



Rewarding Learning

ADVANCED SUBSIDIARY (AS)
General Certificate of Education

Centre Number

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Candidate Number

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Business Studies

Assessment Unit AS 2

assessing

Growing the Business



[SBU21]

SBU21

SPECIMEN QUESTION PAPER FOR STYLE

TIME

1 hour 30 minutes.

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.

You must answer the questions in the spaces provided.

Do not write outside the boxed area on each page or on blank pages.

Complete in black ink only. **Do not write with a gel pen.**

INFORMATION FOR CANDIDATES

The total mark for this paper is 80.

Quality of written communication will be assessed in Question 1 parts (c) and (d) and Question 2 parts (c) and (d).

Quantitative skills will be assessed in Question 2 parts (a), (b) and (d).

Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.

Any workings should be clearly shown since marks may be awarded for partially correct solutions. This paper is accompanied by a Case Study Booklet.

ADVICE TO CANDIDATES

You are advised to take account of the marks for each part question in allocating the available examination time.

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Answer **both** questions

Read Case Study 1 (Jet2Holidays) and answer the questions that follow.

1 (a) Explain the **Introduction Stage** of the product life cycle, using Jet2Holidays as an example.

[4]



(b) Using the information in the case study, analyse **two** factors which might determine the degree of competition in the holiday market.

[8]

[Turn over

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(c) Analyse **three** benefits to Jet2Holidays of using mobile technology to increase market share.





[10]

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CE Learning
Rewinding |

Read Case Study 2 (Groomin' Gorgeous) and answer the questions that follow.

2 (a) Explain the term **leasing** using an example from the case study.

[4]



(b) Analyse **two** ways in which Groomin' Gorgeous can increase contribution per treatment (as shown in **Table 1**).





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(Questions continue overleaf)

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(c) Analyse **three** promotional methods that Groomin' Gorgeous could use to promote the new mobile dog grooming service.





[10]





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For Examiner's use only	
Question Number	Marks
1(a)	
1(b)	
1(c)	
1(d)	
2(a)	
2(b)	
2(c)	
2(d)	

Total Marks	
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Examiner Number

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