

Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

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Forename(s)

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Candidate signature

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I declare this is my own work.

# INTERNATIONAL AS BUSINESS

## Unit 1: Business and Markets

Thursday 4 January 2024 07:00 GMT Time allowed: 1 hour 30 minutes

### Materials

For this paper you must have:

- a calculator, which you are expected to use where appropriate.

### Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided.  
Do not write outside the box around each page or on blank pages.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).
- All working must be shown.
- Do all rough work in this book. Cross through any work you do not want to be marked.
- You may **not** use an English dictionary.

### Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.

### Advice

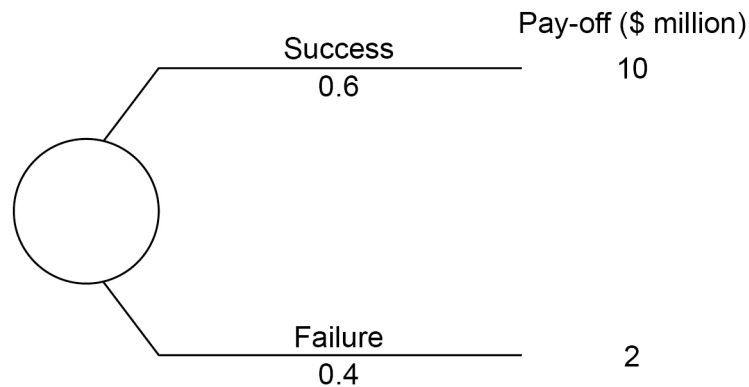
- You may use a bilingual dictionary.

| For Examiner's Use |      |
|--------------------|------|
| Question           | Mark |
| 1                  |      |
| 2                  |      |
| 3                  |      |
| 4                  |      |
| 5                  |      |
| 6                  |      |
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| 8                  |      |
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| 10                 |      |
| 11                 |      |
| 12                 |      |
| 13                 |      |
| 14                 |      |
| <b>TOTAL</b>       |      |



**Section A**Answer **all** questions in the spaces provided.Only **one** answer per question is allowed.

For each multiple-choice question completely fill in the circle alongside the appropriate answer.

CORRECT METHOD WRONG METHODS    If you want to change your answer you must cross out your original answer as shown. If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown. **0 1****Figure 1** shows an extract from a decision tree for launching a new product.**Figure 1**

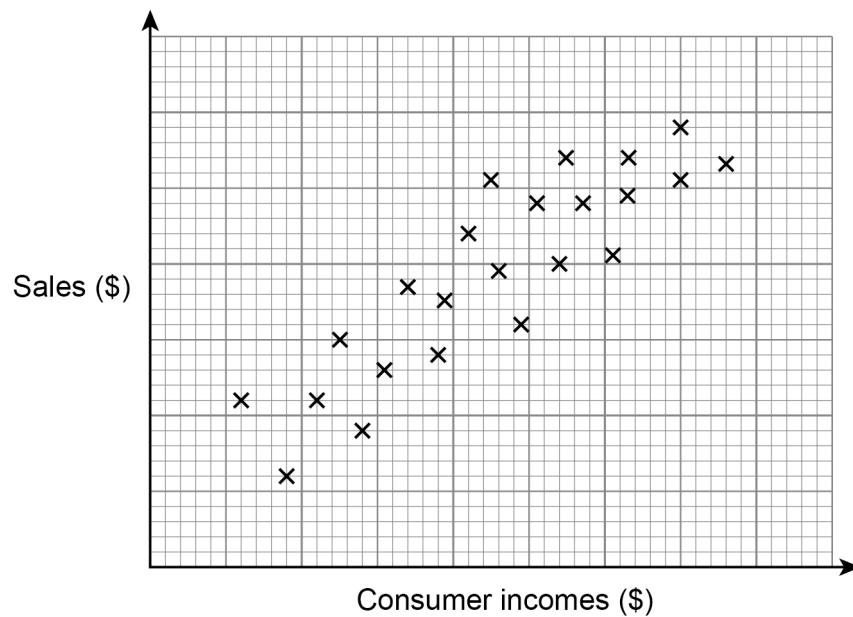
Which of the following is the expected value of the new product launch?

**[1 mark]****A** \$5.2 million☐**B** \$6.8 million☐**C** \$8.0 million☐**D** \$12.0 million☐**1**

0 2

**Figure 2** contains marketing data showing a link between the incomes of consumers and the sales of Product Z.

**Figure 2**



What type of correlation does **Figure 2** show?

[1 mark]

**A** Strong negative

☐

**B** Strong positive

☐

**C** Weak negative

☐

**D** Weak positive

☐

1

0 3

The price elasticity of demand for a product is  $-1.5$ . The price of the product is increased.

Which of the following statements is true?

[1 mark]

**A** Quantity sold will decrease and sales revenue will fall.

☐

**B** Quantity sold will decrease and sales revenue will rise.

☐

**C** Quantity sold will increase and sales revenue will fall.

☐

**D** Quantity sold will increase and sales revenue will rise.

☐

1

Turn over ►



**0 4**

In 2022, the market size in which Product X sells was \$750 000.

The market growth between 2022 and 2023 was 5%.

Sales of Product X in 2023 were \$42 000.

Calculate Product X's market share in 2023. Give your answer to **one** decimal place.

**[2 marks]**


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2**0 5**

Explain **one** difficulty for a small business targeting an international market.

**[3 marks]**


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3**0 6**

Explain **one** benefit to an investor of buying shares in a growing public limited company.

**[3 marks]**


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3

0 7

Explain **one** benefit for a sole trader of using sampling when undertaking market research.  
[3 marks]

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3

0 8

A business is about to enter a highly competitive market.

Explain **one** benefit of using a niche strategy.

[3 marks]

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3

Turn over for Section B

Turn over ►



Answer **all** questions in the spaces provided.

**[9 marks]**

[illegible][illegible]

9



**[9 marks]**

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

[illegible]

9

**[9 marks]**

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface.[illegible]

**Turn over for Section C**

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outside the  
box*

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ANSWER IN THE SPACES PROVIDED**

**Turn over ►**



Answer **all** questions in the spaces provided.

A business sells ethically produced products. The marketing manager believes public relations is the most effective way of promoting the business. Do you agree?

**[12 marks]**

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface. There is no handwriting or other markings on the paper.

Do not write  
outside the  
box

Extra space

Turn over ►



**[12 marks]**

[illegible]

[illegible]

12

FutureFun is about to launch a new video game in a market with many competitors. It has decided to enter the market using price skimming.

**[12 marks]**

[illegible]

**END OF QUESTIONS**

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ANSWER IN THE SPACES PROVIDED**



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[illegible]



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[illegible]

**There are no questions printed on this page**

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ANSWER IN THE SPACES PROVIDED**

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2 0



2 4 1 X B U O 1

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