

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

Friday 9 January 2026

07:00 UK Time

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

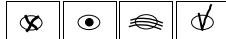


- You may use a bilingual dictionary.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
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7	
8	
9	
10	
11	
12	
13	
14	
<b>TOTAL</b>	



**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**





Sales of a product rose quickly to a high level. Sales have stopped rising but are not falling. More businesses are beginning to enter the market selling similar products.

What stage of the product life cycle is this product now in?

**[1 mark]****A** Decline **B** Growth **C** Introduction **D** Maturity **1****0 2**

A business conducts market research. The research involves asking potential customers to complete a survey that consists entirely of 'yes/no' questions.

What type of marketing research is this?

**[1 mark]****A** Primary and qualitative **B** Primary and quantitative **C** Secondary and qualitative **D** Secondary and quantitative **1**

0 3

Consumers are divided up into groups based on differences in their attitudes, their values and the lifestyles of these groups.

What method of market segmentation is this?

[1 mark]

A Demographic

B Geographic

C Income

D Psychographic

1

0 4

**Table 1** shows data relating to the market size of an industry in 2024.

**Table 1**

<b>Selling price per unit (\$)</b>	12
<b>Total units sold in market</b>	5600

The market size increased by 25% between 2024 and 2025.

Using **Table 1**, calculate the market size (in \$) in 2025.

[2 marks]

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2

**Turn over for the next question**

**Turn over ►**



**0 5****Table 2** shows information for a company.**Table 2**

<b>Dividends per share in 2024 (\$)</b>	0.10
<b>Number of ordinary shares</b>	400 000
<b>Ordinary share capital (\$)</b>	800 000
<b>Total dividends paid in 2025 (\$)</b>	64 000

Using **Table 2**, calculate the percentage change in dividends per share in 2025 compared with 2024.

**[3 marks]**

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**3**

**0 6** A business experiences falling profits.

Explain how **one** stakeholder group of this business might be affected by the falling profits. **[3 marks]**

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**3**

**0 7** An entrepreneur starts a business in a market with many competitors.

Explain **one** characteristic of this entrepreneur that can help increase the chances of success for this business. **[3 marks]**

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**3**

**0 8** A business estimates that the price elasticity of demand for its product is  $-1.4$ .

Explain the value to this business of this estimate. **[3 marks]**

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**3**

**Turn over for Section B**

**Turn over ►**









**Turn over for Section C**

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