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# Pearson Edexcel International Advanced Level

## Wednesday 29 October 2025

Morning (Time: 2 hours)

Paper reference **WBS14/01A**

# Business

**International Advanced Level**
**UNIT 4: Global business**
**Question Paper**

**You must have:**
Source Booklet and Answer Booklet

*Turn over* ▶

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## SECTION A

**Read Extracts A, B, C and D in the Source Booklet before answering Question 1.**

**Write your answers in the spaces provided in the Answer Booklet.**

**1** (a) Using Extract A, calculate to **two** decimal places, the percentage increase in export revenue between December 2023 and January 2024.

**(4)**

(b) Explain **one** disadvantage of specialisation for a country such as Ireland.

**(4)**

(c) Discuss the likely benefits of international trade for a country such as Ireland.

**(8)**

(d) Assess the importance of government incentives for a business when choosing a production location.

**(12)**

(e) Assess the impact of skills shortages on the international competitiveness of an economy such as Ireland.

**(12)**

**(Total for Question 1 = 40 marks)**

**TOTAL FOR SECTION A = 40 MARKS**

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## SECTION B

**Read Extract E in the Source Booklet before answering Question 2.**

**Write your answer in the space provided in the Answer Booklet.**

**2** Evaluate the usefulness of Porter's five forces for a global business when assessing potential markets in the pet-food industry.

**(20)**

**(Total for Question 2 = 20 marks)**

**TOTAL FOR SECTION B = 20 MARKS**

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## SECTION C

**Read Extract F in the Source Booklet before answering Question 3.**

**Write your answer in the space provided in the Answer Booklet.**

**3** Evaluate the implications of India's economic growth for international businesses.

**(20)**

**(Total for Question 3 = 20 marks)**

**TOTAL FOR SECTION C = 20 MARKS**
**TOTAL FOR PAPER = 80 MARKS**

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## Sources for use with Section A

### Extract A

**Selected trade figures for Ireland, January 2024**

- Exports of goods were €18.1bn in January 2024 and were €15.6bn in December 2023
- Imports of goods were €9.4bn in January 2024, resulting in a trade surplus of almost €8.8bn
- Exports of Medical and Pharmaceutical Products increased to €8 993m in January 2024 from €6 085m in January 2023. This was 48% of Ireland's total exports
- Exports of Electrical Machinery, Apparatus and Appliances increased to €805m in 2024
- Exports of Professional, Scientific and Controlling Apparatus increased to €890m in 2024

### Extract B

**Ireland's medical technology (MedTech) drives country's competitive advantage**

As well as having nine of the world's top 10 MedTech* companies, Ireland has 10 of the world's top 10 biopharma** and technology companies.

Ireland's MedTech and biopharma sectors now employ 100,000 people, with the government encouraging continuous improvement of skills everywhere from manufacturing and supply chains to Research and Development (R&D).

With sales of €15.7bn forecast in digital health alone by 2024 and strong growth projections year on year, MedTech is an important sector for increasing competitive advantage for Ireland.

* *MedTech are the technologies that diagnose, treat and/or improve a person's health and wellbeing, using medical devices*

** *Biopharma uses living organisms to develop drugs and treatments for human diseases*

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**Extract C**

**Why Ireland has become an attractive destination for Foreign Direct Investment (FDI)**

**Competitive tax environment**

Ireland's low corporation tax rate of 12.5% has been a great incentive for FDI and supports its strong reputation as an excellent place to do business. Ireland offers a much lower rate in comparison to other European countries such as Portugal, Germany and France.

**Dynamic Research and Development (R&D) sector**

The Irish Government offers a tax credit of 25%, which applies to the full amount of qualifying R&D expenditure. This credit not only encourages FDI into the local economy but is a major incentive for companies to continue to grow and innovate.

**Extract D**

**Skills shortage impacting technology growth in Ireland**

New findings from *Morgan McKinley*, the Irish global talent services company, reveal that 25% of recruitment managers have identified a lack of skilled candidates as their main challenge in 2024.

Research conducted as part of *Morgan McKinley's* 2024 Salary Guide indicates that recruitment in Ireland's technology sector remained difficult in 2023, with 76% of recruitment managers experiencing tough competition in finding new recruits.

Other recruitment challenges included difficulties in competing on pay and benefits. The guide found that jobs such as technology workers, builders and engineers that are in high demand, could see their wages increase by up to 15% next year.

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**Source for use with Section B**

**Extract E**

**Pet-food industry outlook 2023–2028**

The global market for pet food reached $109bn in 2022. The market is expected to reach $145.3bn by 2028.

