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AQA Paper 1 - Hooks \u0026amp; Links
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1 Topics GCSE Business 9-1: Paper 2
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7131/1 – JUNE 2018 6 1 1 A manager
of a business wants to increase its

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revenue. She estimates the price elasticity of demand for its products is -0.2 .

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BUSINESS Paper 1 Business 1
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them in a convincing manner).

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STUDIES – 7131/1 – JUNE 2016 6 of
22 1 2 A business is deciding whether
or not to increase its annual
expenditure on TV advertising.
Referring to Figure 1 below, use
calculations to advise the business on
whether or not it should increase its
annual TV advertising expenditure.

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range of different management styles that may be adopted ranging from a 'tell' approach to one that involves delegation.

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[1 mark] Table 1 refers to four different

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products in the product portfolio of a business. Table 1 Information for four products

Product	Price elasticity of demand	Income elasticity of demand
A	-1.8	+1.8
B	-1.8	+0.3
C	-0.3	+1.8
D	-0.3	+0.3

Which one of the products in Table 1 is most likely to be a luxury product with many

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how hectic it is to be a teacher and
they really keep us up to date and
show their awareness. Juliette McGirr,

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of a business wants to increase its
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