

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Wednesday 14 June 2023 – Morning

A Level Business

H431/03 The global business environment

Time allowed: 2 hours

plus your additional time allowance

YOU MUST HAVE:
the Resource Booklet

YOU CAN USE:
a calculator

Please write clearly in black ink.

Centre number

--	--	--	--	--

Candidate number

--	--	--	--

First name(s) _____

Last name _____

READ INSTRUCTIONS OVERLEAF



INSTRUCTIONS

Use black ink.

Write your answer to each question in the space provided. You can use extra paper if you need to, but you must clearly show your candidate number, the centre number and the question numbers.

Answer ALL the questions.

Use the Resource Booklet to answer all the questions.

INFORMATION

The total mark for this paper is 80.

The marks for each question are shown in brackets [].

Quality of extended response will be assessed in questions marked with an asterisk (*).

ADVICE

Read each question carefully before you start your answer.

BLANK PAGE

Use the RESOURCE BOOKLET to answer the questions.

1 Analyse ONE ethical issue affecting Amazon. [6]

2 Explain TWO diseconomies of scale that Amazon might experience.

1 _____

2 _____

[4]

3* Evaluate whether globalisation has been the most important factor in Amazon's growth. [20]

[illegible]

[illegible]

[illegible]

- 4 Refer to EXTRACT C.**
Amazon's advertising expenditure increased by 59% from 2018 to 2020.

Calculate Amazon's advertising elasticity of demand between 2018 and 2020. Show your workings.

Answer _____ [3]

5 Evaluate the importance of ‘price’ as part of Amazon’s marketing mix. [10]

[illegible]

[illegible]

6 There has been considerable change at Amazon over the last 10 years.

Analyse ONE advantage and ONE disadvantage to Amazon of using an external consultant to manage some of these changes. [6]

[illegible]

- 7 There has been a huge increase in the number of Amazon employees in recent years.**

Explain TWO ways Amazon could use workforce planning.

1 _____

2 _____

[4]

- 8 Old Dusty Books (ODB) is a small independent book retailer that has one shop and a growing online presence. ODB specialises in rare books and the owners are considering becoming one of Amazon's many global suppliers.**

ODB uses a cost-plus approach to pricing with a 65% mark up.

- (a) Recently, ODB purchased a set of classic novels from a seller in India, paying 5665 Indian Rupees (INR) at an exchange rate of £1=INR103.**

One week later, ODB sold the same set of books to a buyer in the United States, when the exchange rate was £1=\$1.20.

Calculate the final selling price in US Dollars (\$). Show your workings.

Answer _____ [3]

- (b) The 'valuation stage' (produced below) is part of an overall critical path network diagram of ODB's operations.

Section of network diagram for ODB's supply chain (times are in days)



- (i) Identify the latest finish time for this activity.

_____ [1]

- (ii) Calculate the total float for this activity.

_____ [1]

- 9 Explain ONE qualitative factor which might affect project management in a business.

_____ [2]

[illegible]

[illegible]

[illegible]

[illegible]

END OF QUESTION PAPER

BLANK PAGE

BLANK PAGE



Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact The OCR Copyright Team, The Triangle Building, Shaftesbury Road, Cambridge CB2 8EA.

OCR is part of Cambridge University Press & Assessment, which is itself a department of the University of Cambridge.