# 

## 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.

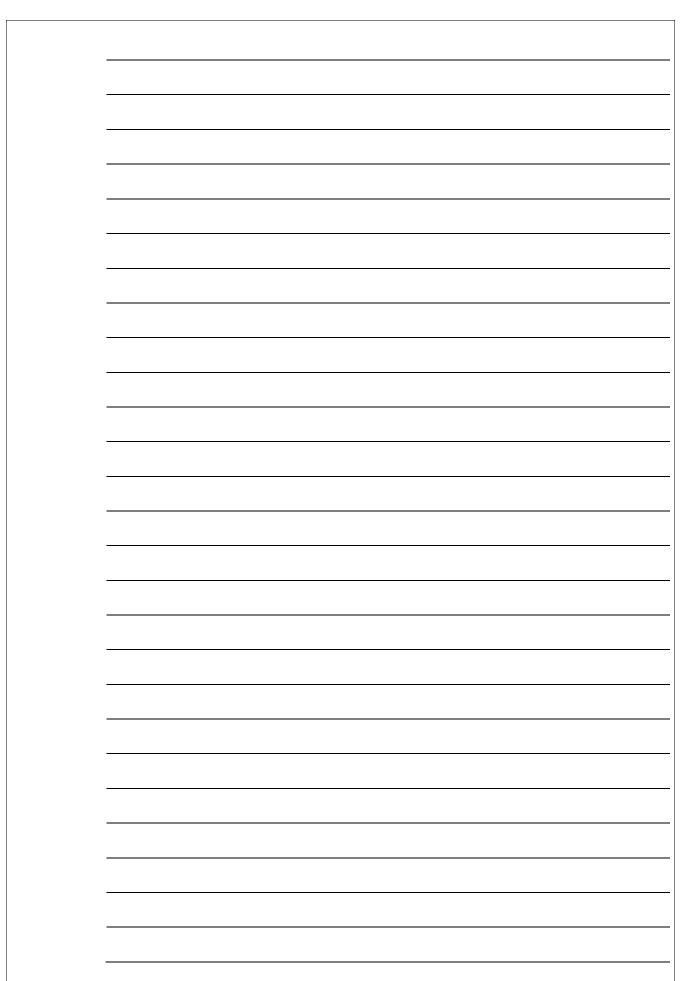
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Surname							
Forename(s)							
Candidate signatu	ure						)

	Answer <b>all</b> question(s) in the spaces provided.
	Read the <b>case study</b> in the <b>insert booklet</b> 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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02	Analyse how effective supply chain management increases Sainsbury's competitiveness.	
		[12 marks]
	Extra space	

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From 2011 to 2013, Sainsbury's gearing rose from 35.9% to 40.1% and its current ratio increased from 0.55 to 0.61. Evaluate the possible implications of these changes for Sainsbury's during a period of 'difficult market conditions' (line 74) and low interest rates.
[16 marks]

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what extent do you think greater employee engagement was vital for be financially successful?	
	[16 mark

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Extra space

0 5	Sainsbury's has set objectives for Corporate Social Responsibility (CSR) i categories. To what extent do you think it is essential for Sainsbury's to s objectives for CSR? Justify your view.	n five et these
		[20 marks]

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Extra space
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06	Under Justin King, Sainsbury's changed its strategy. Do you think that to be successful the strategy of a business needs to be determined mainly by what is happening in its external environment? Justify your answer. [24 m	arks]

	Extra space
1	



	END OF QUESTIONS
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