

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

Thursday 16 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	
2	
3	
4	
5	
6	
7	
8.1	
8.2	
8.3	
TOTAL	



J A N 2 5 B U 0 4 0 1

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

A footwear brand has been very successful selling its products online. The owner has decided to open a retail store to increase profits.

[12 marks]

[illegible]

12

[12 marks]

[illegible]

Extra space



[12 marks]

[illegible]

Extra space



Section B

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

Read the **case study** in the **Insert Booklet** and then answer the questions.

0	4
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Calculate the increase in Saka plc's gearing if it decides to expand its hotel chain into Europe.

[4 marks]

4

0	5
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The unemployment rate in Europe is forecast to increase over the next 3 years.

Explain **one** impact this might have on Saka plc.

[4 marks]

4



0 6Calculate Saka plc's forecast dividend yield **without expansion**.**[2 marks]**

2
0 7

The directors of Saka plc are thinking about expanding its hotel chain into Europe.

Explain which growth strategy from Ansoff's matrix Saka plc is proposing to use.

[4 marks]

4
Turn over for the next question**Turn over ►**

- analyse the potential benefits for Saka plc of expanding its hotel chain into Europe
- analyse the potential problems for Saka plc of expanding its hotel chain into Europe
- with reference to your analysis, recommend whether Saka plc should expand its hotel chain into Europe. You should justify your recommendation.

[9 marks]

[illegible]

C



Analyse the potential problems for Saka plc of expanding its hotel chain into Europe. **[9 marks]**

Extra space

9

Turn over for the next question

Turn over ►



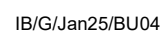
With reference to your analysis, recommend whether Saka plc should expand its hotel chain into Europe.

[12 marks]

[illegible]

Extra space

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**



Question number	Additional page, if required. Write the question numbers in the left-hand margin.
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