



**Surname** \_\_\_\_\_

**Forename(s)** \_\_\_\_\_

**Centre Number** \_\_\_\_\_

**Candidate Number** \_\_\_\_\_

**Candidate Signature** \_\_\_\_\_

**I declare this is my own work.**

**GCSE**

**BUSINESS**

**Paper 2 Influences of marketing and finance on  
business activity**

**8132/2**

**Wednesday 5 June 2024      Afternoon**

**Time allowed: 1 hour 45 minutes**

**At the top of the page, write your surname and  
forename(s), your centre number, your candidate  
number and add your signature.**

**[Turn over]**



J U N 2 4 8 1 3 2 2 0 1

**BLANK PAGE**



**MATERIALS**

For this paper you must have:

- a calculator.

**INSTRUCTIONS**

- Use black ink or black ball-point pen.
- Answer ALL questions.
- You must answer the questions in the spaces provided. Do not write 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.

**ADVICE**

- The marks for each question are shown in brackets.
- The maximum mark for this paper is 90.

**DO NOT TURN OVER UNTIL TOLD TO DO SO**



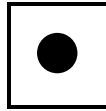
## SECTION A

Answer ALL questions in the spaces provided.

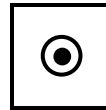
Only ONE answer per question is allowed.

For each multiple-choice question, completely fill in the circle alongside the appropriate answer.

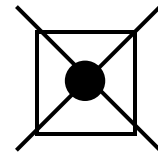
CORRECT METHOD



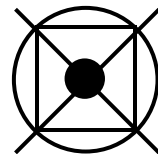
WRONG METHODS



If you want to change your answer you must cross out your original answer as shown.



If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown.



**01.1**

**Which ONE of the following is a source of internal finance for a business?**

**A Bank loan****B Mortgage****C Overdraft****D Retained profit****[1 mark]****[Turn over]**

**01.2**

**Which ONE of the following is TRUE for a private limited company?**

**A It has plc after its name.**

**B It is fully owned by the government.**

**C Shares can be sold to the general public.**

**D Shareholders receive dividends.**

**[1 mark]**



**01.3**

**Which of the following terms is equal to revenue minus cost of sales?**

**A Average unit cost****B Gross profit****C Net profit****D Retained profit**

**[1 mark]**

**[Turn over]**



**01.4**

**Which ONE of the following is a method of primary market research?**

**A Focus groups**

**B Internet research**

**C Magazines**

**D Newspapers**

**[1 mark]**



**01.5**

**Which of the following is an example of qualitative data gathered through market research?**

**A Customer opinions of a product**

**B How often customers buy a product**

**C The amount customers spend on a product**

**D The number of products sold**

**[1 mark]**

**[Turn over]**



**01.6**

**A business decides to expand sales by using e-commerce. This is an example of:**

**A external growth.**

**B organic growth.**

**C product development.**

**D takeover.**

**[1 mark]**



01.7

**Identify TWO pricing methods used by businesses.  
[2 marks]**

**Method 1** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Method 2** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[Turn over]**



0 1 . 8

**Identify ONE stakeholder of a business and ONE objective they may have. [2 marks]**

---

---

---

---

---

---

---

---

01.9

**Explain ONE reason why someone may want to start a business. [2 marks]**

---

---

---

---

---

---

---

---

**[Turn over]**

0 1 . 1 0

**Explain ONE benefit to shareholders of limited liability.  
[2 marks]**

---

---

---

---

---

---

---

---

**BLANK PAGE**

**[Turn over]**



01.11

TABLE 1 Extract from an income statement

	£ MILLIONS
Revenue	75
Cost of sales	33
Gross profit	42
Expenses	12
Net profit	30

Using TABLE 1, calculate the net profit margin.

