

Please write clearly in block capitals.

School _____

Class _____

Name _____

Teacher _____

GCSE BUSINESS

BUSINESS

Paper 2: Influences of marketing and finance on business activity · 2025 series · mapped to the AQA 8132 specification

Time allowed: 1 hour 45 minutes

Materials

For this paper you must have:

- a calculator.
- the case-study material is printed within the paper.

Instructions

- Answer all questions in the spaces provided.
- Use black ink or black ball-point pen.
- Show clearly how you work out your answers to calculations.
- The companies and data in this paper are fictional, original materials written for practice and do not reproduce any real exam content.

Information

- The maximum mark for this paper is 90.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation.

For Examiner's Use	
Question	Mark
1	
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TOTAL	

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Answer all questions in the spaces provided.

1 Section A

Answer all questions in this section.

1.1

Which of these is part of the marketing mix? Shade one box. A Profit B Promotion C Productivity D Profit margin.

[1 mark]

2.1

Which document records the expected flow of money into and out of a business each month? Shade one box. A Income statement B Cash-flow forecast C Balance sheet D Break-even chart.

[1 mark]

3.1

Define the term 'market segmentation'.

[2 marks]

4.1

Explain one reason why a business carries out market research.

[3 marks]

5.1

Identify two sources of finance a small business could use.

[2 marks]

6.1

Explain one way a business could use the 'price' element of the marketing mix to increase sales.

[3 marks]

7.1

Explain one benefit to a business of having a strong brand.

[3 marks]

8.1

Do you think social media is the most effective method of promotion for a small business? Justify your answer. [9 marks]

[9 marks]

9**Section B**

Read the information about Zest Drinks Ltd, then answer all questions in this section.

Zest Drinks Ltd sells a range of healthy fruit drinks to young adults. It is launching a new product and is deciding how to price and promote it, and which segment of the market to target.

9.1

Calculate the total revenue if Zest sells 8,000 bottles at a price of GBP 2.50 each.

[2 marks]

10.1

Explain one method of market segmentation that Zest could use for its new drink.

[3 marks]

11.1

Explain one pricing strategy that Zest could use when launching its new product.

[4 marks]

12.1

Analyse the benefits to Zest of using market research before launching the new drink.

[6 marks]

13.1

Do you think the product itself is the most important part of the marketing mix for Zest? Justify your answer. [9 marks]

[9 marks]

14.1

Do you think Zest should use a penetration pricing strategy for its new drink? Justify your answer. [9 marks]

[9 marks]

15

Section C

Read the financial information about Zest Drinks Ltd, then answer all questions in this section.

Zest has fixed costs of GBP 24,000 per month. Each bottle sells for GBP 2.50 and has variable costs of GBP 1.00. Last month Zest had sales revenue of GBP 60,000 and total costs of GBP 45,000.

15.1

Calculate the contribution per bottle for Zest Drinks Ltd.

[2 marks]

16.1

Calculate the break-even output (number of bottles) for Zest Drinks Ltd.

[3 marks]

17.1

Calculate Zest's net profit last month, and its net profit margin as a percentage.

[4 marks]

18.1

Analyse the benefits to Zest of producing a cash-flow forecast.

[6 marks]

19.1

Do you think Zest should raise finance by taking out a bank loan or by attracting a new investor? Justify your answer. [9 marks]

[9 marks]

20.1

Do you think break-even analysis is a useful tool for Zest when making decisions? Justify your answer. [9 marks]

[9 marks]

END OF QUESTIONS

Do not
write
outside the
box