

As Business 7131 1 Aqa

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MARK SCHEME - AS BUSINESS - 7131/1 - JUNE 2018 6 1 1 A manager of a business wants to increase its revenue. She estimates the price elasticity of demand for its products is -0.2 .

Mark scheme (AS) : Paper 1 Business 1 - June 2018 - AQA

7131/1 Business 1 Final Mark Scheme 7131 June 2017 Version/Stage: v1.0 Mark schemes are prepared by the Lead Assessment Writer and considered, together with the relevant questions, by a panel of subject teachers.

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

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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 1below, use calculations to advise the business on whether or not it should increase its annual TV advertising expenditure.

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

REPORT ON THE EXAMINATION - AS BUSINESS - 7131/1 - JUNE 2018 4 of 9 The responses that failed to access the higher levels of the mark scheme tended to lack structure and sacrificed depth for range (generally by making a considerable number of points but failing to develop any of them in a convincing manner).

Examiner report (AS) : Paper 1 Business 1 - June 2018 - AQA

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when considering change and how it might affect a business. Source: Larry Greiner, 'Evolution and Revolution as organisations grow', Harvard Business Review, May-June 1998. Where it's been used. Q9, A-level paper 1 2017. Q8, A-level paper 1, SAM set 1

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MARK SCHEME – A-LEVEL BUSINESS – 7132/1 – JUNE – 2018 7 1 7 In 2007, a business had sales of £10 million in a market with a size of £125 million. In 2017 the business's sales were £12.6 million and its market share was 6%.

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