

Surname	
Other Names	
Centre Number	
Candidate Number _	
Candidate Signature	

AS BUSINESS

Paper 2 Business 2

7131/2

Friday 25 May 2018 Afternoon

Time allowed: 1 hour 30 minutes

For this paper you must have:

- the insert (enclosed)
- a calculator.

At the top of the page, write your surname and other names, your centre number, your candidate number and add your signature.



BLANK PAGE



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

DO NOT TURN OVER UNTIL TOLD TO DO SO



Answer ALL questions.

Read the CASE STUDY in the INSERT BOOKLET.

0 1	Use FIGURE 2, on page 6 of the insert, to calculate how many overnight stays were required for HS to break-even in 2017. [3 marks]
	Break-even number of overnight stays
	Workings



0 2	Use FIGURE 2 to calculate the profit made by HS from hostels in 2017. [3 marks]					
	Profit					
	Workings					
[Turn ove	er]					



0 3	Explain ONE factor that may have influenced the design of the promotional mix used by HS to try and boost demand. [4 marks]





0 4	Analyse the financial benefit to HS of having a flexible workforce. [9 marks]





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0 5	Analyse why some stakeholder groups opposed HS's decision to open a city-centre hostel in Edinburgh. [9 marks]				





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0 6	How important do you think making profits is to HS?
	Justify your view. [16 marks]





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Was HS Justify	right to so your view.	ell the th [16 mai	ree hoste 'ks]	ls in 2010











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0 8	HS and other charities have suggested that money is not a motivator for staff in this sector. How important do you think money is as a motivator for employees in businesses generally? Justify your view. [20 marks]
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20

END OF QUESTIONS



There are no questions printed on this page

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

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