

Additional Assessment Materials

Summer 2021

Pearson Edexcel AS Level in Business (8BS0)

Resource Set 2.5: External influences

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Additional Assessment Materials, Summer 2021

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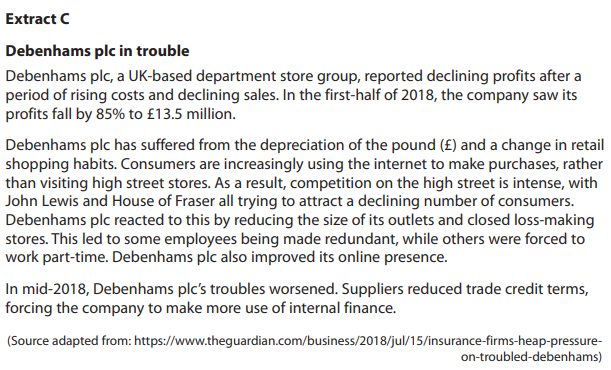
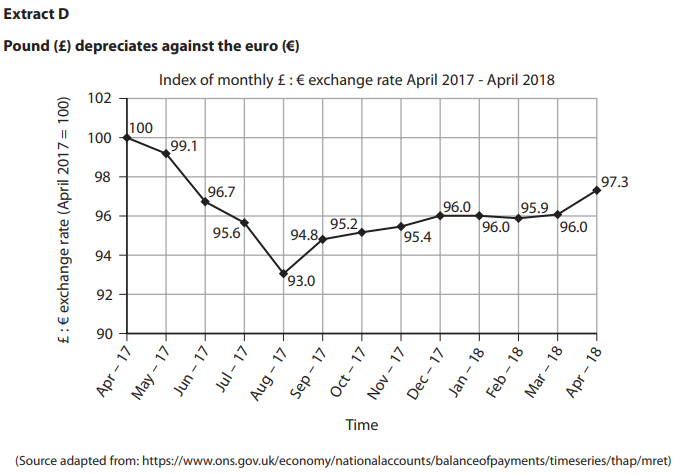
**General guidance to Additional Assessment Materials for use in 2021**

**Context**

* Additional Assessment Materials are being produced for GCSE, AS and A levels (with the exception of Art and Design).
* The Additional Assessment materials presented in this booklet are an **optional** part of the range of evidence you may use when deciding on a candidate’s grade.
* 2021 Additional Assessment Materials have been drawn from previous examination materials, namely past papers.
* Additional Assessment Materials have come from past papers both published (those materials available publicly) and unpublished (those currently under padlock to our centres) presented in a different format to allow you to adapt them to use with your candidates.

**Purpose**

* The purpose of this resource to provide qualification-specific sets/groups of questions covering the knowledge, skills and understanding relevant to this Pearson qualification.
* This document should be used in conjunction with the mapping guidance which will map content and/or skills covered within each set of questions. The mapping guidance will also highlight where the question originally came from to allow you to access further support materials (mark schemes, examiner reports).
* Use of these assessment materials will assist you in assessing candidates’ current performance in areas not assessed elsewhere. Their use will also provide an extra opportunity for candidates to demonstrate their performance at the end of their course of study.
* Specific guidance relating to this selection of material for this subject is detailed below.
* These materials are only intended to support the summer 2021 series.



1. (a) Using the data in Extract D, calculate the percentage change, to 2 decimal places, in the £ : € exchange rate from May 2017 to April 2018. You are advised to show your working. (4)

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(b) Explain how employee protection legislation may affect Debenhams plc.

