

To answer each question, you will need to refer to one of the actual businesses that you have studied, and use the information in the question paper that relates to three businesses located in a Business Park in Wellington.



1. *Florentia Hotels Ltd (FHL)* operates a chain of hotels in the UK. *FHL* will shortly open the new *Wellingley Florentia* hotel in the Business Park in Wellington. *FHL* expects its main use to be by business people visiting Wellington.

Staff for the new *Wellingley Florentia* hotel are now being recruited. Natalie Osborne, *FHL* Human Resources Manager, is responsible for recruiting all staff for this hotel.

Natalie has created the Job Description below. She has put this on the 'Employment Opportunities' section on *FHL's* website.

JOB DESCRIPTION

Waiter/Waitress (full-time) at Wellingley Florentia

The clients of the new *Wellingley Florentia* hotel will vary considerably, from business clients, to wedding clients, to families. There will be great variety, leading to job satisfaction, and potential for promotion. No experience is necessary as full training will be given.

You will

- have a basic general education
- be a confident and enthusiastic person with a friendly personality
- possess good communication skills
- be able to deliver effective and efficient customer service.

Salary £11 000 + tips.

Benefits include

- 20 days annual holiday, plus public holidays
- Excellent training and opportunities for career development
- 50% off hotel facilities such as hairdressing and spa treatments.



(a) (i) How does this advertisement meet *FHL's* responsibilities relating to equal opportunities?

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(1)

(ii) State **two other** items of information that Natalie should include in this Job Description.

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(2)

The Person Specification form below will be used for the job of Waiter/Waitress at the *Wellingley Florentia* hotel.

(b) Using the Job Description, give **one** appropriate item of information under each heading.

PERSON SPECIFICATION: WAITER / WAITRESS
Qualifications
Experience
Skills
Training
Attitude

(7)



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Turn over for question 1(e) and 1(f)



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In the space below, record the details of ONE business that you have studied during your course. Refer to this business when answering question 1(f).

<p>Name of Business:</p> <p>Main Activities:</p> <p>.....</p> <p>.....</p>
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Identify **one** job role at this business for which interviews are used to select staff.

Job role

(f) (i) Give **two** examples of open questions for this job role that an interviewer should ask.

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(2)

(ii) Justify the importance of asking **each** of the above questions for this job role.

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(4)

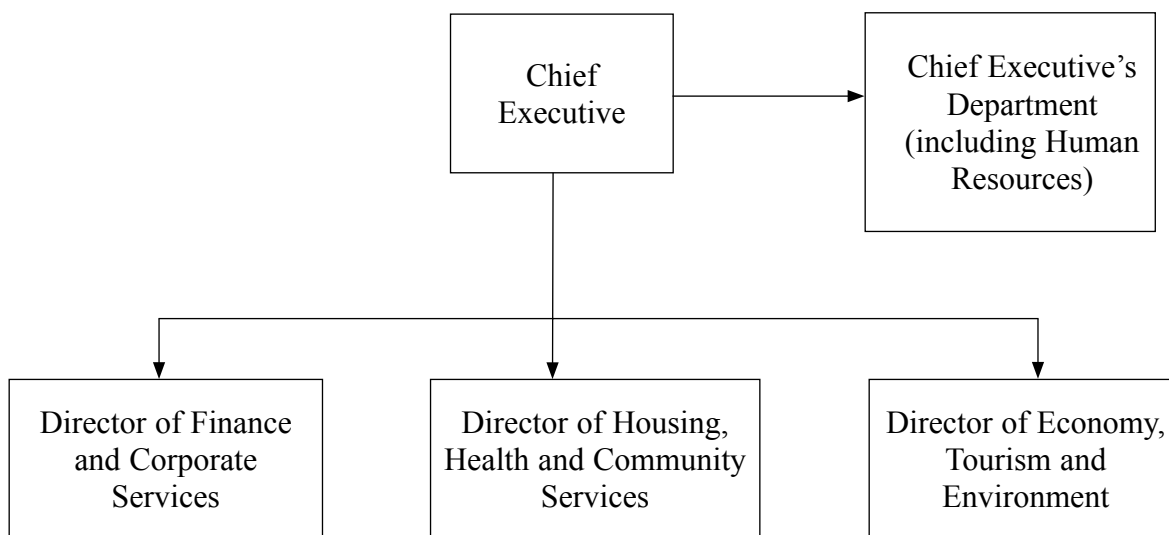
(Total 30 marks)

Q1

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2. *Wellingley Council* is located in the Business Park. The organisation chart for *Wellingley Council* is shown below.



Jack Bentley is the Director of Finance and Corporate Services. Jack is also responsible for two other Council services.

