

Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

I declare this is my own work.

INTERNATIONAL AS BUSINESS

Unit 1: Business and Markets

Wednesday 8 May 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

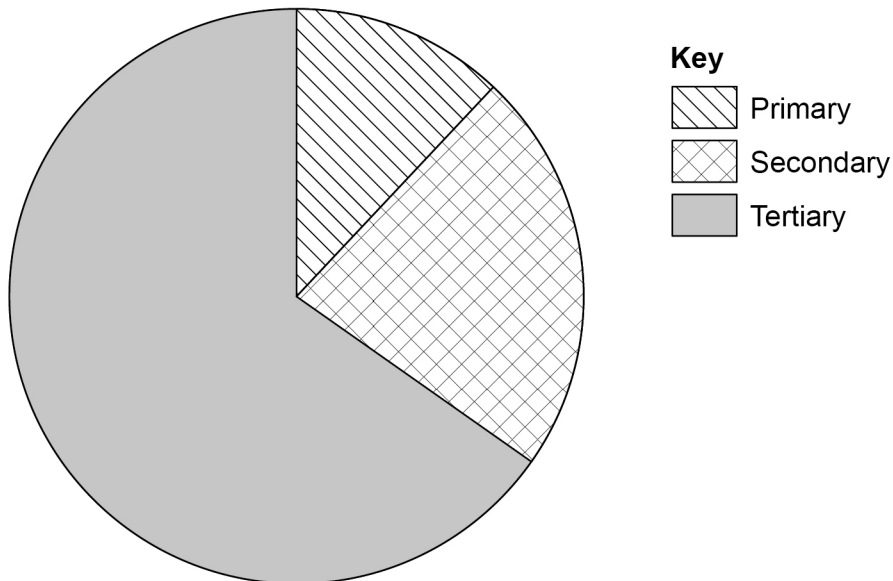
- You may use a bilingual dictionary.

For Examiner's Use	
Question	Mark
1	
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TOTAL	



Section AAnswer **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 the output of each sector in an economy as a proportion of total output.**Figure 1**Using **Figure 1**, which of the following statements is correct?**[1 mark]****A** The manufacturing sector is the largest when measured by output.☐**B** The primary sector is approximately one quarter of total output.☐**C** The service sector is approximately one third of total output.☐**D** The service sector is the largest when measured by output.☐**1**

0 2 **Table 1** shows financial data for company X.

Table 1

Dividends per share	\$0.15
Original issue price of each share	\$2.00
Current share price	\$3.75

Using **Table 1**, the dividend yield for company X is:

[1 mark]

- A** 2.6% ☐
- B** 4.0% ☐
- C** 5.6% ☐
- D** 7.5% ☐

1

0 3 **Table 2** shows data for a business between 2020 and 2023.

Table 2

	2020	2021	2022	2023
Sales (\$m)	25	45	65	110
Market size (\$m)	100	200	320	400

Based on the information shown in **Table 2**, which of the following statements is correct?

[1 mark]

- A** Market share was highest in 2023. ☐
- B** Market share was lowest in 2020. ☐
- C** Market size was largest in 2022. ☐
- D** Market size was smallest in 2021. ☐

1

Turn over ►



0 4**Table 3** shows the market share of companies in an industry.**Table 3**

Company	Market share (%)
A	29
B	22
C	16
D	11
E	8
All other companies	14
Total	100

Calculate the 3-company concentration ratio if **D** and **E** merge.**[2 marks]**

2**0 5**Explain **one** use of market mapping for a business entering a market for the first time.**[3 marks]**

3

0 6Explain **one** effect of higher interest rates on a business that builds and sells houses.**[3 marks]**

3**0 7**Explain **one** disadvantage to a co-operative of operating with many members.**[3 marks]**

3**0 8**Explain **one** advantage of using dynamic pricing for a business selling tickets for sporting events.**[3 marks]**

3**Turn over for Section B****Turn over ►**

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

A business produces a range of chocolate bars. It has noticed a rise in the number of consumers who want healthier products.

Analyse how using the Boston Matrix may help it to increase its sales.

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.

[9 marks]

[illegible][illegible]

9



[9 marks]

[illegible][illegible]

9



Turn over for Section C

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ANSWER IN THE SPACES PROVIDED**

Turn over ►



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

A private limited company is looking to change to a public limited company to help fund international expansion. Is this change a good idea?

Assess the arguments for and against and make a judgement.

[12 marks]

[illegible]

Do not write
outside the
box

Extra space

Turn over ►



[12 marks]

[illegible]

[illegible]

Turn over ►



A chain of vegan cafés sells to a small number of loyal consumers. It is considering moving into the mass market and also selling non-vegan food. Is this a good idea?

[12 marks]

[illegible]

12



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ANSWER IN THE SPACES PROVIDED**



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[illegible]

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ANSWER IN THE SPACES PROVIDED**

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