



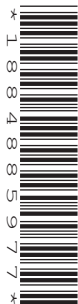
Oxford Cambridge and RSA

Monday 9 June 2025 – Afternoon

A Level Business

H431/03 The global business environment

Time allowed: 2 hours



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, the centre number and the question numbers.
- Use the Resource Booklet to answer **all** the questions.

INFORMATION

- The total mark for this paper is **80**.
- 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 **16** pages.

ADVICE

- Read each question carefully before you start your answer.

2

- 1 State **two** ways to measure the size of a business.

1

2 [2]

- 2 Refer to **Extract B**.

One industry estimate is that there will be 8500 gyms and fitness centres in the UK by 2028.

Calculate PureGym's potential UK market share in 2028 based on this prediction.

Answer = % [2]

- 3 An analyst recently described the gym market as monopolistically competitive.

Explain **two** features of the UK gym market which would suggest this statement is true.

1

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2

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..... [4]

4* Evaluate likely external causes of change facing PureGym.

[20]

[illegible]

This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

5

- (a) Analyse **one** method of non-monetary motivation PureGym could use for its personal trainers to ensure the efficient operation of its gyms.

[6]

(b) Analyse **two** methods of recruitment that PureGym could use to recruit personal trainers.

[6]

6 Discuss how PureGym could improve its capacity management.

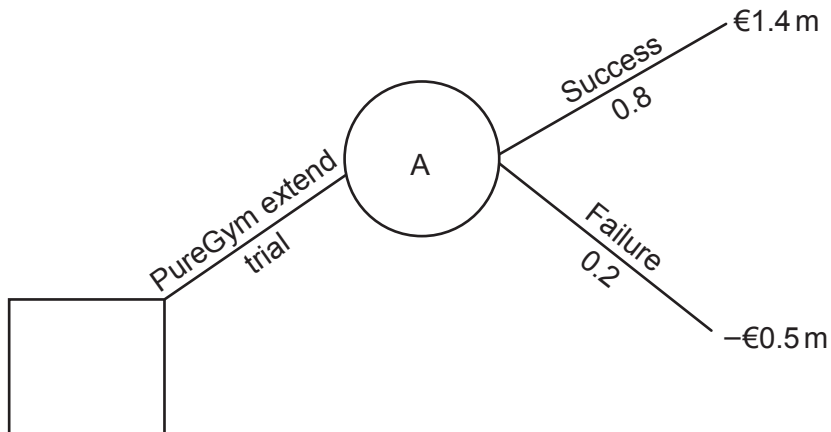
[10]

This image shows a full page of a handwriting practice worksheet. It consists of approximately 20 horizontal rows. Each row is defined by two parallel dotted lines, creating a series of uniform gaps for letter height. The lines are evenly spaced across the entire page, providing a guide for consistent letter formation. There is no text or other markings on the page.

- 7 GymMaschine (GM) is an organisation based in Switzerland which manufactures gym equipment. GM has approached PureGym as a potential customer for its equipment.

GM is considering offering PureGym a trial of its equipment in one gym. Based on whether that trial is successful, GM will decide whether to extend the trial to more gyms.

Based on supplying to another gym chain, GM has used a decision tree. A section of that decision tree is shown below.



- (a) Calculate the value for A.

[3]

(b) Explain **two** reasons why the information shown on the decision tree **may not** be useful to GM.

1

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2

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[4]

(c) GM is considering investing in a new piece of manufacturing equipment to improve its productive efficiency and output of exercise bikes. The equipment it is considering costs €43 000. The table shows investment appraisal data.

Year	Net return (€)	Discount rate 5%	Present value (€)
0	(43 000)	1.0	(43 000)
1	11 000	0.952	
2	16 000	0.907	14 512
3	19 000	0.864	16 416
4	24 000	0.823	19 752

By completing the present value for **Year 1**, calculate the net present value (NPV) for this investment.

Answer = € [3]

- 8*** Discuss the extent to which 'product' is the most important element of the marketing mix for PureGym.

[20]

[illegible]

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END OF QUESTION PAPER

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