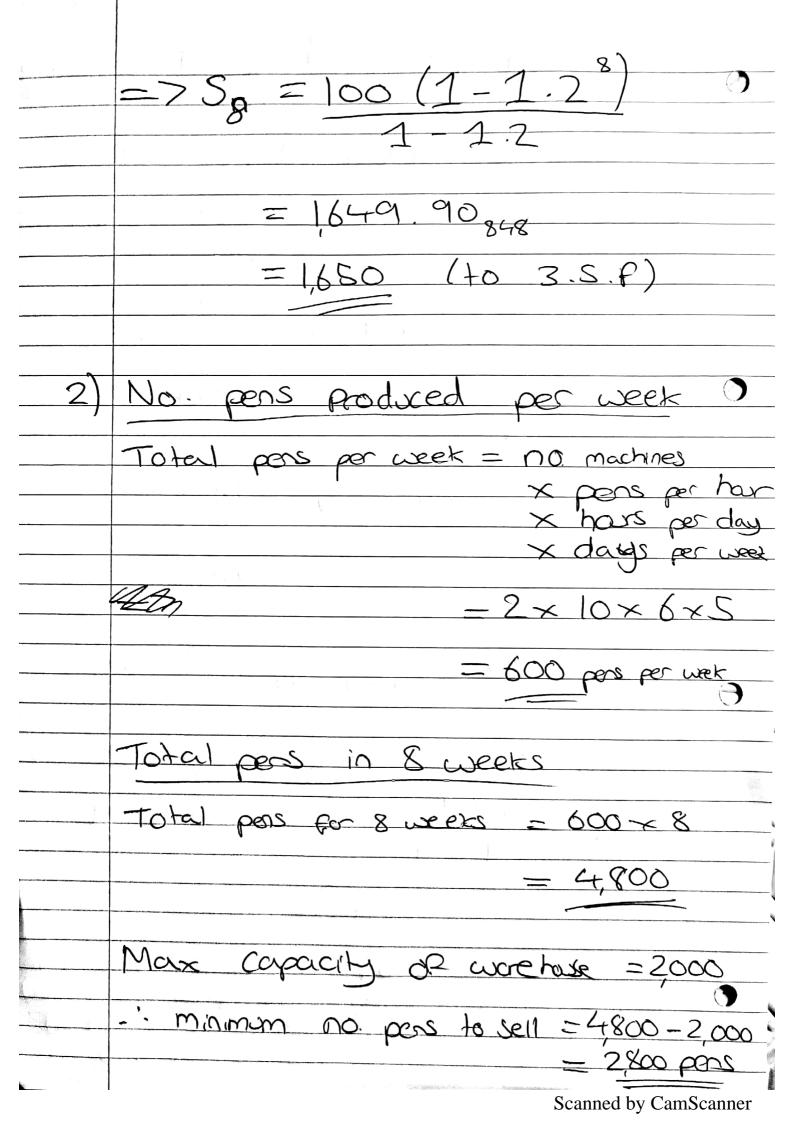
Edward Webster 14/12/2019 Section A - Numerical Reasoning Part 1 - Pen Manufacture 10 increase = difference × 100% original value  $7 / 0 | increase = 120 - 100 \times 100\%$ 0 = 20% 10 increase (week 2 to 3) = 144-120 × 100% =20% -: 1/0 increase (week 1 to 2) = 10 increase (week 2 to 3) D Sun of geometric progression  $S_n = \alpha_1(1-r^n)$ where Sn = Sum of GP with 1 tems r= common rootro (1.2) n = no. tems (8)

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•	Part 2 - Pen Sales
	Break even
	Conversion rate = 20% Unit cost = £6/unit
9	$\frac{CPC(max)}{= £6 \times 20\%}$ $= £1.20 per unit to break even$
2)	Conversion rate = 30%
	$\frac{CPC(max)}{= £2.00} = £2.00 \text{ per unit to}$
	Orcarie ever
03)	Incremental cost - total charge of company experience
	within its balance sheet or income Statement due to production and Sale of an additional unit of product. Some: Investopedia.com
	Incremental $\cos t = (£350 - £300)$ $\frac{(210 - 200)}{(210 - 200)}$
O .	= £50
	= \$5 per incrompti Sale

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		Part 3 - International Exponsion
	1)	1 GBP = 1.132 EUR 1 EUR = 1.149 CHF
		Sale price to France = 12 EUR Sale price to Switzerland = 15 CHF
		Sales to France = 200 units Sales to Switzerland = 300 units
		COSt of monifacture = \$6
		Shipping + FX fees = \$0
	)	Conversion to GBP
		16BP= 1.132 EUR
	,	- 1 EUR = 1 GBP 1.132
		= £10.00000 GBP
-	**	= \$10.60 GBP to 2.d.p

EUR = 1.149 CHF V -- | CHF = | EUR : 15 CHF = 15 EUR we know | EUR = 1 08P 9 15 CHF = 15 x (1/132) GBP =\$11.53, GBP = & 11.53 GBP (to 2.d.p) Calculate Total Revene (TR)  $TR = (200 \times £10.60) + (300 \times £11.53)$ = £5,579.90 (to 2.d.p)Calculate Cost of Goods Sold (coss) COGS = (200 × 300) x £6/uit = £3,000.00

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