

Please check the examination details below before entering your candidate information

Candidate surname					Other names									
Pearson Edexcel International Advanced Level					Centre Number					Candidate Number				
					<input type="text"/>					<input type="text"/>				
Time 2 hours					Paper reference					WBS13/01				
Business International Advanced Level UNIT 3: Business decisions and strategy														
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 ►



(b) Using Extract C, calculate, to two decimal places, the return on capital employed (ROCE) for *Dunelm*. You are advised to show your working.

(4)

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(c) Discuss the benefits for *Dunelm* of having more than one distribution method. (8)

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(d) Assess the likely benefits for *Dunelm* from offering financial and non-financial rewards to its employees.

(12)

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(e) Assess the extent to which *Dunelm's* corporate culture contributes to its success.

(12)

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(Total for Question 1 = 40 marks)

TOTAL FOR SECTION A = 40 MARKS



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(Total for Question 2 = 20 marks)

TOTAL FOR SECTION B = 20 MARKS



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(Total for Question 3 = 20 marks)

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



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