OXFORD

INTERNATIONAL
AQA EXAMINATIONS

Please write clearly in block capitals.

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

Surname _____

Forename(s) _____

Candidate signature _____

I declare this is my own work.

INTERNATIONAL A-LEVEL

BUSINESS

Unit 4: Business Decision Making

Friday 21 January 2022 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.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8.1	
8.2	
8.3	
TOTAL	

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

Advice
- You may use a bilingual dictionary.

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Section A

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

0 1 A business operates in a rapidly changing market. The business wishes to grow. Its managers are deciding whether to undertake a SWOT analysis to help them choose a strategy.

Assess the arguments for and against the use of SWOT analysis and make a judgement.
[12 marks]

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Extra space

12

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0 2 A major producer of electrical goods has experienced falling sales and has decided to focus on a strategy of new product development. Should the business borrow $100 million to finance this strategy?

Assess the arguments for and against a decision to borrow $100 million. Justify your recommendation.

[12 marks]

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Extra space

12

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0 3 A manufacturer has recently experienced a significant fall in demand. Should it retrench?

Assess the arguments for and against it retrenching and make a judgement.

[12 marks]

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Extra space

12

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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 Explain the value to OP of protecting its intellectual property.

[3 marks]

3

0 5 Using the data in **Table 1**, calculate the Net Present Value of the new printing machine over its first 4 years of operation (2023–2026).

[5 marks]

5

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0 6 Using **Table 2**, calculate OP's Gross Profit for an order of 5000 copies from the supplier in Asia.

[2 marks]

2

0 7 Explain **one** benefit to OP of Canada being in a trading agreement with the USA.

[4 marks]

4

Turn over for the next question

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0 8 You are a management consultant employed by OP.

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

- analyse the potential benefits to OP of having its products printed in Asia
- analyse the potential problems to OP of having its products printed in Asia
- with reference to your analysis, recommend whether OP should have its products printed in Asia. You should justify your recommendation.

0 8 . 1 Analyse the potential benefits to OP of having its products printed in Asia.

[9 marks]

Extra space

9

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0 8 . 2 Analyse the potential problems to OP of having its products printed in Asia.

[9 marks]

Extra space

9

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0 8 . 3 With reference to your analysis, recommend whether OP should have its products printed in Asia. You should justify your recommendation.

[12 marks]

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Extra space

12

END OF QUESTIONS

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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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