



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

I declare this is my own work.

A-level BUSINESS

Paper 1 Business 1

Sample assessment material

Time allowed: 2 hours

Materials

For this paper you must have:

- a calculator
- the Insert.

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).
- Do all rough work in this answer book. Cross through any work you do not want to be marked.

Information

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

For Examiner's Use	
Question	Mark
1.1	
1.2	
1.3	
1.4	
1.5	
2.1	
2.2	
2.3	
2.4	
2.5	
TOTAL	

Answer **all** questions.

Section A

0	1
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Read the **Source A case study** in the **Insert** and answer all questions in this section.

0	1	.	1
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Ben Francis has demonstrated several entrepreneurial characteristics in his career.

Analyse how **one** of these entrepreneurial characteristics has contributed to the success of Gymshark Ltd.

[6 marks]

[illegible]

6

Analyse **one** way in which having a brand as strong as Nike's could affect the price elasticity of demand for Gymshark Ltd's products.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

6

7138/1

9

Assess whether Gymshark Ltd's current ratio indicates that the business was in a strong financial position in 2024.

Give your answer to two decimal places.

[illegible]

9

7138/1

Evaluate **two** sources of external finance that Ben could use to fund these plans and recommend which **one** he should choose.

[illegible]

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15

TURN OVER FOR NEXT SECTION

Turn over ►

0	2
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0	2	.	1
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[6 marks]

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[6 marks]

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6

7138/1

Assess whether an increase in spending on market research could be profitable for Apple.

[illegible]

Sample assessment material

[9 marks]

[illegible]

9

7138/1

[15 marks]

[illegible]

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15

END OF QUESTIONS

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ANSWER IN THE SPACES PROVIDED**

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[illegible]

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There are no questions printed on this page

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