

Please write clearly in block capitals.

Centre number

--	--	--	--	--

Candidate number

--	--	--	--

Surname

Forename(s)

Candidate signature

I declare this is my own work.

INTERNATIONAL AS BUSINESS

Unit 1: Business and Markets

Friday 10 January 2025

07:00 GMT

Time allowed: 1 hour 30 minutes

Materials

For this paper you must have:

- 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 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.
- 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	
11	
12	
13	
14	
TOTAL	



Section A

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

Only **one** answer per question is allowed.

For each multiple-choice question completely fill in the circle alongside the appropriate answer.

CORRECT METHOD 

WRONG METHODS    

If you want to change your answer you must cross out your original answer as shown. 

If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown. 

0 1

Which of the following is an advantage of operating in a mass market?

[1 mark]

A Ability to charge premium prices

☐

B Close links to customers

☐

C High levels of sales

☐

D Low levels of competition

☐

1

0 2

Statement 1: strategy is the overall goal the owner of a business wishes to achieve.
Statement 2: tactics are short-term plans focusing on day-to-day decision making.

Choose **one** option.

[1 mark]

A Statement 1 is false and statement 2 is false.

☐

B Statement 1 is false and statement 2 is true.

☐

C Statement 1 is true and statement 2 is false.

☐

D Statement 1 is true and statement 2 is true.

☐

1



0 3 Which of the following is likely to lead to rising profits for luxury retailers?

Increases in:

[1 mark]

A competition from abroad.

☐

B cost of inputs.

☐

C incomes of consumers.

☐

D interest rates on loans.

☐

1

0 4 **Table 1** shows financial data for company X.

Table 1

Number of shares issued	25 000
Initial share price	\$0.25
Current share price	\$0.37

Using **Table 1**, the market capitalisation for company X is:

[2 marks]

2

Turn over for the next question

Turn over ►

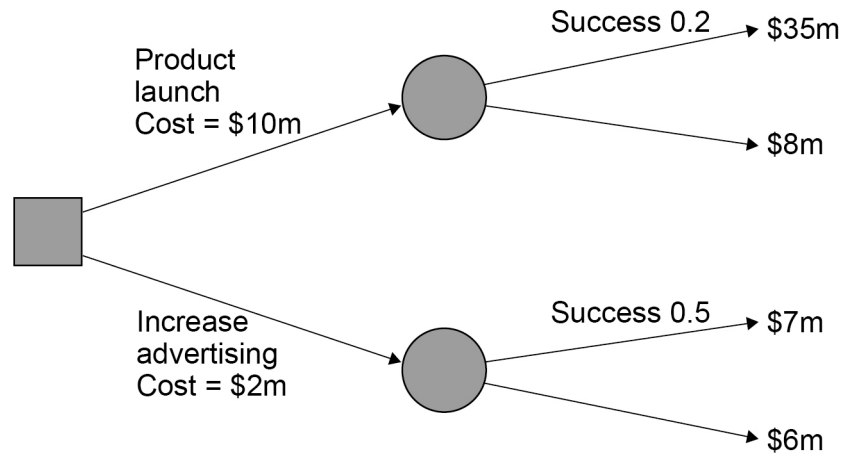


0 5

Figure 1 shows a decision tree. This shows the outcomes if a business decides to either:

- launch a new product, **or**
- increase advertising of its current product range.

Figure 1



Using **Figure 1**, calculate the net gain of choosing to increase advertising of its current product range.

[3 marks]

3



0 6

A market has many established businesses.

Explain **one** difficulty for an entrepreneur setting up in this market.**[3 marks]**

3**0 7**

A business sells luxury holidays.

Explain **one** benefit to this business of using relationship marketing.**[3 marks]**

3**0 8**During a period of falling profits, explain **one** advantage of being a family business.**[3 marks]**

3**Turn over for Section B****Turn over ►**

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

A manufacturing business believes its products are entering the maturity stage of the product life cycle.

Analyse **two** changes the business may make to its marketing mix.

[illegible]

[9 marks]

Extra space _____

9

[9 marks]

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.[illegible]

9



Turn over for Section C

*Do not write
outside the
box*

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

Turn over ►



0 9

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

A large chain of supermarkets is aiming to increase sales revenue. Is targeting repeat sales the best way of achieving this?

Assess the arguments for and against and make a judgement.

[12 marks]

[illegible]

12

[12 marks]

[illegible]

Do not write
outside the
box

Extra space

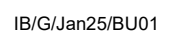
Turn over ►



[12 marks]

[illegible]

12



There are no questions printed on this page

*Do not write
outside the
box*

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



[illegible]

There are no questions printed on this page

*Do not write
outside the
box*

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

Copyright information

For confidentiality purposes, all acknowledgements of third-party copyright material are published in a separate booklet. This booklet is published after each live examination series and is available for free download from www.oxfordaqa.com

Permission to reproduce all copyright material has been applied for. In some cases, efforts to contact copyright-holders may have been unsuccessful and OxfordAQA will be happy to rectify any omissions of acknowledgements. If you have any queries please contact the Copyright Team.

Copyright © 2025 OxfordAQA International Examinations and its licensors. All rights reserved.

