

Please write clearly in block capitals.

Centre number

Candidate number

Surname _____

Forename(s) _____

Candidate signature _____

I declare this is my own work.

INTERNATIONAL AS BUSINESS

Unit 1 Business and Markets

Monday 19 May 2025

07:00 GMT

Time allowed: 1 hour 30 minutes

Materials

For this paper you must have:

- 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 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).
- 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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






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. 

0 1 Which **one** of the following best describes a business in the secondary sector?

[1 mark]

- A** Delivering products to customers
- B** Collecting natural resources from the land
- C** Selling products to consumers through retailers
- D** Transforming materials into finished goods

1

0 2 A product has a low market share in a fast growing market.

In the Boston Matrix these types of product are known as:

[1 mark]

- A** Cash cows
- B** Dogs
- C** Problem children
- D** Stars

1



0 3

Increases in which **one** would lead to more business start-ups?

[1 mark]

A Barriers to entry

B Competition

C Cost of inputs

D Government support

1

0 4

In 2023, a business achieved sales per store of \$240 000.

Table 1 shows data for sales and the number of stores for 2024.**Table 1**

Sales (\$)	7.2 million
Number of stores	24

Using **Table 1**, calculate the percentage increase in sales per store between 2023 and 2024.

[2 marks]

2

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

0 5**Table 2** shows data for a business and the market the business is in for 2023.**Table 2 (data for 2023)**

Units sold	24 000
Selling price	\$50
Market size	\$6 270 000

In 2024:

- selling price rises by 10%
- units sold falls by 5%
- market size remains constant.

Using **Table 2**, calculate the market share of the business in 2024.**[3 marks]**

3



0 6 A business enters a market that has many established businesses.

Explain **one** reason why it might use a price penetration strategy.

[3 marks]

3

0 7 Explain **one** reason why sales forecasts are important for a large business.

[3 marks]

3

0 8 Incomes are falling in an economy.

Explain **one** reason why the share price of a company that operates in this economy might increase.

[3 marks]

3

Turn over for Section B

Turn over ►



Turn over for Section C

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