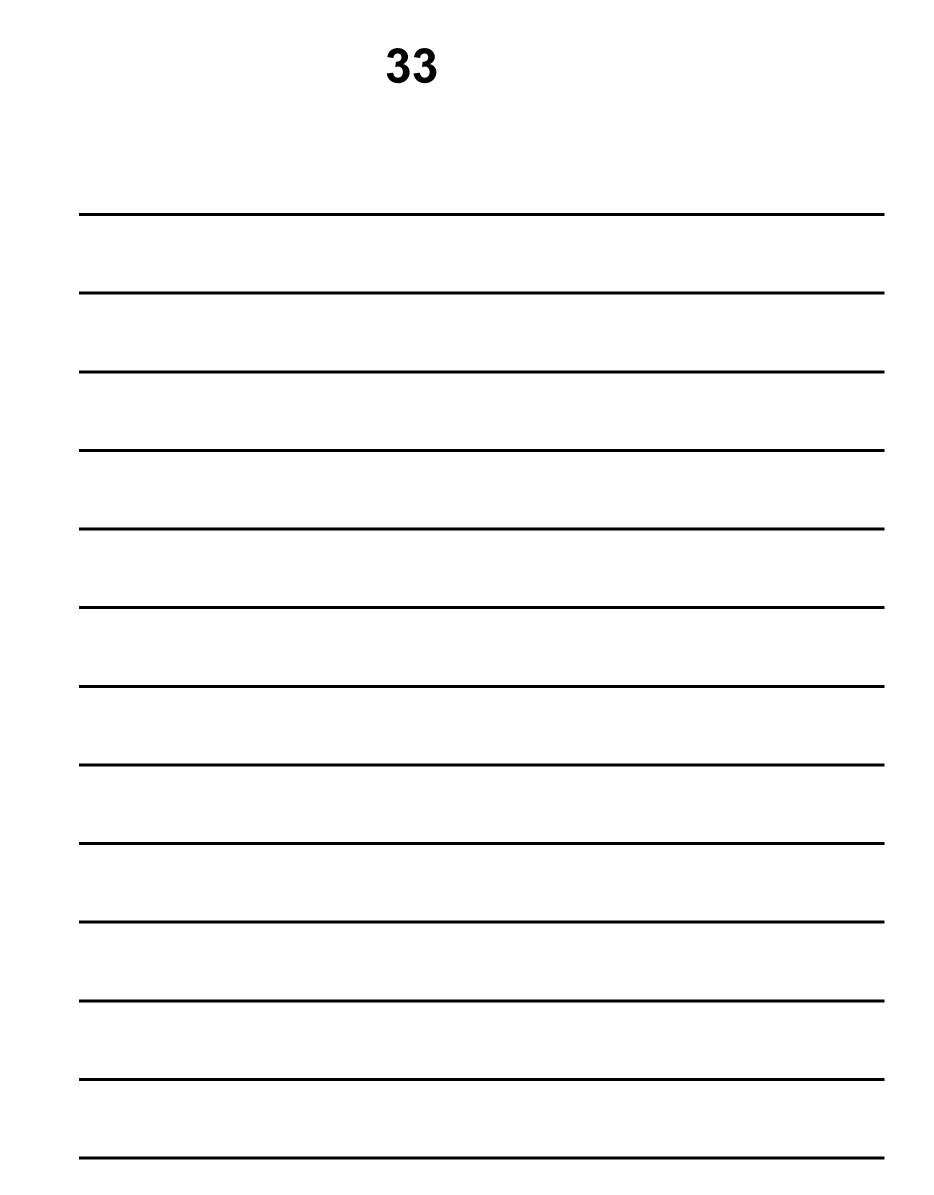
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Jack plans to grow his business rapidly over the next few years. To what extent is it possible for businesses to overcome the problems caused by rapid growth? [24 marks]

