

Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

INTERNATIONAL AS BUSINESS

UNIT 1 BUSINESS AND MARKETS

Specimen 2017

Morning

Time allowed: 1 hour 30 minutes

Materials

For this paper you must have:

- a calculator, which you are expected to use where appropriate.

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of the 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.
- All working must be shown.
- Do all rough work in this book. Cross through any work you do not want to be marked.
- You may **not** use an English dictionary.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.

Advice

- You may use a bilingual dictionary.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
TOTAL	


Section A


Answer **all** questions in the spaces provided.

Only **one** answer per question is allowed.

For each answer completely fill in the circle alongside the appropriate answer.

CORRECT METHOD WRONG METHODS

If you want to change your answer you must cross out your original answer as shown. 

If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown. 

0 1

The price elasticity of demand for a product is -0.2. This means:

[1 mark]

- A** Demand is price-elastic
- B** Revenue will increase if price increases
- C** The quantity demanded will increase by 2% if the price increases by 1%
- D** The quantity demanded will decrease by 20% if the price increases by 10%

0 2

The market research findings for a new product have a 95% confidence level. This means:

[1 mark]

- A** 95% of customers who tried the product liked it
- B** 95% of new products will fail
- C** The findings are likely to be correct 95% of the time
- D** The product will succeed 95 times out of 100

0	3
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The share price of a company is \$2. The market capitalisation is \$40 billion. The dividend paid by the company per share is \$0.50. This means:

[1 mark]

- A** The dividend yield is 2.5%
- B** The profit per share is \$1.5
- C** There are 80 billion shares in the company
- D** The total dividends paid are \$10 billion

0	4
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Explain **one** reason why a government might encourage business start-ups.

[3 marks]

Extra space

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**

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