(4)

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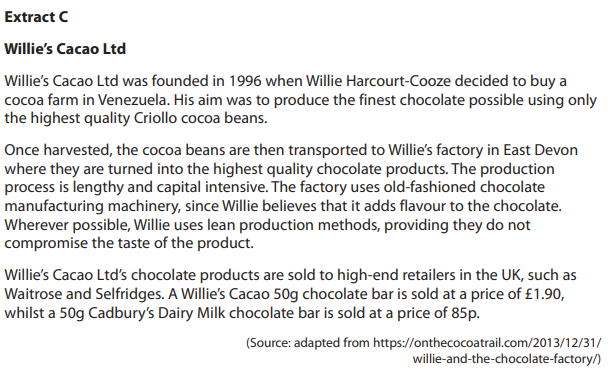
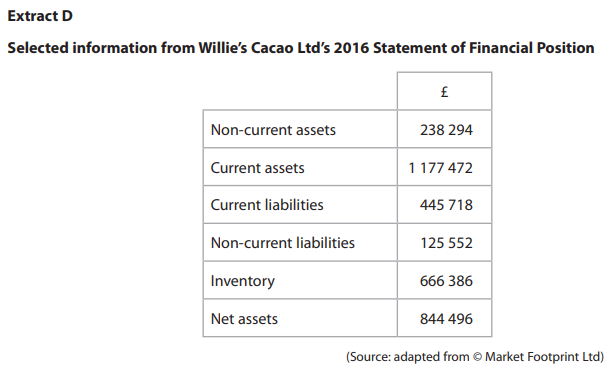
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(c) Assess **two** likely drawbacks to Debenhams plc of the depreciation of the pound (£) against the euro (€). (4)

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(d) Assess the impact on Debenhams plc of a more competitive retailing environment. (10)



In August 2016, the Bank of England cut the UK base rate of interest from 0.5% to 0.25%.

1. Assess **two** likely benefits of this fall in UK interest rates on Willie’s Cacao Ltd.

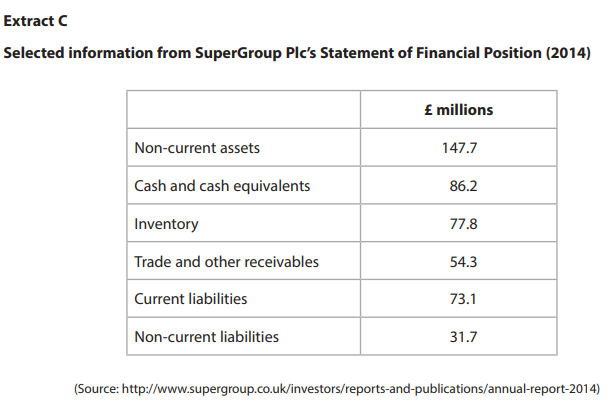
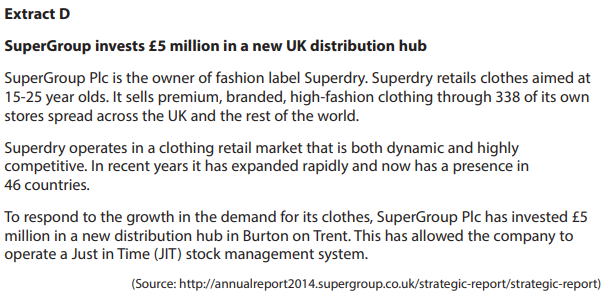
(8)

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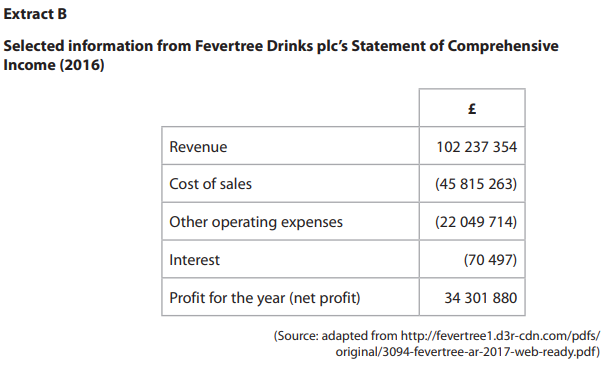
1. Assess **two** likely effects on a company, such as SuperGroup Plc, of operating in a highly competitive retail clothing market. (8)

