



ADVANCED SUBSIDIARY GCE
BUSINESS STUDIES
 Business Functions

F292

Candidates answer on the Question Paper

OCR Supplied Materials:

- Clean copy Case Study

Other Materials Required:

- Calculators may be used

Thursday 21 January 2010
Afternoon

Duration: 2 hours



Candidate Forename		Candidate Surname	
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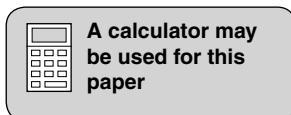
Centre Number							Candidate Number			
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INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- You must answer **all** the questions. You should not need to spend more than 30 minutes on Section A.
- Do **not** write in the bar codes.
- Write your answer to each question in the space provided, however additional paper may be used if necessary.

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 **90**.
- The quality of your written communication will be taken into account in marking your answer to the question labelled with an asterisk (*). Marks will be awarded for spelling, punctuation and grammar, use of appropriate form and style of writing, and for organising work clearly and coherently.
- This document consists of **16** pages. Any blank pages are indicated.



Section A

Answer **all** questions.

Question 1 does **not** relate to the FIF case study.

1 (a) Define the term 'adverse variance'.

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

(b) To increase sales is one possible marketing objective. State **two** other marketing objectives.

1

.....

2

..... [2]

(c) Identify **two** ways in which a firm may operate above 100% capacity.

1

.....

2

..... [2]

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