

Please check the examination details below before entering your candidate information

Candidate surname

Other names

Pearson Edexcel
International
Advanced Level

Centre Number

Candidate Number

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Time 2 hours

Paper
reference

WBS12/01

Business

International Advanced Subsidiary
UNIT 2: Managing business activities

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.
- Good luck with your examination.

Turn over ►

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Pearson

(c) Analyse **two** ways that employee protection legislation may affect a business such as *BDVP*.

(6)

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BDVP is considering the use of factoring.

(d) Discuss whether this is a suitable way to improve liquidity for BDVP.

(8)

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(e) Assess whether improving employee motivation is likely to be the most effective way to increase productivity for a business such as *BDVP*.

(10)

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(Total for Question 1 = 30 marks)

TOTAL FOR SECTION A = 30 MARKS



SECTION B

Read Extracts C and D in the Source Booklet before answering Question 2.

Write your answers in the spaces provided.

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2 (a) Define the term 'market conditions'. (Extract C, line 6)

(2)

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(b) Using the data in Extract C, calculate the profit for the year (net profit) for *Hostelworld* in 2018. You are advised to show your working.

(4)

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(c) Analyse **two** ways *Hostelworld's* efficiency might be affected by having an option of how to make a booking.

(6)

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(d) Discuss whether share capital is likely to be a suitable method of financing for a business such as *Hostelworld* when planning its growth strategy.

(8)

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The Chief Executive of *Hostelworld* used forecasts about the increase in international tourism when planning the future of the business.

- (e) Assess the extent to which the business cycle should also be considered by *Hostelworld* when making decisions.

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(Total for Question 2 = 30 marks)

TOTAL FOR SECTION B = 30 MARKS



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(Total for Question 3 = 20 marks)

TOTAL FOR SECTION C = 20 MARKS
TOTAL FOR PAPER = 80 MARKS

