

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

Friday 10 January 2025 07:00 GMT 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 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
1.1	
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: Yorkshire Toys** in the **Insert Booklet** and then answer the questions.

0 1 . 1

Calculate the return on capital employed for Yorkshire Toys in 2024.

[3 marks]

3

0 1 . 2

Yorkshire Toys pays above the minimum wage in Vietnam.

Analyse **one** reason why Yorkshire Toys may choose to do this.

[4 marks]

4



[9 marks]

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

9

The Operations Director thinks reshoring production back to the UK is a good way of increasing the profitability of Yorkshire Toys. Do you agree?

[12 marks]

[illegible]

Do not write
outside the
box

Extra space

Turn over ►



The Marketing Director believes that selling internationally is the best option to increase Yorkshire Toys' sales. Do you agree?

[12 marks]

[illegible]

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outside the
box

Extra space

Turn over ►



Section B

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

Read **Source Two: Fusion** in the **Insert Booklet** and then answer the questions.

0 2 . 1 Using **Table 2**, calculate the payback period.

[3 marks]

3

0 2 . 2 Analyse **one** benefit to Fusion of implementing digital technology into its restaurant.

[4 marks]

4



Fusion decided to source its ingredients ethically. Analyse the impact of this decision on **two** functional areas of the business.

[illegible][illegible]

9

Rashid is considering making his leadership style more subordinate-centred (see **Figure 1**). Is this a good idea?

[12 marks]

[illegible]

12

[12 marks]

[illegible]

END OF QUESTIONS

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outside the
box*

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



