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### **AQA | Business | AS and A-level | Business**

MARK SCHEME – AS BUSINESS STUDIES – 7131/1 – JUNE 2016 6 of 22 1 2 A business is deciding whether or not to increase its annual expenditure on TV advertising. Referring to Figure 1 below,

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use calculations to advise the business on whether or not it should increase its annual TV advertising expenditure. [5 marks]

### **Mark scheme (AS) : Paper 1 Business 1 - June 2016 - AQA**

MARK SCHEME – AS BUSINESS – 7131/1 – JUNE 2017 7 of 19 1 2 Explain why managers may change their style from that shown at A to that shown at B on the Tannenbaum and Schmidt diagram below. [5 marks] Marks for this question: AO1 = 1, AO2 = 3 and AO3 = 1

### **Mark scheme (AS) : Paper 1 Business 1 - June 2017 - AQA**

[1 mark] Table 1 refers to four different products in the product portfolio of a business. Table 1 Information for four products . Product Price elasticity of demand Income elasticity of demand A -1.8 +1.8 B -1.8 +0.3 C -0.3 +1.8 D -0.3 +0.3 . Which one of the products in Table 1 is most likely to be a luxury product with many

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(1 mark) (1 mark) (1 mark) (1 mark) 12 Calculate the fixed costs of the business. [5 marks] 13 Calculate the expected value and the net gain of modifying the product. Using these calculations, advise the business on which of the two options available in the decision tree that it should choose. Show your workings. [6 marks]

## **AS Business Studies Specimen mark scheme Paper 1 ... - AQA**

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3.1 What is business? 3.2 Managers, leadership and decision making; 3.3 Decision making to improve marketing performance; 3.4 Decision making to improve operational performance; 3.5 Decision making to improve financial performance; 3.6 Decision making to improve human resource performance; 3.7 Analysing the strategic position of a business (A ...

## **AQA | Business | Subject content | Decision making to ...**

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