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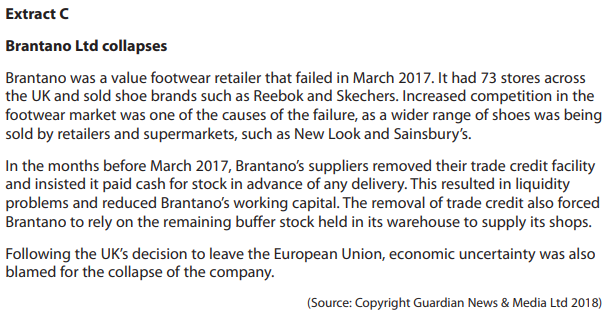
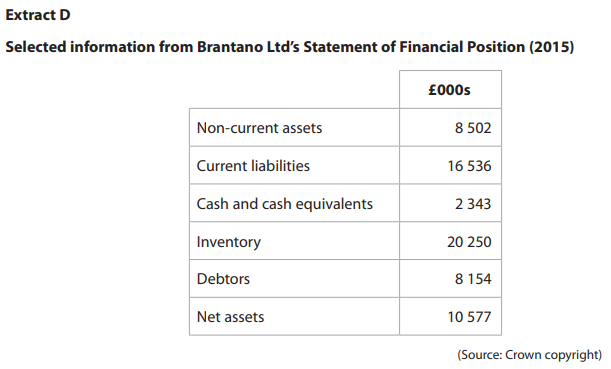
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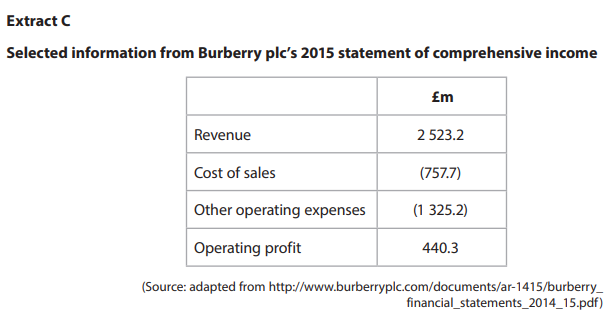
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1. Assess whether a depreciation in the pound will allow Fevertree Drinks plc to increase its competitiveness. (10)

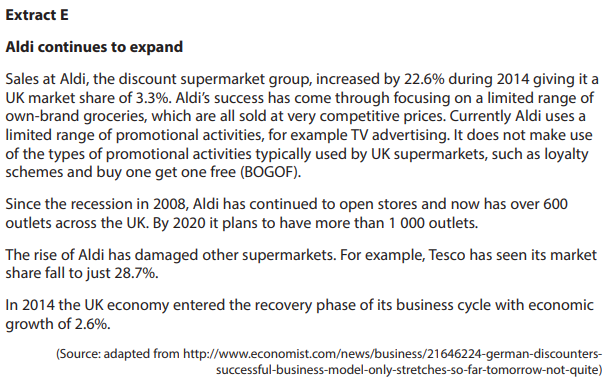


1. Assess the extent to which increased economic uncertainty may have caused the failure of Brantano Ltd. (10)



In November 2015, UK inflation increased to 0.1%

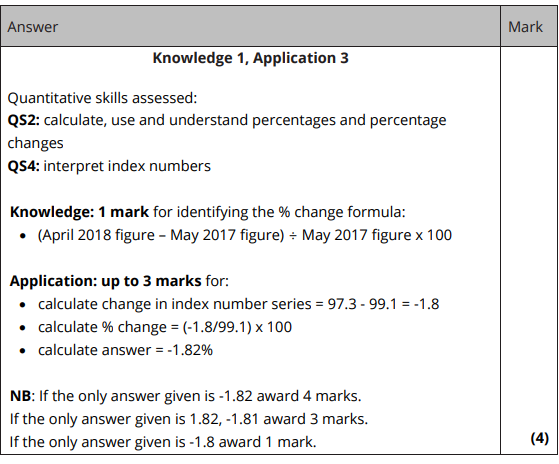
1. Assess the likely impact of this rise in inflation on Burberry plc. (10)



