



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

AS BUSINESS

Paper 2 Business 2

Friday 25 May 2018

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.
- 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 1 8 7 1 3 1 2 0 1

IB/G/Jun18/E7

7131/2

Do not write
outside the
box

Answer **all** questions.

Read the **case study** in the **insert booklet**.

0 1

Use **Figure 2** to calculate how many overnight stays were required for HS to break-even in 2017.

[3 marks]

Break-even number of overnight stays _____

Workings _____

3

0 2

Use **Figure 2** to calculate the profit made by HS from hostels in 2017.

[3 marks]

Profit _____

Workings _____

3



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outside the
box

0 3

Explain **one** factor that may have influenced the design of the promotional mix used by HS to try and boost demand.

[4 marks]

Extra space

4

Turn over for Question 4

Turn over ►



Do not write
outside the
box

Extra space

Turn over ►



Do not write
outside the
box

Extra space _____

Turn over ►



