

**Wednesday 11 January 2012 – Afternoon**

**AS GCE APPLIED BUSINESS**

**F242/01** Understanding the Business Environment

Candidates answer on the Question Paper.

**OCR supplied materials:**

- Clean copy Case Study

**Other materials required:**

- A calculator may be used

**Duration:** 1 hour 30 minutes



Candidate forename		Candidate surname	
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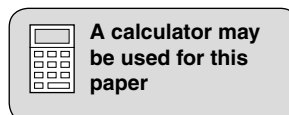
Centre number						Candidate number				
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**INSTRUCTIONS TO CANDIDATES**

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- Do **not** write in the bar codes.

**INFORMATION FOR CANDIDATES**

- The number of marks is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **100**.
- Your Quality of Written Communication will be assessed in questions marked with an asterisk (\*).
- This document consists of **16** pages. Any blank pages are indicated.



1 Three stakeholders of the canals are canal boat users, anglers and environmentalists.

(a) From **Appendix 2** in the case study, identify **two** other stakeholders of the canals.

Stakeholder 1: .....

Stakeholder 2: ..... [2]

(b) Explain how the interests of anglers and environmentalists might conflict with those of canal boat users.

Anglers: .....

.....  
.....  
.....

Environmentalists: .....

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.....  
..... [4]

(c) What is the difference between stakeholder interests and stakeholder influence?

.....  
.....  
..... [2]

[Total: 8]







- 3 (a) Identify **two** types of computer software which a business such as *The Floating Lotus* could use in order to organise its paperwork. For each type of computer software identified, explain **two** ways in which it could be used within *The Floating Lotus*.

Type of software	Explanation of how it could be used within <i>The Floating Lotus</i>	
	1.	2.
	1.	2.

[6]







- 4 (a) 'Even though cash-flow is positive, *The Floating Lotus* is only just breaking even each month.' Explain why a positive cash-flow does not necessarily mean that a profit has been made.

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..... [2]

- (b) Identify **two** reasons why it is important that Carmen closely examines the cash-flow forecast which Lee promised to draw up in relation to his proposal.

Reason 1: .....

.....

Reason 2: .....

..... [2]

- (c) Using the information provided below, complete the unshaded boxes in Lee's cash-flow forecast for April 2012.

Estimated number of customers	1050
Average spend per customer	£6
Cost of stock as a percentage of sales	30%
<b>Annual</b> combined salaries	£30 000

**Lee's cash-flow forecast for April 2012**

	£
<b>Cash inflow</b>	
Sales	
<b>Total inflow</b>	
<b>Cash outflow</b>	
Mooring fee	225
British Waterways licence	158
Drinks' licence	8
Insurance	200
Maintenance	183
Fuel, heating and lighting	181
Salaries	
Stock	
Internet provider and telephone	200
Sundry expenses	50
<b>Total outflow</b>	
<b>Net cash-flow</b>	
<b>Opening balance</b>	5000
<b>Closing balance</b>	

[6]





- 5 (a) Other than interest rates and exchange rates, identify **four** external influences on **Carmen's** proposal to introduce a buffet style restaurant. For each influence, explain how it could affect the success of **Carmen's** proposal.

External influence 1: .....

Explanation: .....

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External influence 2: .....

Explanation: .....

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External influence 3: .....

Explanation: .....

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