The pet-food market is highly competitive, with leading businesses including *Nestlé*, *Mars, Hill's Pet Nutrition*, *Blue Buffalo*, and *Colgate-Palmolive*. These companies have a significant share of the pet-food market and constantly compete to gain a larger market share.

Pet-food prices vary from company to company, with premium brands costing more than regular brands. In terms of revenue, *Nestlé*, *Mars* and *Hill's Pet Nutrition* are the top three companies in the pet-food market. These companies also have the highest market share due to their strong brand recognition and wide distribution network.

The pet-food market is seeing several trends, such as the increasing demand for organic and natural pet food, the rising trend of humanisation* of pets and the growing popularity of raw pet food. The market is also experiencing intense competition among the main companies, leading to the introduction of new and innovative products.

The growth of pet ownership has been most noticeable in emerging economies such as Latin America, Asia Pacific, the Middle East, Africa and Eastern Europe. Much of this growth has been due to the expansion of the middle-class population.

**The trend of treating pets more like humans*

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**Source for use with Section C**

**Extract F**

**India's economic growth**

With a population of more than 1.4 billion, India is the world's largest democracy. Over the past decade, the country's integration into the global economy has been accompanied by strong economic growth. India has now emerged as a global economic power.

India is one of the fastest-growing economies in the world and is likely to continue this trend. It aims to reach high middle-income status by 2047, 100 years after India's independence.

The growth of the past two decades has led to India making remarkable progress in reducing extreme poverty. Between 2011 and 2019, the country is estimated to have halved the percentage of the population living in extreme poverty.

After real GDP contracted due to the global health crisis, growth recovered strongly in 2022. Between 2022 and 2023, India's real GDP grew by an estimated 6.9%. Growth was boosted by:

- strong and increasing domestic demand from the middle classes
- increased investment activity helped by the government's push for investment in infrastructure
- rising private consumption, particularly among higher income earners

These trends are expected to continue over the coming years.

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**Acknowledgements**

**Extract A** adapted from: https://www.cso.ie/en/releasesandpublications/ep/p-gei/goodsexportsandimportsjanuary2024/

**Extract B** adapted from: https://www.euractiv.com/section/health-consumers/news/irelands-medical-technology-drives-countrys-competitive-advantage/

**Extract C** adapted from: https://www.wtwco.com/en-gb/insights/2023/08/why-ireland-has-become-an-attractive-destination-for-foreign-direct-investment

**Extract D** adapted from: https://www.morganmckinley.com/ie/article/skills-shortage-impacting-technology-growth-in-ireland

**Extract E** adapted from: https://www.prnewswire.com/news-releases/pet-food-industry-outlook-2023-2028-intense-competition-among-the-industrys-top-dogs-leading-to-new-and-innovative-products-301860905.html

**Extract F** adapted from: https://www.worldbank.org/en/country/india/overview

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Please check the examination details below before entering your candidate information

| Candidate surname | Other names |
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Centre Number | Candidate Number

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## Wednesday 29 October 2025

Morning (Time: 2 hours)

Paper reference **WBS14/01A**

# Business

## International Advanced Level
## UNIT 4: Global business
## Answer Booklet

**You must have:**
Question Paper and Source Booklet

Total Marks

### Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **ALL** questions in Sections A, B and C.
- Answer the questions in the spaces provided – *there may be more space than you need.*

### Information

- The total mark for this paper is 80.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*
- Calculators may be used.

### Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

*Turn over* ▶

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## SECTION A

**Read Extracts A, B, C and D in the Source Booklet before answering Question 1.**

**Write your answers in the spaces provided.**

**Question 1**

Write the answer to Question 1(a) in the space provided.

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Write the answer to Question 1(b) in the space provided.

**(4)**

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Write the answer to Question 1(c) on the two pages provided.

**(8)**

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Question 1(c) continued

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Write the answer to Question 1(d) on the two pages provided.

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Question 1(d) continued

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Write the answer to Question 1(e) on the two pages provided.

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Question 1(e) continued

**(Total for Question 1 = 40 marks)**

**TOTAL FOR SECTION A = 40 MARKS**

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## SECTION B

**Read Extract E in the Source Booklet before answering Question 2.**

**Write your answer on the four pages provided.**

**Question 2**

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Question 2 continued

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Question 2 continued

**(Total for Question 2 = 20 marks)**

**TOTAL FOR SECTION B = 20 MARKS**

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## SECTION C

**Read Extract F in the Source Booklet before answering Question 3.**

**Write your answer on the four pages provided.**

**Question 3**

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Question 3 continued

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Question 3 continued

**(Total for Question 3 = 20 marks)**

**TOTAL FOR SECTION C = 20 MARKS**
**TOTAL FOR PAPER = 80 MARKS**

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