

A-level Business 7132/3

Paper 3 Business 3

Specimen 2014

Morning

2 hours

Materials

For this paper you must have:

- a calculator.

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the bottom 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 that you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 100.

Please write clearly, in block capitals, to allow character computer recognition.

Centre number

Candidate number

Surname

Forename(s)

Candidate signature _____

Answer **all** question(s) in the spaces provided.

Read the **case study** in the **insert booklet** and then answer the questions.

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Analyse how marketing research might have helped Sainsbury's to increase its market share between 2004 and 2013.

[12 marks]

Extra space
