Instructions to candidates:

- Answer all questions in the spaces provided.
Section A – Multiple Choice  
Answer all questions  

(15 marks)

1. The European Union has recently given the go-ahead to an £16bn investment in:
   A. HS2 High Speed Rail  
   B. Commercial spaceflight  
   C. Hinckley Point nuclear power station  
   D. Heathrow’s third runway

2. Richard Branson has decided to close one of his businesses. Which one?
   A. Little Red  
   B. Virgin Energy  
   C. Virgin Atlantic  
   D. Virgin Media

3. What product is to be launched by EE, UK’s biggest mobile operator?
   A. Online shopping channel  
   B. An EE theme park  
   C. Online chat show featuring Kevin Bacon  
   D. Set-top box for TV

4. Name the tourist attraction that has asked for a €1bn emergency rescue
   A. Colosseum in Rome  
   B. Disneyland Paris  
   C. Eiffel Tower  
   D. Alton Towers

5. Which supermarket is being formally investigated by the FCA for a major accounting scandal?
   A. Sainsbury’s  
   B. Asda  
   C. Tesco  
   D. Morrisons
6. What has fast-growing discount supermarket chain Aldi decided to accept from now on?
   A. Meat supplies from Poland  [  ]
   B. Credit card payments  [  ]
   C. Customers switching from Waitrose  [  ]
   D. Charity collections at the checkout  [  ]

7. If it wins the next General Election, Labour has pledged to increase the national minimum wage to:
   A. £12.50 per hour  [  ]
   B. £7.50 per hour  [  ]
   C. £10 per hour  [  ]
   D. £8 per hour  [  ]

8. Globally, how many iPhone6s did Apple sell in the first weekend on sale?
   A. 8,876,234  [  ]
   B. 3 million  [  ]
   C. 10 million  [  ]
   D. 4.5 million  [  ]

9. What is the G8?
   A. The code name for the next iPhone  [  ]
   B. The interest rate used by the US banks  [  ]
   C. The Conservatives 8 step plan for growth  [  ]
   D. USA, Japan, UK, Germany, France, Italy, Russia and Canada  [  ]

10. According to BRANDZ what is the most valuable global brand?
    A. Coca Cola  [  ]
    B. Google  [  ]
    C. Amazon  [  ]
    D. Apple  [  ]

Please turn over the page for question 11.
In questions 11 to 15 match the slogan with the correct brand name:

11. 'Inspire the World, Create the Future'
   A. Apple
   B. Intel
   C. Samsung
   D. Sony

12. 'Don't be evil'
   A. Google
   B. BMW
   C. Nokia
   D. Blackberry

13. 'What's happening?'
   A. Facebook
   B. Snapchat
   C. Twitter
   D. Tumblr

14. 'Go further'
   A. Toyota
   B. Ford
   C. Volkswagen
   D. Citroen

15. 'Securing a Better Future'
   A. The Conservative Party
   B. The Labour Party
   C. The Liberal Democrats
   D. UK Independence Party
Section B – Calculations
Answer all questions

(15 marks)

1. Salop Engineering Ltd (SEL) mobile communications technology. SEL have just replaced one of their old machines with a new one that will take 5.4 seconds to produce a circuit board. This is 1.8 seconds faster than how long this operation took prior to having the new machine.

A. Calculate the percentage increase in production speed now that the new machine is producing the circuit boards. (3 marks)

B. How many seconds faster will the new machine need to be in order to decrease the original production time by 66%? (3 marks)

2. Walter Wall sells luxury carpets in Shropshire. The following data relates to his new ‘wooltwist’ line.

- Selling price of the carpet is £180 per unit
- The variable costs of manufacture are £100 for each carpet.
- The fixed costs are £8,000 per annum.

A. How many carpets need to be sold to cover all of the costs/breakeven? (3 marks)
B. Calculate the total profit/loss if the following sales were made:

(i) 220 carpets: (3 marks)

(ii) 50 carpets: (3 marks)

C. How many carpets does the firm need to sell in order to make £400 profit? (3 marks)
Section C

Answer the following questions: (30 marks)

1. On average the largest 100 companies in the UK spend less than 1% of their sales revenue on charitable donations. Should the directors of these companies make the donation of more money to charity a priority? Please give the case for and against. (15 marks)

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2. During difficult economic times many firms unfortunately cease trading. For the firms that survive discuss ways by which these firms can ensure that they have a more secure future and do not succumb to any difficult times that may lay ahead. (15 marks)