

1. The town of Brancom contains many different businesses. Three businesses located in Brancom are

- **Myron Daw.** This partnership is an estate agents, which finds buyers for properties put up for sale. It operates in a highly competitive local market. The stated aim of this partnership is

At Myron Daw you can have confidence when buying or selling, and when using our full range of property services.

- **Pets Protection Society (PPS).** This charity operates Animal Hospitals and retail shops throughout the UK. Its Head Office and one of its Animal Hospitals is located at the Brancom site. The stated aim of this charity is

PPS exists to care for pets by offering free veterinary services for sick animals. We at PPS also support responsible pet ownership.

- **Wood City Ltd.** This private limited company manufactures a range of wooden buildings such as sheds, playhouses and dog kennels, which it sells at its Brancom site to the public. The stated aim of *Wood City Ltd* is

Because we manufacture our own high-quality wooden buildings, and supply these direct to the public, we provide excellent customer care service.

(a) Using the above information, give an example of **one** objective for each business that is suitable for its stated aim.

Objective for *Myron Daw*
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Objective for *PPS*
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Objective for *Wood City Ltd*

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Myron Daw was established last year by two ex-managers from other estate agents in Brancom. The partnership has its only office in Brancom.

The two partners of *Myron Daw* believe that – at this stage in the life of the partnership – its two most important business functions are Marketing and Finance.

(b) (i) Examine why these two business functions are likely to be regarded by the partners as being the most important.

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(ii) Show how **two other** business functions will work with each other to contribute to the success of *Myron Daw*.

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(3)

Myron Daw is owned as a partnership. *Wood City Ltd* is owned as a private limited company.

(c) Outline how the different ownership of *Myron Daw* and *Wood City Ltd* influences the financing of each business.

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As a national charity, *PPS* operates Animal Hospitals throughout the UK. Each Animal Hospital recruits local unskilled or semi-skilled employees.

PPS has a number of functions and activities based solely at its Brancom Head Office:

- Finance
- Human Resources and Public Relations
- Information Technology
- Legal Services
- Property Services
- Publications

(d) Explain the difference between a **centralised** and **decentralised** organisation structure. Use the above information about *PPS* to support your answer.

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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(e).

<p>Name of Business:</p> <p>Main Activities:</p> <p>.....</p>

State the ownership of your chosen business (eg private limited company, sole trader).

Ownership

(e) Analyse how the ownership of your business influences the way that it is **controlled**.

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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>

(f) Using **one** objective from your chosen business, examine to what extent the business is achieving this objective.

Objective

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(6)
(Total 30 marks)

Q1



2. The *Pets Protection Society (PPS)* recruits people to work at its Brancom Head Office, Animal Hospitals and retail shops.

The following is an extract from a Job Description for a vacancy at Head Office.

Receptionist/Telephonist at PPS Head Office, Brancom

Function

To provide an efficient and effective reception service on behalf of PPS Departments, visitors and other contacts.

Duties

1. To operate swiftly and efficiently a Meridian switchboard with 12 lines and 120 extensions, accurately taking messages from the answer phone and ensuring that messages are passed on to the correct person in a timely manner.
2. To receive visitors to Head Office, maintain the Visitors' Book, distribute visitor badges and offer assistance as required.
3. To ensure that visitors are aware of fire procedures, and that in the event of a fire or during a fire drill the Visitors' Book is delivered to the Fire Officer.
4. To train others in the efficient operation of the switchboard and reception duties.
5. To undertake general office duties, such as collating leaflets and photocopying, as necessary.

The original Job Description also contained information about training.

- (a) What are **two other** items of information that should appear in **this** Job Description?

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(b) What **three** personal qualities would *PPS* look for in an applicant for **this** position?

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To help fund its Animal Hospitals *PPS* owns over 100 retail shops throughout the UK and recruits managers and other employees to work in them.

(c) Examine whether the personal qualities looked for in a *PPS* Shop Manager are likely to be the same as, or different from, those of a *PPS* Head Office Receptionist/Telephonist.