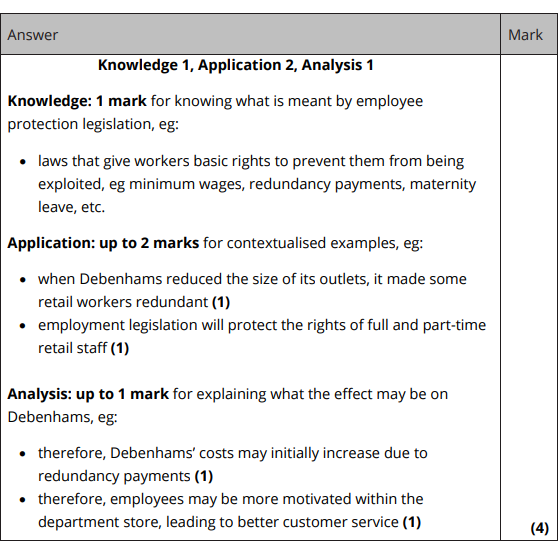
With the UK economy entering the recovery phase of its business cycle, Aldi could continue to either focus on competitive prices, or increase its use of promotional methods.

1. Evaluate these **two** options and recommend which option Aldi should adopt to increase its sales revenue. (20)

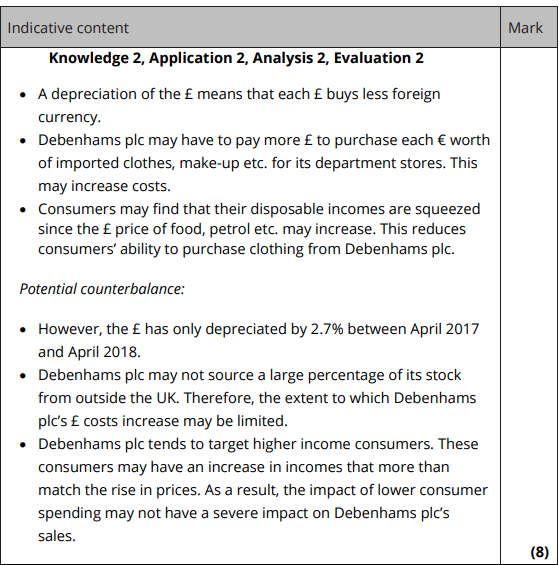
**1(a)**

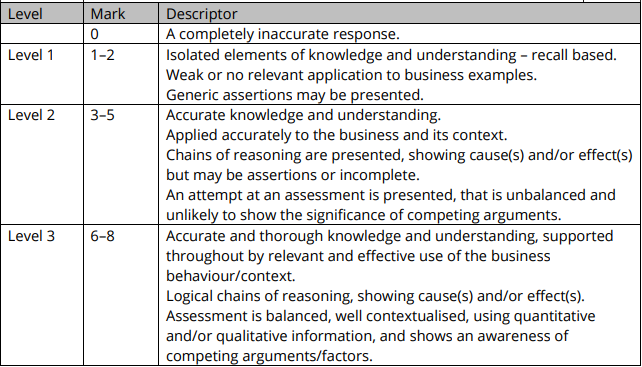


**1(b)**

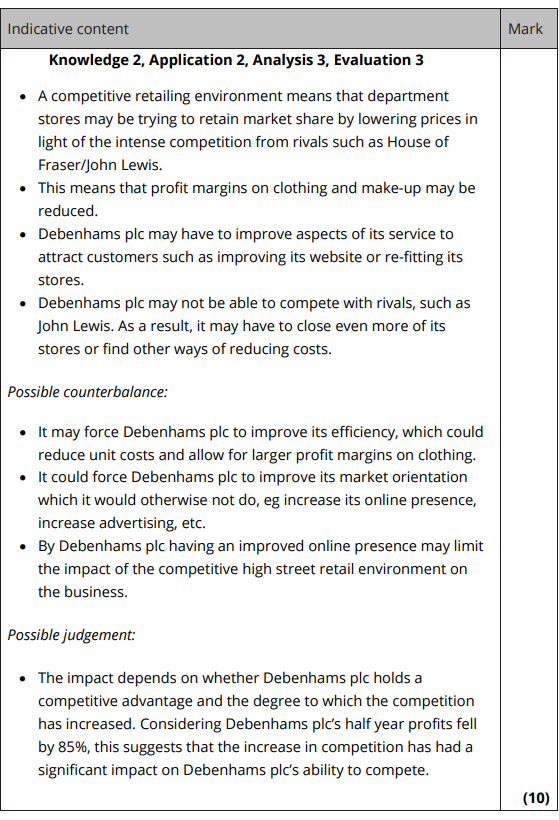


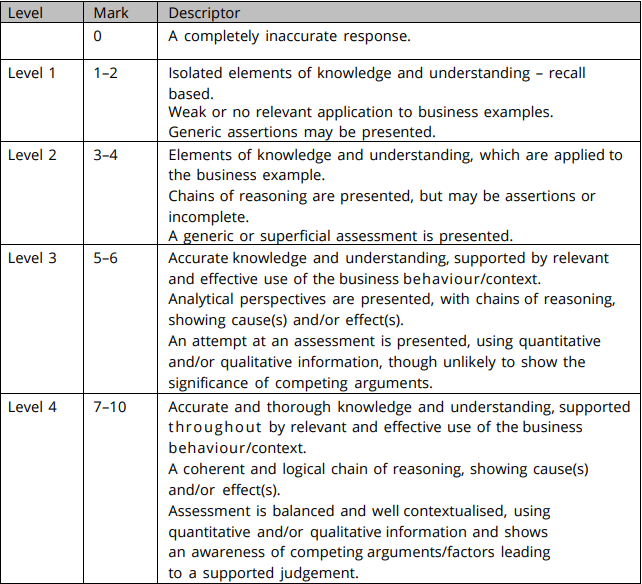
