

Please check the examination details below before entering your candidate information

Candidate surname					Other names				
Centre Number					Candidate Number				
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**Pearson Edexcel Level 3 GCE**

Sample assessment materials for first teaching September 2015

Time 2 hours

Paper reference **9EB0/02**

**Economics B**  
**Advanced**  
**PAPER 2: Competing in the global economy**

**You must have:**  
 Source Booklet (enclosed)

Total Marks

## Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided  
 – *there may be more space than you need.*

## Information

- The total mark for this paper is 100.
- The marks for **each** question are shown in brackets  
 – *use this as a guide as to how much time to spend on each question.*
- Calculators may be used.

## Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Answer ALL questions.

SECTION A

Read Extracts A–D in the Source Booklet before answering Question 1.

Write your answers in the spaces provided.

- 1 (a) Using the information given in Extract A, calculate the capacity utilisation of the UK motorcycle industry in 2012–2013. You are advised to show your working.

(4)

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- (b) Using Extract A, explain **one** impact capacity utilisation has had on profitability in the UK motorcycle industry in 2012–2013.

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(c) Explain **one** reason why *Triumph* has invested heavily in research and design.

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(d) The PED for *Triumph* motorcycles is estimated to be  $-0.7$ .

Analyse **one** implication of this for *Triumph's* pricing strategy.

(6)



(e) Using a suitable diagram, discuss the likely impact on India of using 'high import tariffs' (Extract D).

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(f) Assess the importance of a brand name to a business such as *Triumph* when entering a new market.

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- (g) Using Extracts B and C, assess *Triumph's* decision to set up manufacturing and sales operations in Brazil.

(12)





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(h) Assess the impact of the global recession on *Triumph*.

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(Total for Question 1 = 60 marks)

**TOTAL FOR SECTION A = 60 MARKS**



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**SECTION B**

**Read Extract E in the Source Booklet before answering Question 2.**

**Write your answer in the spaces provided.**

- 2** Evaluate the importance of labour costs for businesses when deciding where to locate production.

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**TOTAL FOR SECTION B = 20 MARKS**



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**QUESTION 3 BEGINS ON THE NEXT PAGE.**



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## SECTION C

Read Extracts F–G in the Source Booklet before answering Question 3.

Write your answer in the spaces provided.

- 3 Using Extracts F and G, evaluate the potential effects of inflation on firms in the UK since 2000.

(20)

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(Total for Question 3 = 20 marks)

**TOTAL FOR SECTION C = 20 MARKS**  
**TOTAL FOR PAPER = 100 MARKS**



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