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PPS holds exit interviews for all employees who leave the business.

(d) (i) Outline **two** likely reasons that *PPS* will have for holding exit interviews.

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(ii) Give **one** benefit to the **employee** from having an exit interview.

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Human Resources staff at *PPS* have a number of headings under which the standard exit interview questions are grouped. Examples of questions asked under the 'General reasons' heading are as follows.

- Why have you decided to leave *PPS*?
- What is your main reason for leaving?
- What other reasons do you have for leaving?



Three other headings are given below, with an example of one standard open question used. (An open question encourages an interviewee to develop an answer. This type of question does **not** lead to a one-word answer such as 'Yes' or 'No'.)

Training and development

- What training would you have liked or needed that you did not get, and what effect might this have had on your decision to leave?

Job/Work

- What did *PPS* do to make your job more difficult or non-productive?

Leaver's future

- Where have you decided to go?

(e) For each of these headings, give an appropriate example of **one other open** question that should be asked at an exit interview for *PPS* employees.

Training and development

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Job/work

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Leaver's future

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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 2(f).

<p>Name of Business:</p> <p>Main Activities:</p> <p>.....</p>

Name **one** piece of United Kingdom or European Union legislation that concerns equal opportunities.

Legislation

(f) Analyse the influence that this legislation has on how your chosen business **selects** a new employee or employees.

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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 2(g).

Name of Business:

Main Activities:

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(g) Evaluate the process used by your chosen business to **recruit** (but not select) an employee or employees for a particular job role.

Job role

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(Total 30 marks)

Q2

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3. *Wood City Ltd* manufactures a range of wooden buildings such as sheds, playhouses and dog kennels, which it sells at its Brancom site to the public. There is strong competition from local businesses for employees. *Wood City Ltd's* managers have recently conducted a survey of the company's employees. Results from this survey include the following.

- A. Two-thirds of all employees are 'proud to work for *Wood City Ltd*'
- B. Nearly half of all employees have worked for *Wood City Ltd* for at least five years
- C. Staff turnover at *Wood City Ltd* is 21% per annum

(a) (i) Using **one** result from the survey, outline how that result shows that *Wood City Ltd* has well-motivated employees.

Result letter (A, B or C)

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(2)

(ii) Using **another** result from the survey, outline how that result shows that *Wood City Ltd* has poorly motivated employees.

Result letter (A, B or C)

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To encourage its employees to stay, *Wood City Ltd* offers a range of non-financial incentives. These include ‘employee of the month’ recognition, extra holidays for long-service employees, and ‘dressing down days’ for office staff.

- (b) (i) Give **one** advantage and **one** disadvantage to *Wood City Ltd* from using these non-financial incentives, rather than pay increases, to encourage employees to stay.

Advantage

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(1)

Disadvantage

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(1)

- (ii) Examine how the ‘employee of the month’ scheme supports *Wood City Ltd’s* aim, “we provide excellent customer service”.

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Wood City Ltd has been offered a contract to make sheds for a national retailer. If the order is accepted, employees would have to work shifts, including night shifts.

(c) (i) Outline how the European Working Time Directive (Working Time Regulations) is likely to influence this situation.

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Name **one** stakeholder of *Wood City Ltd* **other than** customers and employees.

Stakeholder

(ii) Give **two** examples of how the change to shift work would affect this stakeholder.

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Wood City Ltd encourages all employees to become involved in local community matters. Employees are encouraged to take on responsibilities or become interested in activities such as local magistrates, school governors, and membership of the local NHS Trust.

(d) How would encouraging such community involvement be likely to motivate *Wood City Ltd's* employees?

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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>

(e) Analyse how **one** of the following affects the efficient running of your chosen business.

Competition law

Tick one box

Trade Unions

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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 extent to which the work of your chosen business is affected by the environmental issue of recycling.

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(Total 30 marks)

Q3

TOTAL FOR PAPER: 90 MARKS

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