OXFORD

INTERNATIONAL
AQA EXAMINATIONS

Please write clearly in block capitals.

Centre number | | | | | | Candidate number | | | | |

Surname _____

Forename(s) _____

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I declare this is my own work.

INTERNATIONAL A-LEVEL

BUSINESS

Unit 4: Business Decision Making

Friday 22 January 2021 07:00 GMT Time allowed: 1 hour 45 minutes

Materials

For this paper you must have:
- the insert (enclosed)
- a calculator, which you are expected to use where appropriate.

Instructions
- Use black ink or black ball-point pen.
- Fill in the boxes at the top of the 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.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).
- All working must be shown.
- Do all rough work in this book. Cross through any work you do not want to be marked.
- You may **not** use an English dictionary.

Information
- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.

Advice
- You may use a bilingual dictionary.

For Examiner's Use	
Question	Mark
1	
2	
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8	
9.1	
9.2	
9.3	
TOTAL	

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Section A

Answer **all** questions in the spaces provided.

0 1 A chain of cinemas experiences variable levels of demand. It is considering changing to flexible employment contracts.

Would this be a good decision? Assess the arguments for and against and make a judgement.

[12 marks]

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Extra space

12

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0 2 A successful senior manager in the USA is to manage team of staff in a new branch of the company in India. Hofstede's power distance index for the USA is 40 and for India is 70. The business has decided he must change his management style in his new role.

Is the business right? Assess the arguments for and against and make a judgement.

[12 marks]

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12

Turn over ►

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0 3 A major producer of plastic packaging is enjoying rapid growth in revenue and profits. However, it is facing increasing levels of criticism about its impact on the environment.

Should it now switch to producing environmentally friendly packaging?

Assess the arguments for and against and make a judgement.

[12 marks]

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Section B

Answer **all** questions in the spaces provided.

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

0 4 Analyse how **one** law may affect the operation of the restaurant.

[3 marks]

3

0 5 Using the data in **Table 2**, calculate the labour turnover for the restaurant in 2019.

[2 marks]

2

0 6 Using the data in **Table 1**, calculate the operating profit margin for the restaurant in 2019.

[2 marks]

2

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0 7 Alec's restaurant relies partly on European tourists. Analyse **one** potential impact of the data shown in **Figure 2** on the restaurant.

[4 marks]

4

0 8 Using the data in **Table 1**, calculate the inventory turnover for the restaurant in 2019.

[3 marks]

3

Turn over for the next question

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0 9 You are a management consultant employed by Alec.

Using the information from the case study, write a report for Alec. In your report you should:

- analyse the potential benefits to Alec of **The Plan**
- analyse the potential problems to Alec of **The Plan**
- with reference to your analysis, recommend whether Alec should accept **The Plan**.

You should justify your recommendation.

0 9 . 1 Analyse the potential benefits to Alec of **The Plan**.

[9 marks]

Extra space

9

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0 9 . 2 Analyse the potential problems to Alec of **The Plan**.

[9 marks]

Extra space

9

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0 9 . 3 With reference to your analysis, recommend whether Alec should accept **The Plan**.

You should justify your recommendation.

[12 marks]

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Extra space

END OF QUESTIONS

12

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There are no questions printed on this page

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ANSWER IN THE SPACES PROVIDED

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Question number	**Additional page, if required.** **Write the question numbers in the left-hand margin.**

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Question number	**Additional page, if required.** **Write the question numbers in the left-hand margin.**
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