



CANDIDATE
NAME

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NUMBER

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CANDIDATE
NUMBER

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You will need: Insert (enclosed)

[Turn over

[8]

2 Analyse **two** disadvantages to GBS of its proposed communication process innovation.

[8]

- 3 (a)** Refer to lines 24–25. Calculate the accounting rate of return (ARR) for the new grinding machine.

..... [2]

- (b)** Refer to Table 1.1. Calculate the net present value (NPV) of the new grinding machine.

[2]

- (c)** Evaluate whether GBS should purchase the new grinding machine.

This image shows a full page of primary-ruled paper. It features ten sets of horizontal dashed lines, each set consisting of three parallel lines. These lines are evenly spaced across the entire page, providing a guide for handwriting practice. The background is white, and there are no margins or additional markings.

- 4 (a)** Calculate the price elasticity of demand (PED) for GBS's gravel product when the price decreased from \$90 to \$81 per tonne.

[4]

- (b)** Evaluate the impact of elasticity measures when GBS makes marketing decisions.

This image shows a full page of white paper with horizontal dashed lines, typical of primary school handwriting practice paper. The lines are evenly spaced and run across the entire width of the page. There are no margins, text, or other markings present.

- 5** Evaluate the extent to which corporate social responsibility (CSR) should influence GBS's decision to expand into new land.

[illegible]

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