**1(c)**



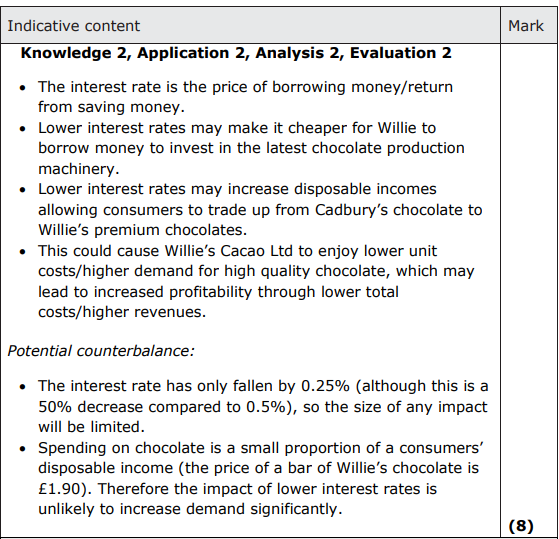


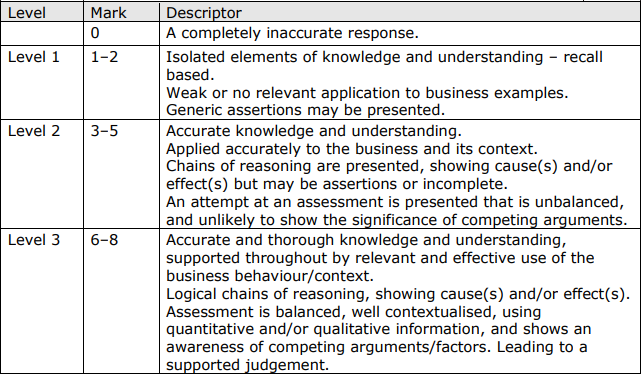
**1(d)**



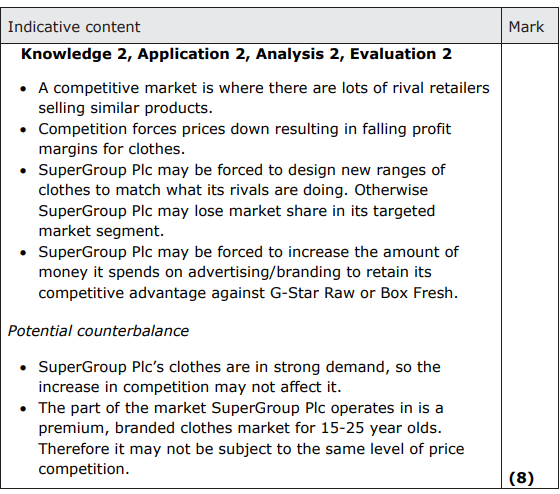


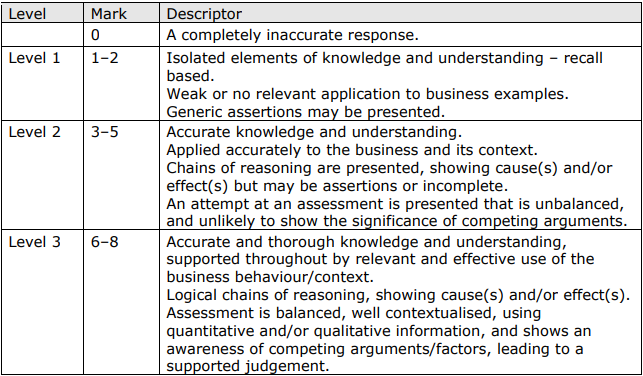
**2**



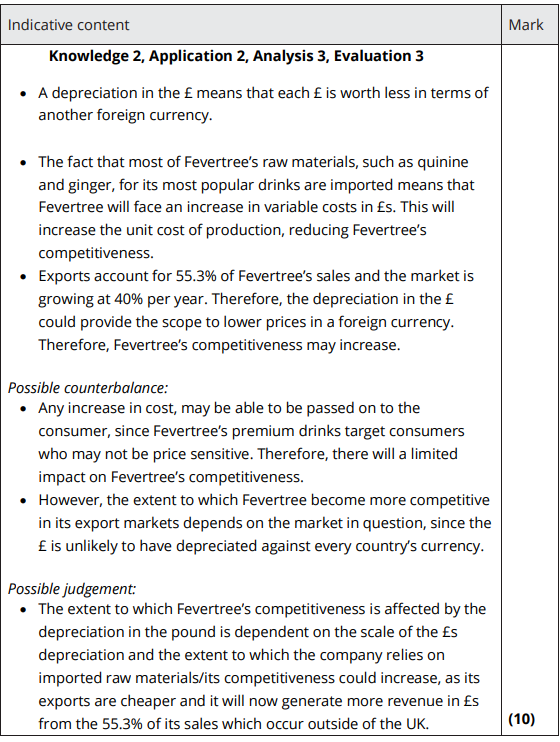


