



Oxford Cambridge and RSA

Friday 16 May 2025 – Morning

AS Level Business

H031/01 The local business environment

Resource Booklet

Time allowed: 1 hour 30 minutes



INSTRUCTIONS

- Use this Resource Booklet to answer the questions in **Section B**.
- You can write on this Resource Booklet but it will not be sent for marking.

INFORMATION

- The business described in this Resource Booklet is a **real** business.
- This document has **4** pages.

KCOM Ltd

Extract A KCOM Ltd

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Extract B Competitors are entering the market

Adapted from www.ms3networks.co.uk/about-us and www.ms3networks.co.uk/current-partners. Item removed due to third party copyright restrictions.

Extract C Staff training at KCOM

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Extract D
KCOM's marketing and achievements

Adapted from www.kcom.com/news/kcom-brings-the-good-stuff-to-tv/ and www.kcom.com/news/kcom-fibre-network-expansion-wins-national-technology-award/ and uk.trustpilot.com/review/kcom.com/home. Item removed due to third party copyright restrictions.

Table 1
UK telecommunications industry revenue

Total industry revenue	£bn
2021	31.1
2022	31.8

Source: Adapted from <https://www.statista.com/statistics/270709/telecommunications-industry-revenue-in-the-united-kingdom-uk> (Accessed 4/11/2023)

Fig. 1
UK broadband market share 2023 (number of customers)

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NB: All data was correct at the time of writing.

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