



**Surname** \_\_\_\_\_

**Other Names** \_\_\_\_\_

**Centre Number** \_\_\_\_\_

**Candidate Number** \_\_\_\_\_

**Candidate Signature** \_\_\_\_\_

## **A-level**

# **BUSINESS**

**Paper 3 Business 3**

**7132/3**

**Monday 18 June 2018 Morning**

**Time allowed: 2 hours**

**For this paper you must have:**

- a calculator
- the insert.

**At the top of the page, write your surname and other names, your centre number, your candidate number and add your signature.**

**[Turn over]**



**BLANK PAGE**



## **INSTRUCTIONS**

- **Use black ink or black ball-point pen.**
- **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 marks for questions are shown in brackets.**
- **The maximum mark for this paper is 100.**

**DO NOT TURN OVER UNTIL TOLD TO DO SO**



Answer ALL questions in this section.

Read the CASE STUDY in the INSERT.

**0 1** Analyse TWO benefits to Hopps Clothing Ltd of creating a strong brand. [12 marks]

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**0 2** Analyse the value of effective inventory control to Hopps Clothing Ltd. [12 marks]

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**0 3** Using the data in APPENDIX B and the CASE STUDY, evaluate whether Jack is likely to meet the deadline for his new range. [16 marks]

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<b>16</b>



**0 4** In his first year, Jack only used e-commerce instead of distributing through a retailer. To what extent was this a good choice? You should support your answer using APPENDIX A and the CASE STUDY. [16 marks]

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**0 6**

**Jack plans to grow his business rapidly over the next few years.**

**To what extent is it possible for businesses to overcome the problems caused by rapid growth?**

**[24 marks]**

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**END OF QUESTIONS**

24





**There are no questions printed on this page**



**There are no questions printed on this page**

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
<b>TOTAL</b>	

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