

Please write clearly in block ca	
Centre number	Candidate number
Surname	
Forename(s)	
Candidate signature	

# AS BUSINESS

Paper 2 Business 2

Tuesday 24 May 2016

Afternoon

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.
- 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.

0 1	A potential supplier is hoping to win a contract to make Moshi Monsters key rings. Information on this possible contract is provided in <b>Figure 3</b> . many key rings will the supplier need to sell each month to Mind Candy break even?	How
		_
	Number of key rings	
	Workings	
0 2	Using the information provided in <b>Figure 2</b> , calculate Mind Candy Ltd's profit margin in <b>2012</b> .	operating [3 marks]
	Operating profit margin	
	Workings	



0 3	Explain <b>one</b> reason why the views of SPARK Ventures are likely to be in when Mind Candy Ltd makes major decisions.	
		[4 marks]
	Extra space	
	•	
	Analysis why Mind Candy Ltd autopyrous production of Machi Manatara'	
0 4	Analyse why Mind Candy Ltd outsources production of Moshi Monsters' merchandise such as trading cards and cuddly toys.	
		[9 marks]



	-
	Extra space
0 5	Explain why venture capitalists such as SPARK Ventures may have been willing to provide finance to Michael Acton Smith for the growth of Mind Candy Ltd in
	2007. [9 marks]
	-



Extra snace		
Extra space		

Turn over for the next question



0 6	Mind Candy Ltd remains a private limited company despite some pres become a public limited company. Do you believe the business should to be a private limited company? Justify your answer.	sure to d continue
	to be a private inflited company? Justify your answer.	[16 marks]



7

Extra space		
-		



Turn over ▶

0 7	Mind Candy Ltd mainly uses non-financial methods to motivate its er With reference to theories of motivation, to what extent are non-financial motivation likely to be more effective than financial methods for MLtd? Justify your answer.	icial methods
	Eta: Justily your answer.	[16 marks]
		-



9

Extra space		



0 8	Mind Candy Ltd has been careful to behave ethically. Should ethics be the biggest influence on decision-making for all businesses? Justify your answer.  [20 marks]



Extra space	
Extra space	



## **END OF QUESTIONS**

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