

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 4: Business Decision Making

Time allowed: 1 hour 45 minutes

Materials

For this paper you must have:

- the insert (enclosed)
- a calculator, which you are expected to use where appropriate.

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	
2	
3	
4	
5	
6	
7	
8	
9	
10.1	
10.2	
10.3	
TOTAL	



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

A magazine publishing company is experiencing falling profit margins. Its new Chief Executive has decided to implement a strategy of delayering.

Recommend which leadership style the Chief Executive should adopt to implement delayering. Justify your answer.

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outside the
box

Extra space

Turn over ►



[12 marks]

[illegible]

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[12 marks]

[illegible]

[illegible]

Turn over ►



Section BAnswer **all** questions in the spaces provided.Read the **case study** in the **insert booklet** and then answer the questions.**0 4**State **two** ways in which the size of film and television streaming companies such as SFT may be measured.**[2 marks]**

2**0 5**

SFT intends to spend \$15 billion on original content in 2022. Calculate the percentage increase in SFT's spending on original content between 2019 and 2022 if it does spend this amount.

[2 marks]

2**0 6**Using **Figure 4**, calculate the profit margin for other regions in 2021 Quarter 2.**[2 marks]**

2

0 7

Using **Figure 4**, calculate US sales as a percentage of SFT's total sales revenue in 2021 Quarter 2.

[2 marks]

2

0 8

Explain **one** possible reason for the changes in the rate of growth in the video streaming market shown in **Figure 1**.

[4 marks]

4

0 9

Using **Figure 6**, calculate the gearing for SFT as at 30 June 2021.

[2 marks]

2

Turn over ►



Your report should:

- analyse the strengths of SFT's position
- analyse the weaknesses and threats faced by SFT
- recommend actions that SFT could take to maintain its competitive advantage.

[9 marks]

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Extra space



[9 marks]

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface.[illegible]

9

With reference to your analysis, recommend actions that SFT could take to maintain its competitive advantage.

[12 marks]

[illegible]

END OF QUESTIONS

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box*

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



