

Please write clearly in block capitals.

Centre number

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Candidate number

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Surname _____

Forename(s) _____

Candidate signature _____

I declare this is my own work.

INTERNATIONAL A-LEVEL BUSINESS

Unit 3: Business Strategy

Time allowed: 1 hour 45 minutes

Materials

For this paper you must have:

- the insert (enclosed).

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of the 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).
- All working must be shown.
- Do all rough work in this book. Cross through any work you do not want to be marked.
- You may **not** use an English dictionary.

Information

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

Advice

- You may use a bilingual dictionary.

For Examiner's Use	
Question	Mark
1.1	
1.2	
1.3	
1.4	
1.5	
2.1	
2.2	
2.3	
2.4	
2.5	
TOTAL	



Section A

Answer **all** questions in the spaces provided.

Read **Source One: Gabi's Style (GS)** in the **insert booklet** and then answer the questions.

0 1 . 1

Using **Table A** and **Table B**, calculate the payables days for GS for 2021.

[3 marks]

0 1 . 2

Use the Ansoff matrix to explain why Option 1 is a lower risk strategy for GS than Option 2.

[4 marks]



[9 marks]

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[12 marks]

[illegible]

[illegible]

[12 marks]

[illegible]

Do not write
outside the
box

Extra space

Turn over ►



Section B

Answer **all** questions in the spaces provided.

Read **Source Two: No-Emission Converters plc (NEC)** in the **insert booklet** and then answer the questions.

0 2 . 1

Calculate the dividend in \$ per share for NEC, for the year 2021.

[3 marks]

0 2 . 2

Analyse **one** way that shareholders of NEC might benefit from their investment in the business.

[4 marks]



Analyse **two** ways that the implementation of Kaizen could affect the productivity of NEC.

[illegible][illegible]

NEC believes that the use of the Triple bottom line will help it to achieve its objectives of increasing profit and market share.

[12 marks]

[illegible]

[illegible]

Turn over ►



Manzi wants to produce NEC's patented designs and use its brand name under license. Should NEC agree to this?

[12 marks]

[illegible]

END OF QUESTIONS

40



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outside the
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**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**



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