

Please check the examination details below before entering your candidate information

Candidate surname	Other names
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**Pearson Edexcel
International
Advanced Level**

Centre Number

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Candidate Number

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Tuesday 7 January 2020

Morning (Time: 2 hours)	Paper Reference WBS11/01
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Business
International Advanced Subsidiary/Advanced Level
Unit 1: Marketing and people

You must have:
Source Booklet (enclosed)

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions in Sections A, B and C.
- Answer the questions in the spaces provided – *there may be more space than you need.*

Information

- The total mark for this paper is 80.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*
- Calculators may be used.

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ▶

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A large, empty rectangular box with rounded corners, intended for writing or drawing. It is centered on the page and occupies most of the available space.