



Rewarding Learning

**ADVANCED**  
General Certificate of Education

Centre Number

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Candidate Number

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# Business Studies

Assessment Unit A2 2

*assessing*

The Competitive

Business Environment



**[ABU21]**

\*ABU21\*

## SPECIMEN QUESTION PAPER FOR STYLE

### TIME

2 hours.

### 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. Answer all questions.**

**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 90.

Quality of written communication will be assessed in Questions **4, 5** and **6**.

Quantitative skills will be assessed in Questions **1, 2** and **6**.

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. You may use a calculator.

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.

14834



\*20ABU2101\*

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\*20ABU2102\*



Answer **all** questions

**Read the case study (CDE Limited) and answer the questions that follow.**

**1** Explain the key business risks and uncertainties facing CDE. **[6]**

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\*20ABU2107\*

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\*20ABU2108\*











5 Evaluate CDE's ethics as a source of competitive advantage.

[20]

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\*20ABU2113\*

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\*20ABU2114\*





6 Evaluate the instruments used by the UK government to achieve its policy objectives of steady and sustained economic growth. [20]

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Handwriting practice lines consisting of 21 horizontal lines spaced evenly down the page.

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\*20ABU2116\*



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\*20ABU2117\*

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**THIS IS THE END OF THE QUESTION PAPER**

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\*20ABU2119\*

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For Examiner's use only	
Question Number	Marks
1	
2	
3	
4	
5	
6	

<b>Total Marks</b>	
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Examiner Number

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\*20ABU2120\*