

Please write clearly in block capitals.

Centre number

Candidate number

Surname

Forename(s)

Candidate signature

I declare this is my own work.

INTERNATIONAL A-LEVEL BUSINESS

Unit 3 Business Strategy

Wednesday 28 May 2025 07:00 GMT Time allowed: 1 hour 45 minutes

Materials

For this paper you must have:

- the Insert (enclosed)
- 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
1.1	
1.2	
1.3	
1.4	
1.5	
2.1	
2.2	
2.3	
2.4	
2.5	
TOTAL	



Section A

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

Do not write
outside the
box

Read **Source One: Lujo** in the **Insert Booklet** and then answer the questions.

0 1 . 1

Opening a factory in Singapore is expected to cost 1 million euros. Estimated net cash flows are 250 000 euros per year for the first five years.

Using the information above, calculate the average rate of return for opening a factory in Singapore.

[3 marks]

3

0 1 . 2

ASEAN is considering more protectionist policies.

Analyse **one** impact these policies could have on the sales of Lujo if it continues to export to Singapore.

[4 marks]

4



[9 marks]

[illegible][illegible]

[12 marks]

[illegible]

Do not write
outside the
box

Extra space

Turn over ►



[12 marks]

[illegible]

12

Section B

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

Do not write
outside the
box

Read **Source Two: Prima Fashion** in the **Insert Booklet** and then answer the questions.

0 2 . 1 On 31/1/2024, PF's current ratio was 0.9.

Using the data in **Table 2**, calculate the difference in current ratio between 31/1/2024 and 31/1/2025.

[3 marks]

3

0 2 . 2 Analyse **one** potential stakeholder conflict that may occur due to the proposed change in the product's positioning.

[4 marks]

4



[9 marks]

This image shows a single 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

The finance director is concerned about the liquidity of PF. Are they right to be concerned?

[12 marks]

[illegible]

[illegible]

12

Option 2 is to move PF's position on Bowman's strategic clock. Will this help PF to increase profits?

[12 marks]

[illegible]

END OF QUESTIONS

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outside the
box*

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**



Question number	<p style="text-align: center;">Additional page, if required. Write the question numbers in the left-hand margin.</p>
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