



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.

AS BUSINESS

Paper 2 Business 2

Friday 24 May 2024

Afternoon

Time allowed: 1 hour 30 minutes

Materials

For this paper you must have:

- the Insert (enclosed)
- a calculator.

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).
- Do all rough work in this answer book. Cross through any work you do not want to be marked.

Information

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

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
TOTAL	



J U N 2 4 7 1 3 1 2 0 1

IB/G/Jun24/G4001/E7

7131/2

Answer **all** questions.

Read the **source** in the **Insert**.

Do not write
outside the
box

0 1

In 2023, PE Ltd had 120 employees.

The number of products it produced increased by 10% from 2022 to 2023.

Using **Figure 1**, calculate PE Ltd's annual labour productivity in 2023.

[3 marks]

3

0 2

Using **Figure 2**, calculate the monthly margin of safety for PE Ltd in 2023.

[3 marks]

3



0 3

PE Ltd is considering targeting individual customers directly in addition to selling to businesses.

Explain **one** impact this change could have on its promotional mix.

[4 marks]

Extra space

4

Turn over for the next question

Turn over ►



[9 marks]

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9



[9 marks]

[illegible]

9



[16 marks]

[illegible]

Extra space



[16 marks]

[illegible]

Extra space



[20 marks]

[illegible]

[illegible]

[illegible]

20



There are no questions printed on this page

*Do not write
outside the
box*

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



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