



Surname _____

Other Names _____

Centre Number _____

Candidate Number _____

Candidate Signature _____

AS BUSINESS

Paper 2 Business 2

7131/2

Tuesday 24 May 2016

Afternoon

Time allowed: 1 hour 30 minutes

For this paper you must have:

- the insert (enclosed)
- a calculator.

[Turn over]



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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 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.**

DO NOT TURN OVER UNTIL TOLD TO DO SO



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]

[Turn over]





0 6

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

[Turn over]



[Turn over]





07

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

[Turn over]



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]



[Turn over]





[Turn over]



END OF QUESTIONS

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