Show all workings. [2 marks]

Workings \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Answer \_\_\_\_\_



0 1 . 1 2

**State and explain TWO reasons why it is important for a business to identify the needs of its customers.**

**[4 marks]**

**Reason 1** \_\_\_\_\_

---

---

---

---

---

**Reason 2** \_\_\_\_\_

---

---

---

---

---

**[Turn over]**

20



**SECTION B**

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

<b>0</b>	<b>2</b>
----------	----------

**ITEM A: SUHEILA WEB DESIGNS**

**Suheila Web Designs (SWD) is a website design business set up by Suheila as a sole trader. Suheila works on her own with no employees to support her. SWD designs websites for businesses to promote and market their goods and services.**

**SWD has set specific objectives which has led to an increase in sales. The business continues to grow rapidly and profits are high.**

**Many of Suheila's customers are now asking for her to add e-commerce features to their websites. However, Suheila is unable to meet this demand because she lacks the necessary skills.**

**Suheila is considering forming a partnership with Johal, her brother-in-law. He has 10 years' experience of working in web design with advanced e-commerce features.**



0 2 . 1

**Explain ONE benefit of carrying out market research before starting a business. [2 marks]**

---

---

---

---

---

---

---

---

**[Turn over]**

**0 2 . 2**

**SWD has set objectives of increasing market share and providing a quality service.**

**Analyse ONE reason for SWD setting objectives.  
[6 marks]**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---







---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**[Turn over]**





---

---

---

---

---

---

---

---

---

---

**[Turn over]**



## ITEM B: SUHEILA WEB DESIGNS

**SWD has experienced continued success. Johal has joined the business and as a result of offering the service of e-commerce, sales revenue and profit has continued to grow.**

**In 2024, revenue is expected to grow by 35% from 2023. Net profit has also been increasing and the business currently has £38 000 in retained profits.**

### TABLE 2

**Selected financial information for SWD (figures are in £000s)**

<b>YEAR</b>	<b>REVENUE (£000s)</b>	<b>NET PROFIT (£000s)</b>
<b>2022</b>	<b>74</b>	<b>32</b>
<b>2023</b>	<b>120</b>	<b>54</b>

**Due to the rapid growth of the business SWD needs to invest in some new, modern computers. This would cost £36 000.**



**TABLE 3**

**Cost and additional profit expected from investing in new computers**

<b>Cost of new computers</b>	<b>£36 000</b>
<b>Additional profit over 5 years</b>	<b>£45 000</b>

**Johal believes that SWD should use retained profit to pay for the investment. He feels that the business is in a strong financial position.**

**Suheila is investigating a leasing agreement. SWD could return the computers after 3 years for more up-to-date computers. Leasing the new computers would cost £8000 per year.**

**[Turn over]**



0 2 . 4

**Explain how a service is different from a good.  
[2 marks]**

---

---

---

---

---

---

---

---

0 2 . 5

Using data from ITEM B and TABLE 2, on page 28, calculate the expected revenue for SWD in 2024.

Show your workings. [2 marks]

---

---

---

---

---

---

---

---

Answer \_\_\_\_\_

[Turn over]

0 2 . 6

Using data from TABLE 3, on page 29, calculate the average rate of return if SWD invests in new computers.

Show your workings. [3 marks]

---

---

---

---

---

---

---

---

---

---

---

---

Answer \_\_\_\_\_

02.7

The new computers are expected to last 5 years, after which they will need replacing again.

Recommend whether SWD should use retained profits to purchase the new computers.

Give reasons for your recommendation. Use the financial information provided to support your answer.  
[9 marks]

---

---

---

---

---

---

---

---

---

---

---

---

[Turn over]



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---





---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---

---

---

---

---

---

[Turn over]

33



**SECTION C**

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

<b>0</b>	<b>3</b>
----------	----------

**ITEM C: FITNESS TODAY**

**Fitness Today (FT) is a UK based business. The business manufactures and sells fitness equipment for people to use at home. FT only sells two pieces of fitness equipment: an exercise bike and a treadmill (running machine). A recent billboard campaign located in areas where there are lots of bars, cinemas and restaurants has slightly increased orders. FT uses segmentation to target customers. Through market research FT has found out that its customers are fitness enthusiasts aged between 25 and 44. The company wants to reach more of these customers in the future.**

**FT is considering giving customers the option to use trade credit. This would allow customers to pay for equipment in 24 equal monthly instalments. FT's main competitors do not offer trade credit.**



0	3	.	1
---	---	---	---

**Explain ONE benefit of using billboards as a method of advertising. [2 marks]**

---

---

---

---

---

---

---

**[Turn over]**







---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



**ITEM D: FITNESS TODAY**

The exercise bike was the first product that FT created. There are two competitors in the UK exercise bike market, but FT has the largest market share. FT promotes itself as an ethical business and this has given it a competitive advantage. The exercise bike has been the best-selling product for FT; however, the exercise bike market is not growing so its sales have fallen. FT has always focused investment on its exercise bike. FT recently developed a treadmill, but its share of the treadmill market is still very low.

