

A



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

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

[Turn over]



JUN187132301

For this paper you must have:

- **a calculator**
- **the insert.**

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



04

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]

[Turn over]





0	5
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Considering both quantitative and qualitative factors, should Jack give up his job to become a full-time entrepreneur? Justify your answer. [20 marks]



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]

[Turn over]



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

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