



GCSE

BUSINESS

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

8132/2

Insert

**Source material for use in answering Section B and
Section C**

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ITEM A: GLAM CAMPING COMPANY

Glam Camping Company (GCC) hires out luxury tents to festival organisers. It has four full-time employees who specialise in different areas of the business such as customer service and social media.

GCC tents are in demand at festivals for the luxury they provide to people camping. GCC tents are expensive to hire, but festival organisers can then charge a high price. GCC allows festival organisers to pay their bill after the festival has taken place. This means that GCC often relies on an overdraft to help with cashflow.

GCC needs to stay competitive. The business is planning to create a questionnaire. This will gather specific information on what people at festivals want from a luxury tent service. GCC will send two employees to hand out the questionnaire at big festivals over the summer. The data collected will be analysed by the existing employees.

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ITEM B: GLAM CAMPING COMPANY

GCC has found out that there is a wedding market for their luxury tents. People getting married would like to book tents as overnight accommodation for their guests in countryside locations. The summer season is June, July and August. These are the most popular months for people to get married.

GCC is considering running a sales promotion to promote this new part of the business. GCC plans to offer a 25% price discount for all bookings made outside of the summer season. The discount would be available through a coupon advertised on GCC's social media. An alternative option is to run a competition where three couples would win free use of the tents as accommodation for their wedding guests.

FIGURE 1
Number of GCC tents hired from May to August 2023

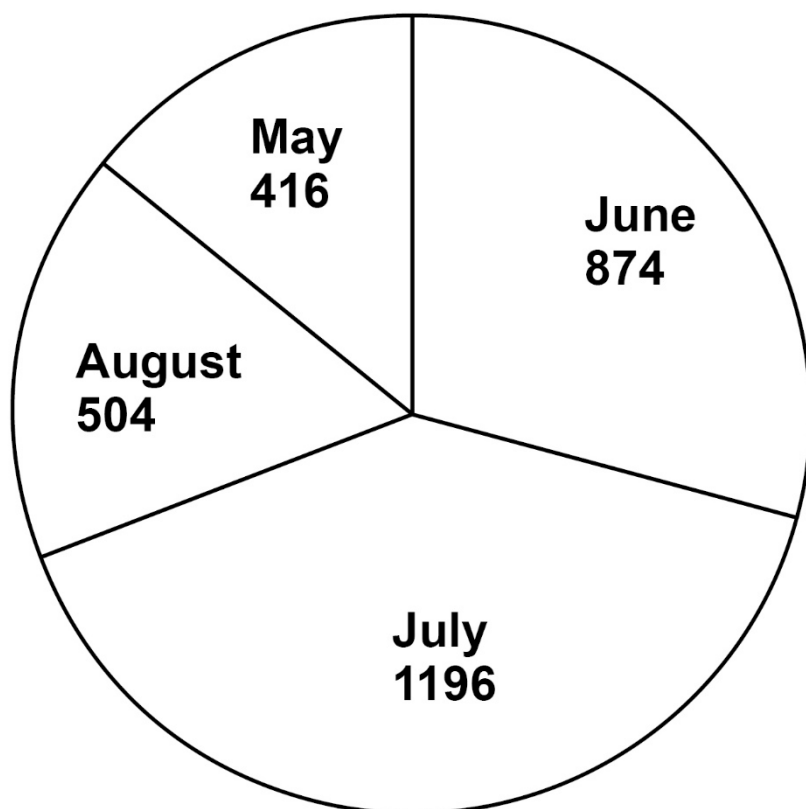


TABLE 1 September inflows and outflows

	£000
Cash inflow	36
Total cash outflows	17.9

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ITEM C: SOLAR SCENE LTD

Solar Scene Ltd is a company that sells and fits solar panels for homeowners. The panels collect energy from the sun. The energy is then converted into electricity that people can use in their homes.

Solar Scene Ltd does not have stores that customers can visit. When a potential customer registers their interest on the website, the company follows up with a telesales call within 24 hours. Solar Scene Ltd encourages telesales staff to spend time finding out exactly what each customer wants. This allows the company to create the best design of solar panel for the customer's needs.

Solar Scene Ltd produces financial statements at the end of each year. Income statements show that sales revenue has increased on average by 50% each year since setting up the business. Net profit has increased by 30% per year. Solar Scene Ltd has paid half of this net profit as dividends to shareholders.

ITEM D: SOLAR SCENE LTD

Solar Scene Ltd buys its solar panels from a supplier. The supplier is currently offering a 5% discount for orders above £10 000. The discount is applied to the total cost of the order.

TABLE 2 Solar Scene Ltd income statement data extract

	(£000)
YEAR	2024
Sales revenue	860
Cost of goods sold	602
Total expenses	54

Karl manages the business from one office. He has good working relationships with all of his employees. Karl holds weekly meetings on new developments in the business and industry. This level of communication makes sure that employees have up-to-date information. Karl plans to expand quickly and open three more offices in the UK. Until new managers are employed, Karl will manage all offices himself. He will get his current employees to complete extra administrative tasks on top of their normal workload.

[Turn over]

ITEM E: SOLAR SCENE LTD

Businesses have made enquiries about having solar panels installed. Business customers expect high quality at a competitive price. Karl would like to expand to work with business customers. To save costs, Karl wants to manufacture the solar panels instead of buying them from a supplier. He is considering TWO options for this:

OPTION 1 – Apply for a government grant to build a factory in the UK

- **It can take up to 9 months to find out if the grant application has been successful.**
- **The grant would not need to be repaid.**
- **The factory would need to be in an area of high unemployment to meet the conditions of the grant. Karl is concerned he will not be able to find skilled employees in an area like this.**
- **The cost of land and wages would be low in this area.**

OPTION 2 – Merge with a manufacturer in China

- **The Chinese manufacturer has been producing solar panels for 10 years and has a lot of expertise.**
- **The manufacturer has a poor health and safety record for employees.**

- The manufacturer is a well-known brand and has won awards for the most innovative product.
- Delivery of the solar panels from China to the UK can take 8 weeks.

END OF SOURCE MATERIAL

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