



Oxford Cambridge and RSA

Friday 16 May 2025 – Morning

AS Level Business

H031/01 The local business environment

Resource Booklet

Time allowed: 1 hour 30 minutes



INSTRUCTIONS

- Use this Resource Booklet to answer the questions in **Section B**.
- You can write on this Resource Booklet but it will not be sent for marking.

INFORMATION

- The business described in this Resource Booklet is a **real** business.
- This document has **4** pages.

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Extract D

KCOM's marketing and achievements

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Table 1
UK telecommunications industry revenue

Total industry revenue	£bn
2021	31.1
2022	31.8

Source: Adapted from <https://www.statista.com/statistics/270709/telecommunications-industry-revenue-in-the-united-kingdom-uk> (Accessed 4/11/2023)

Fig. 1
UK broadband market share 2023 (number of customers)

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NB: All data was correct at the time of writing.

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