1 **(a)** Define the term *public sector*. [2]

(b) Explain **one** benefit to a business of having a business plan. [3]

2 **(a)** Define the term *liquidation*. [2]

(b) Explain **one** external source of finance for a business. [3]

3 **(a)** Define the term *labour productivity*. [2]

(b) Explain **one** way that a business can improve labour productivity. [3]

4 Analyse **one** benefit to a business of low labour turnover. [5]

Section B

Answer **one** question only.

EITHER

6 **(a)** Analyse **two** benefits to a business of using a Boston Matrix. [8]

(b) 'Packaging is the most effective promotion method for a fast-food business.'

Evaluate this view. [12]

A-Level Business: **w25 12**

1 **(a)** Define the term *triple bottom line*. [2]

(b) Explain **one** advantage to a business of being a social enterprise. [3]

4 **(a)** Using the data in Table 1.2, calculate the monthly revenue from the sales of the classic pie after the price increase.

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(b) Evaluate the usefulness to PPP of elasticity measures when deciding on the marketing mix for the new cheese pies in export markets.

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3 **(a)** Using the data in Table 1.2, calculate the payback period of the country C location.

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(b) Using the data in Table 1.3, calculate the accounting rate of return (ARR) of the country D location.

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(c) Evaluate which location KTJ should choose for its new factory.

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[12]