



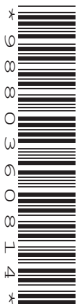
Oxford Cambridge and RSA

**Friday 24 May 2024 – Afternoon**

**AS Level Business**

**H031/02 The wider business environment**

**Time allowed: 1 hour 30 minutes**



**You must have:**

- the Resource Booklet

**You can use:**

- a calculator



Please write clearly in black ink. **Do not write in the barcodes.**

Centre number

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Candidate number

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First name(s)

Last name

### INSTRUCTIONS

- Use black ink.
- Write your answer to each question in the space provided. You can use extra paper if you need to, but you must clearly show your candidate number, centre number and the question numbers.
- Use the Resource Booklet to answer the questions in **Section B**.
- Answer **all** the questions.

### INFORMATION

- The total mark for this paper is **60**.
- The marks for each question are shown in brackets [ ].
- Quality of extended response will be assessed in questions marked with an asterisk (\*).
- This document has **12** pages.

### ADVICE

- Read each question carefully before you start your answer.

## Section A

- 1 Explain what is meant by a 'kanban' stock control system.

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..... [2]

2

- (a) Explain **one** advantage to a business of good employer/employee relations.

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..... [2]

- (b) Explain **one** disadvantage to a business of poor employer/employee relations.

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..... [2]

- 3 Some budgeting data for a business is shown below.

	Budgeted	Actual
Revenue	£31 000	£30 000
Cost of sales	£19 500	£20 000
Gross profit	£11 500	

Calculate the gross profit variance, stating whether the variance is adverse or favourable.

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Answer ..... [3]

- 4 Explain **one** way national government policies could affect an estate agent selling houses.

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..... [2]

- 5 A tomato farmer has monthly fixed costs of £500. The monthly break-even level of output for the farm is 2000 kg of tomatoes, at a selling price of £0.60 per kg.

Calculate how many kilograms of tomatoes the farmer needs to sell to achieve a monthly profit of £3000.

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Answer ..... [3]

6 Explain **one** difference between the law and ethics.

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..... [2]

7 Explain **one** way a restaurant might use benchmarking.

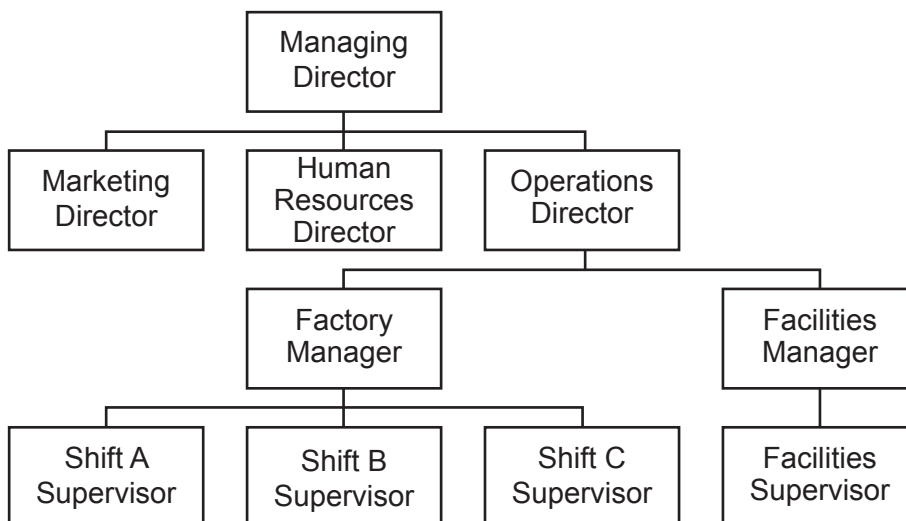
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..... [2]

8 An extract from a company's organisational model is shown below.



(a) Identify how this hierarchy is organised.

..... [1]

(b) Identify the Operations Director's span of control.

..... [1]

**9** Explain what is meant by cash-flow.

..... [2]

**[12]**

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This image shows a full page of white paper with horizontal dashed lines, typical of primary school handwriting practice paper. The lines are evenly spaced and run across the entire width of the page. There are no margins, text, or other markings present.

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**11** Calculate GAME's market share in 2019.

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Answer ..... **[2]**

**12** Explain **two** likely reasons why GAME chooses to operate in non-physical markets.

1 .....

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2 .....

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**[4]**

**13\*** Evaluate the importance of Martyn Gibbs' leadership to the success of GAME.

**[20]**

[illegible]





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