FT is considering developing a new version of its exercise bike. The new version (V2) would be launched in October. The V2 would be sold for £1200; all sales are in cash.

FT has produced a cash flow forecast to show:

- sales of the current bike in August and September
- the impact on outflows from the launch of the V2 bike in October.

[Turn over]



**TABLE 4****Cash flow forecast for Fitness Today bike sales**

	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>
	<b>(£000s)</b>	<b>(£000s)</b>	<b>(£000s)</b>
<b>Total cash inflows</b>	<b>320</b>	<b>290</b>	
<b>Total cash outflows</b>	<b>260</b>	<b>240</b>	<b>312</b>
<b>Net cash flow</b>	<b>60</b>	<b>50</b>	
<b>Opening balance</b>	<b>372</b>	<b>432</b>	<b>482</b>
<b>Closing balance</b>	<b>432</b>	<b>482</b>	



03.4

**Explain ONE way a business can be ethical. [2 marks]**

---

---

---

---

---

---

---

---

**[Turn over]**

0	3	.	5
---	---	---	---

FT has forecast it will sell 450 V2 bikes in October. Cash inflow from the sales of the original bike is forecast to decrease to £87 000 in October.

Calculate the total cash inflow for October. Use the information in ITEM D, on page 43, in your calculation.

Show your workings. [2 marks]

---

---

---

---

---

---

---

---

Answer \_\_\_\_\_







---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**[Turn over]**



---

---

---

---

---

---

---



**BLANK PAGE**

**[Turn over]**



**ITEM E: FITNESS TODAY**

**FT has decided not to invest in the V2 bike. Instead, it is going to focus on increasing revenue through sales of its existing equipment. FT is considering two options.**

**OPTION 1 – Use TV advertising to promote the existing equipment in the UK**

**FT is considering running a national TV campaign. The aim would be to demonstrate the bike and treadmill in action. Previous adverts on billboards have not met the sales targets FT wanted. The advert would be shown on a popular sports channel where Premier League football matches have over 2 million viewers. The campaign would be expensive. A prime-time advertising slot costs £30 000 for one showing of an advert.**

**OPTION 2 – Create a better design for the global market**

**FT could add a screen to its equipment for the international market. A feature of the screen would be streaming live workout classes which run for 5 hours each day and are linked specifically to the equipment. A monthly subscription would be needed, costing £10 per month. There is a lot of competition in the global fitness market, but FT is confident that the new screen would make its bike and treadmill stand out.**



Development and production of the screen would increase the price customers pay for the equipment by at least 25%.

03.8

FT wants to increase its revenue. It is considering TWO options to achieve this:

- use TV advertising to promote the existing equipment in the UK
- create a better design for the global market.

Analyse the effect of EACH of these TWO options on the business.

Evaluate which of these TWO options will have the biggest impact on FT's revenue. [12 marks]

---

---

---

---

[Turn over]





---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**[Turn over]**





---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

[Turn over]





---

---

---

---

**END OF QUESTIONS**

<hr/>
<b>37</b>







**BLANK PAGE**

For Examiner's Use	
Section	Mark
A	
B	
C	
<b>TOTAL</b>	

**Copyright information**

For confidentiality purposes, all acknowledgements of third-party copyright material are published in a separate booklet. This booklet is published after each live examination series and is available for free download from [www.aqa.org.uk](http://www.aqa.org.uk).

Permission to reproduce all copyright material has been applied for. In some cases, efforts to contact copyright-holders may have been unsuccessful and AQA will be happy to rectify any omissions of acknowledgements. If you have any queries please contact the Copyright Team.

Copyright © 2024 AQA and its licensors. All rights reserved.

**WP/M/MW/Jun24/8132/2/G4004/V4**