

**BUSINESS STUDIES – PAPER II 2017**

Write your Examination Number here: 

--

**For use with Q.2 (A) (i)**

	<b>Three important pieces</b> of information provided in a quotation.
1	
2	
3	

**For use with Q.2 (A) (ii)**

	<b>Two reasons</b>
1	
2	

**For use with Q.2 (B) (i)**

<b>Answer</b>	<b>Calculations</b>
Percentage margin per t-shirt %	

**For use with Q.2 (B) (ii)**

<b>Answer</b>	<b>Calculations</b>
Planned income €	

**For use with Q.2 (C) (i)**

<b>T-S Ltd, Carnival Road, Carlow</b>			<b>CREDIT NOTE No. 40</b>
Telephone: 059 9152659			VAT Reg. IE 3445271
<b>TO:</b>		<b>Date:</b>	
		Your Order: 45	
<b>QUANTITY</b>	<b>DESCRIPTION</b>	<b>PRICE EACH</b> €	<b>TOTAL</b> €
Reason:			
		Total (excluding VAT)	
		Trade Discount	
		Subtotal	
		VAT	
<b>E &amp; OE</b>		Total (including VAT)	

**For use with Q.2 (C) (ii)**

**Sales Returns Book of T-S Ltd**

Date 2017	Details	Credit Note No.	F	Net €	VAT €	Total €

**PLEASE RETURN THIS PAGE WITH YOUR ANSWER BOOK**

**BUSINESS STUDIES – PAPER II 2017**

Write your Examination Number here: 

--

**For use with Q.3 (A) (i) & (ii)**

(i)	State <b>two</b> types of market research, with examples.
1	
2	

(ii)	Explanation and example of a target market.
Explanation	
Example	

**For use with Q.3 (B) (i)**

	Explanation and example of a unique selling point.
Explanation	
Example	

**For use with Q.3 (B) (ii, iii, iv)**

COMPANY DETAILS	BUSINESS PLAN		
Name of Company			
Address			
Directors	<i>John Moran</i>	<i>Mary O'Connor</i>	<i>Patrick McGrath</i>
Marketing Manager			
Finance Manager			
Production Manager			
Company Bank			
<b>PRODUCT DESCRIPTION</b>			
<b>MARKET RESEARCH</b>			
Size of Target Market			
Main Competitors			
Selling Price per household pack			
<b>SALES PROMOTION METHODS</b>			
1			
2			
3			
<b>FINANCE</b>			
Amount Required	€		
Amount Available	€		
Amount to be Borrowed	€		
<b>DIRECTORS' SIGNATURES</b>	<i>John Moran</i>	<i>Mary O'Connor</i>	<i>Patrick McGrath</i>
<b>DATE</b>			

**PLEASE RETURN THIS PAGE WITH YOUR ANSWER BOOK**