

# A-level Business 7132/3

Paper 3 Business 3

Specimen 2014

Morning

2 hours

**Materials**

For this paper you must have:

- a calculator.

**Instructions**

- Use black ink or black ball-point pen.
- Fill in the boxes at the bottom 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 that you do not want to be marked.

**Information**

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 100.

Please write clearly, in block capitals, to allow character computer recognition.

Centre number

Candidate number

Surname

Forename(s)

Candidate signature \_\_\_\_\_

Answer **all** question(s) in the spaces provided.

Read the **case study** in the **insert booklet** and then answer the questions.

**0 1**

Analyse how marketing research might have helped Sainsbury's to increase its market share between 2004 and 2013.

**[12 marks]**

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Lined writing area consisting of 25 horizontal lines.



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Extra space

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Lined writing area with 16 horizontal lines. The text "Extra space" is written on the 9th line from the top.

Extra space



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Extra space

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A large rectangular box with a thin black border. Inside the box, there are 26 horizontal black lines spaced evenly, creating a ruled writing area. The lines are parallel and extend across most of the width of the box, leaving small margins on the left and right sides.



Lined writing area with horizontal lines.

Extra space



