

ANSWER BOOKLET

4 PAGES



Class

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Number

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Name

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Subject

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Level

<input type="checkbox"/> HL	<input type="checkbox"/> SL
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Component

<input type="checkbox"/> paper1	<input type="checkbox"/> paper2	<input type="checkbox"/> paper3
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Please write question numbers in the following format:

1	2	3	4	5	6	7	8	9	10
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(a) I will do market research. Because when you start the brand you need to analyze brand competitor. If you analyze brand competitor, you can easy to make brand strategy.

(b) (i) store 2 highest profit

(ii) store 1 highest profit

Store 1	Store 2	Store 3
90000 - 66000	103000 - 76000	85000 - 67000
= 24000	= 27000	= 18000
$\frac{24000}{180000} = 0.1333$	$\frac{27000}{223000} = 0.1211$	$\frac{18000}{170000} = 0.1059$
13.33%	12.11%	10.59%

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(c)

(i) $200000 - 120000 = 80000$

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(ii) $24000 + 27000 + 18000 = 69000$

$\frac{69000}{50000 + 80000} = 0.5308$

A: 53.08%

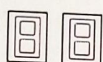
(d) The interest expense will be deducted from TPS's net income before interest and taxes, thus reducing TPS's net income before taxes.



(a) The membership of cooperative societies is voluntary. Anybody having a common interest is free to join a cooperative society. The member can also leave the society any time after giving a proper notice.

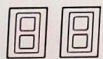
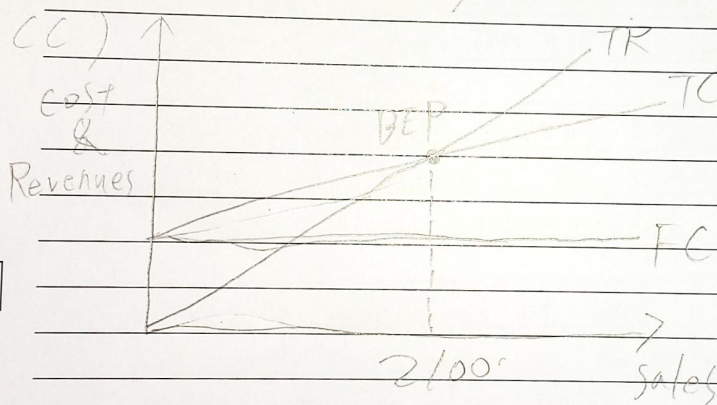
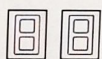
(b)

$$10.20 - 6.40 = 3.80$$



$$3200 \times 3.80 = 12160$$

$$12160 - 7480 = 4680 \quad A: 4180$$



(d) The advantage to SSL from implementing the new promotional strategy is that they can make good impression by implementing new strategies.

□ □ (a)

The H&M vision statement may be useful in setting short-term goals for the organization. It is likely to act as an important driver for recruitment, selection and motivation of its young unskilled workforce made up of school leavers.

□ □ (b)

(i) Job enlargement will increase the range of skills and tasks able to be performed by the school leavers who may lack direct experience of working in a national chain. This will be important for effective leadership in store in the future.

(ii) Intrapreneurship allows H&M to be risk-takers, creative and innovative. The opportunity to develop healthy snacks will be vital to maintain market share.

□ □

CC) Marketing economies of scale: Global fast food restaurants are large in marketing and sales in all markets due to their global reach. H&M is a national chain, so advertising dollars cannot be spread across the entire market. Marketing unit costs are much lower for global restaurants.

□ □

Bulk-buying economies of scale: Global fast food restaurants can lower prices by purchasing raw materials in bulk. In this case, the unit cost for the operation is likely to be lower than H&M.