- IT and E-Government Services
- Support Services.

(a) Choose **one** of these Services, and outline **one** activity that it is likely to carry out.

Service chosen (tick **one** box): IT and E-Government Services
 Support Services

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(2)



Wellingley Council's Community Strategy sets a key aim for each area of Council responsibility. The Strategy states that 'Every service we deliver must fulfil at least one of our Community Strategy aims'. The aim for the first area of responsibility is shown below.

(b) In the table, give an example of a suitable aim for **three other** areas of responsibility.

(6)

<i>Inclusive Community</i>	We will give Wellingley residents the opportunity to take part in the economic, social, political and cultural life of the town.
<i>Environment</i>	
<i>Regeneration and Economy</i>	
<i>Learning and Skills</i>	
<i>Housing</i>	
<i>Crime and Disorder</i>	



In the space below, record the details of ONE business that you have studied during your course.

NOTE: THIS BUSINESS MUST NOT BE A LOCAL COUNCIL.

Refer to this business when answering question 2(e).

<p>Name of Business:</p> <p>Main Activities:</p> <p>.....</p> <p>.....</p>
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(e) (i) What is the main aim or mission statement of this business?

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(1)

(ii) Why is this main aim or mission statement appropriate for this business?

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(1)

(iii) To what extent would this main aim or mission statement be appropriate for *Wellington Council*?

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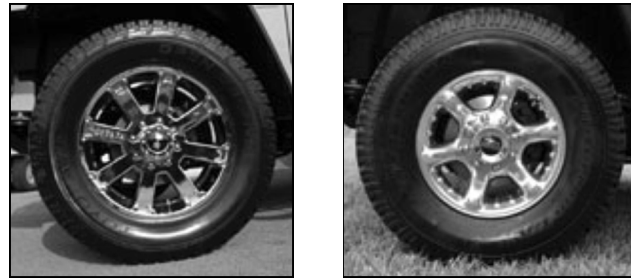
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(3)





3. *Wellingley Car Care Centre*, trading as *CarCare*, is run as a sole trader by its owner Meg Grey. *CarCare* is located in the Business Park. It sells car cleaning and protection products in its shop, and carries out some ‘customising’ of car bodies in a small workshop next door.

Meg employs Saeed, who already works full-time on customising car bodies. Meg has identified a growing demand for restoring alloy car wheels (*see photograph*) that have become damaged or worn. She has recently appointed two more employees, Sunita aged 25 and Jon aged 18, to work on restoring the alloy wheels. Jon is full-time but Sunita works part-time because she has two young children.

The number of wheels to be restored varies greatly from week to week. Customers expect the work to be done quickly so that they can have their cars ‘on the road’ again as soon as possible. This has led to some conflict with the new employees: Sunita does not want to change her hours because of her children; Jon wants to take his holiday at the same time as his partner, regardless of the amount of work in the workshop.



Meg realises the importance of keeping her staff happy.

(b) State **two** ways that Meg can help her employees meet the three elements of Maslow's hierarchy of needs listed below.

Physiological (Basic) needs

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(2)

Safety (Security) needs

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(2)

Self-esteem (Ego or Esteem) needs

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(2)



(c) Analyse **two** problems for *CarCare* if Sunita and Jon become demotivated at work.

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(6)

The local paper has published the following details of an incident involving *CarCare*.

Meg Grey, trading as *CarCare*, was fined £2 500 after pleading guilty at Wellingley Magistrates Court to charges of polluting the local canal with oil. The Environment Agency prosecuted under the Water Resources Act. Grey was charged with causing pollution and knowingly permitting the incident, and was ordered to pay £2 057.24 costs.

Nell Evans, an Environment Agency officer, said, "Businesses must accept they have a responsibility to prevent pollution such as oil entering watercourses from their premises. *CarCare* failed to do so, resulting in harm to local wildlife."

(d) In addition to the fine and costs for Meg, describe **one other** business effect on *CarCare* as a result of this article appearing in the local paper.

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(2)



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In the space below, record the details of ONE business that you have studied during your course. Refer to this business when answering question 3(e).

<p>Name of Business:</p> <p>Main Activities:</p> <p>.....</p> <p>.....</p>
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(e) Discuss **two** ways in which the work of this business is influenced by the need to avoid creating pollution.

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(4)



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In the space below, record the details of ONE business that you have studied during your course. Refer to this business when answering question 3(f).

Name of Business:

Main Activities:

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(f) Evaluate the effect that pressure groups have on the work of this business.

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(6)

Q3

(Total 30 marks)

TOTAL FOR PAPER: 90 MARKS

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