

Business management Standard and Higher Level Predicted Paper 1 (B)

1 hour and 30 minutes

Instructions to candidates

- Do not open this examination paper until instructed to do so.
- A clean copy of the business management case study is required for this examination paper.
- Read the case study carefully.
- A clean copy of the business management formulae sheet is required for this examination paper.
- Section A: answer **all** questions.
- Section B: answer **one** question.
- A calculator is required for this examination paper.
- The maximum mark for this examination paper is [30 marks].

The questions in this mock predicted paper provided are for illustrative purposes only, designed in line with the syllabus, context, and background of the Myt PLC case study to give you a sense of what the final examinations in May 2025 could look like.

Section A

Answer **all** questions from this section.

1. Define the term market share. [2]
2. Define the term franchise . [2]
3. Describe **two** financial impacts of supply chain disruptions on Myt PLC. [4]
4. Explain **one** advantage and **one** disadvantage for Myt PLC of selling underperforming Lotssa Coffee locations. [4]
5. Explain **one** reason why Myt PLC is experiencing consumer backlash despite investing in sustainability initiatives. [2]
6. Analyse **one** way in which Myt PLC is responding to changing consumer preferences and **two** ways in which it is not. [6]

Section B

Answer **one** question from this section.

7. Discuss whether Myt PLC should reintroduce its original high-sugar sodas to regain market share, despite its commitment to health-conscious beverages. [10]
8. Discuss whether Myt PLC should accelerate its sustainability efforts in response to consumer backlash, even if it increases short-term costs. [10]