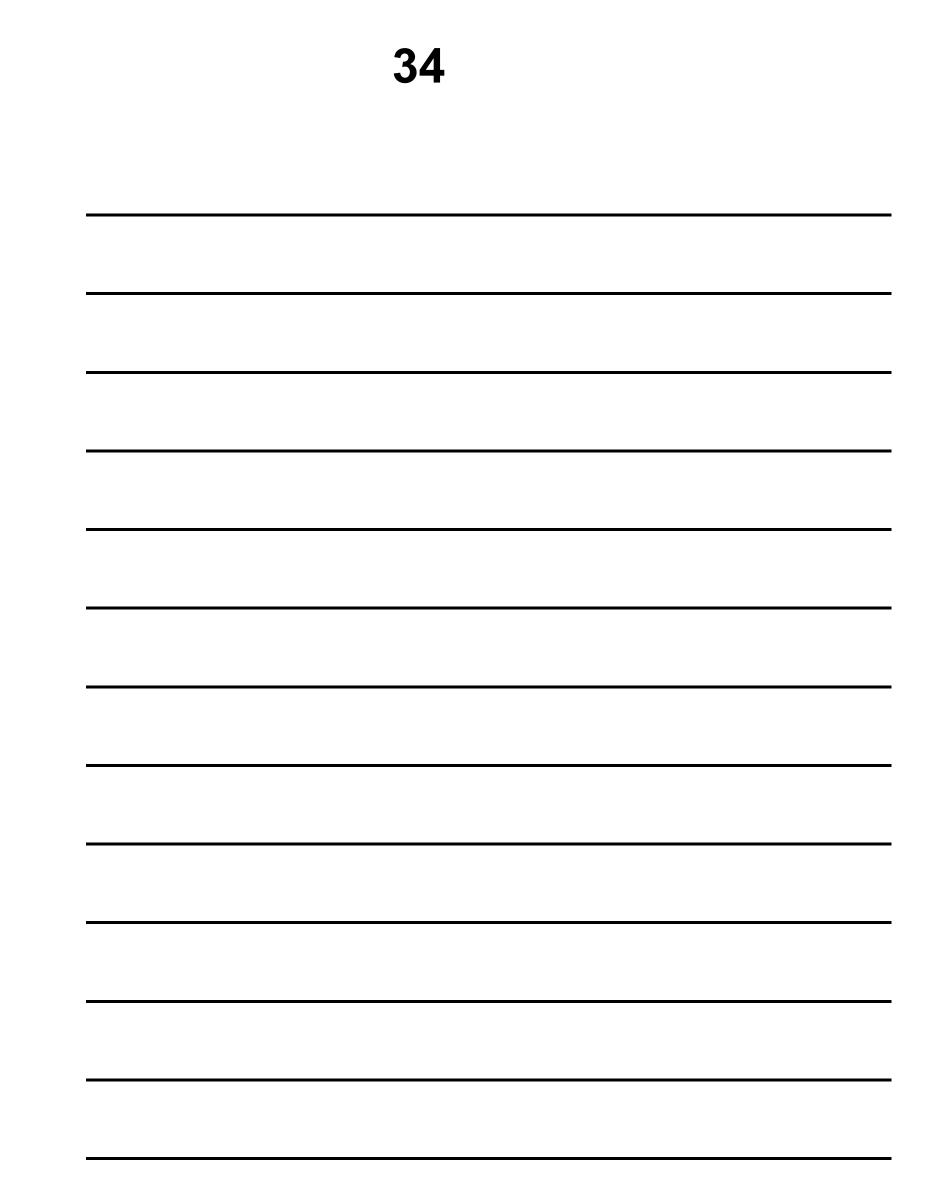












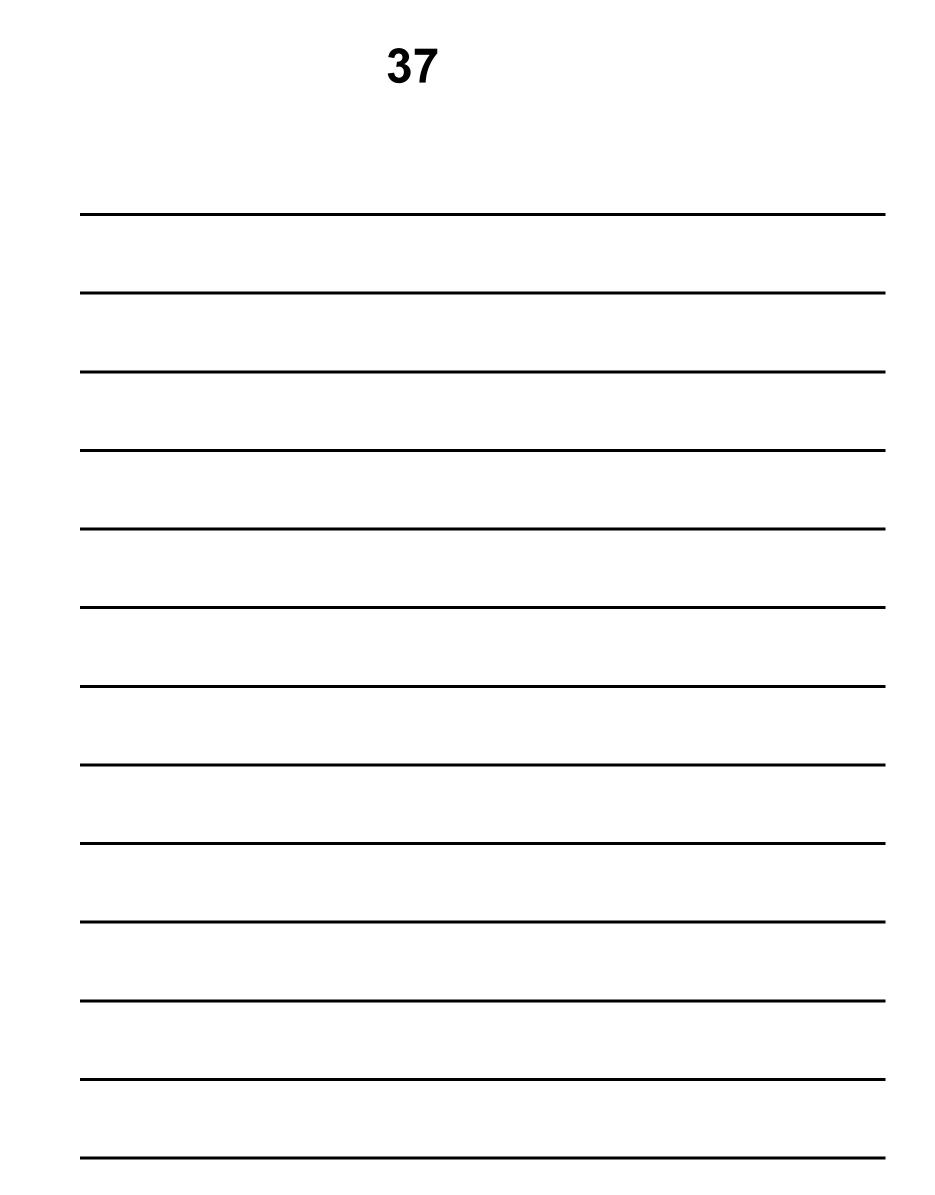


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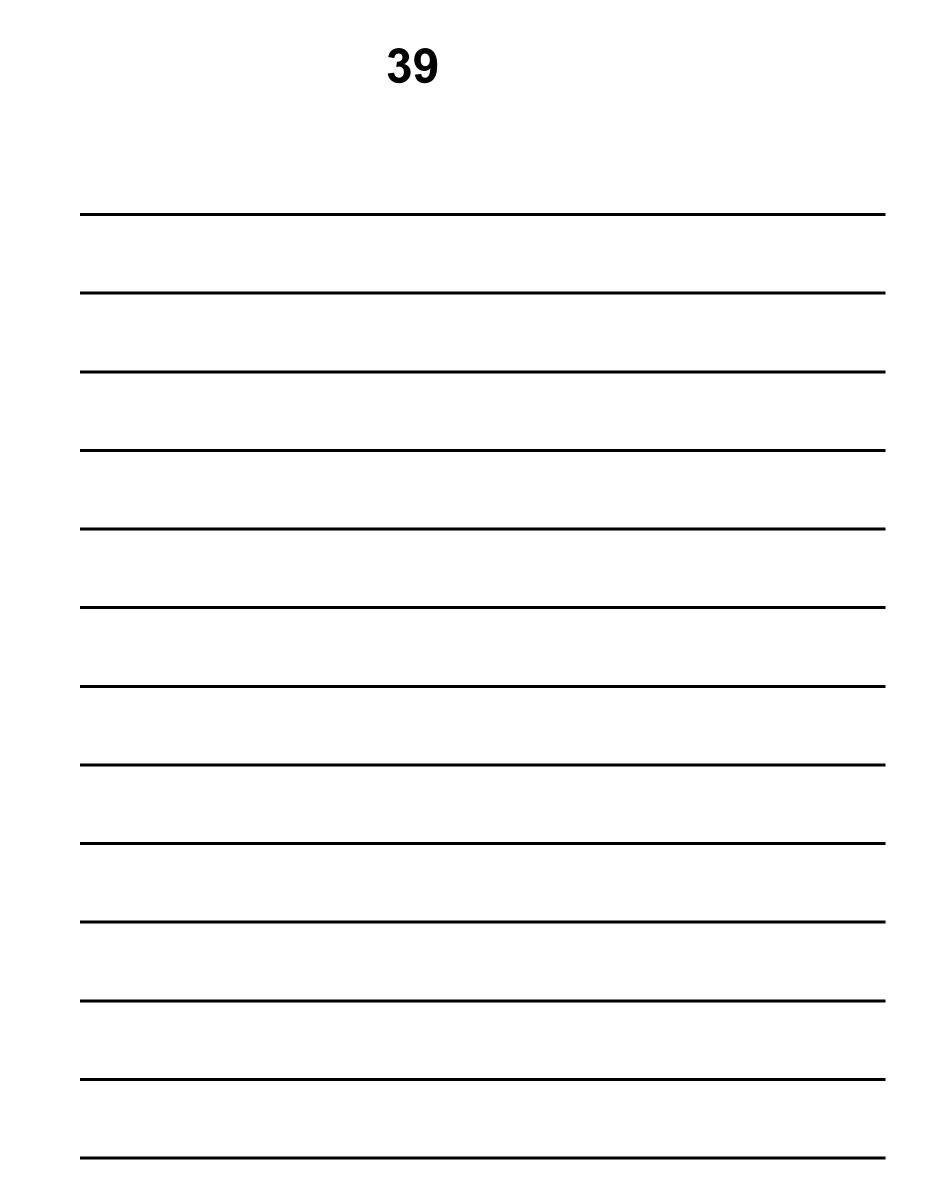






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<b>40</b>	

#### **END OF QUESTIONS**





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Question	Mark	
1		
2		
3		
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5		
6		
TOTAL		

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