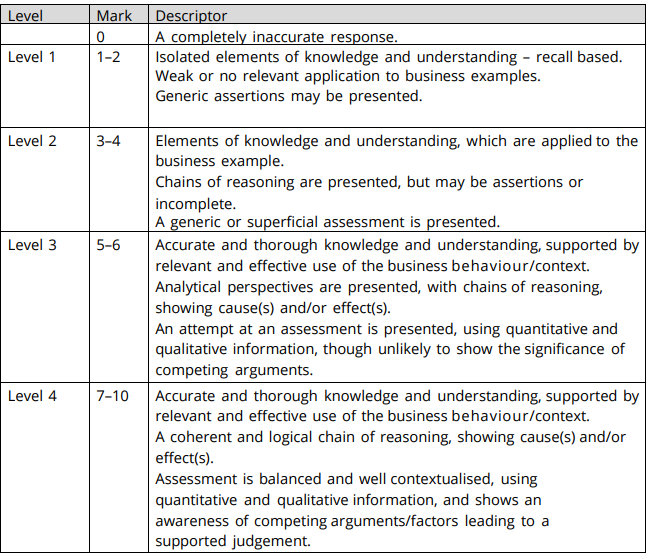
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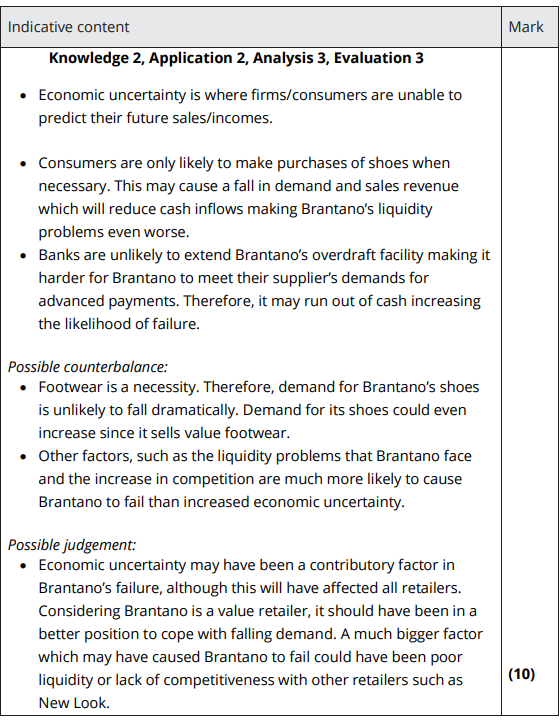


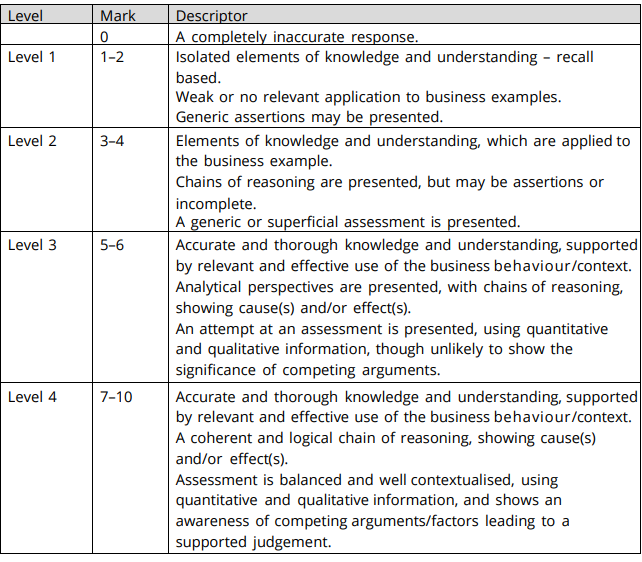
**4**





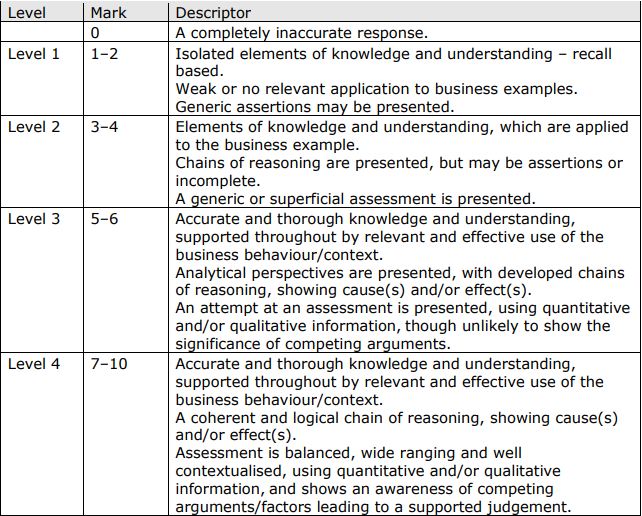
**5**





**6**





**7**

