

Please check the examination details below before entering your candidate information

Candidate surname

Other names

Pearson Edexcel
International
Advanced Level

Centre Number

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Candidate Number

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Extra Assessment Material

Time: 2 hours

Paper Reference **WBS13/01**

Business

International Advanced Level

Unit 3: Business decision and strategy

You must have:

Source Booklet (enclosed)

Total Marks

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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 in Sections A, B and C.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 80.
- 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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Pearson

(c) Discuss the likely value of Ansoff's Matrix when developing the strategy for *Aldi's* expansion in the UK.

(8)

Area with horizontal dotted lines for writing the answer.

DO NOT WRITE IN THIS AREA



(d) Assess how useful investment appraisal techniques might be for *Aldi* when planning its expansion.

(12)

Area with horizontal dotted lines for writing the answer.

DO NOT WRITE IN THIS AREA



Lined writing area with 20 horizontal lines.

DO NOT WRITE IN THIS AREA



(e) Assess the likely benefits of organic growth for *Aldi*.

(12)

Handwriting practice area consisting of 20 horizontal dotted lines for writing.

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

(Total for Question 1 = 40 marks)

TOTAL FOR SECTION A = 40 MARKS



Handwriting practice area with 20 sets of horizontal dotted lines.

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

Handwriting practice area with 20 horizontal dotted lines.

(Total for Question 2 = 20 marks)

TOTAL FOR SECTION B = 20 MARKS



DO NOT WRITE IN THIS AREA

Large writing area with horizontal dotted lines.



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

(Total for Question 3 = 20 marks)

TOTAL FOR SECTION C = 20 MARKS
TOTAL FOR PAPER = 80 MARKS

