



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

I declare this is my own work.

AS BUSINESS

Paper 2 Business 2

Friday 26 May 2023

Afternoon

Time allowed: 1 hour 30 minutes

Materials

For this paper you must have:

- the Insert (enclosed)
- a calculator.

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top 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.
- 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).
- Do all rough work in this answer book. Cross through any work you do not want to be marked.

Information

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

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
TOTAL	



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Read the **source** in the **Insert**.

3



0 2

Figure 2: BB financial data for 3000 units

	3000 units sold
Total revenue	£105 000
Total fixed costs	£5 700
Total variable costs	£17 250

Using **Figure 2**, calculate the total contribution if BB only sells **1000 units**.

[3 marks]

Extra space

3

Turn over for the next question**Turn over ►**

0 3

The price elasticity of demand for BB's products is -0.5 .

Explain **one** benefit to BB of operating in the market with this price elasticity of demand value.

[4 marks]

Extra space

4


[9 marks]

[illegible]

9



[9 marks]

[illegible]

9



[16 marks]

[illegible]

Extra space



[16 marks]

[illegible]

[illegible]

‘For **all** businesses, external factors are more important than internal factors when setting marketing objectives.’

[20 marks]

[illegible]

[illegible]

[illegible]

20



There are no questions printed on this page

*Do not write
outside the
box*

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**



