

The High Street in the town of Siding has a range of businesses.

- There is a *Shoosh* chemist with a pharmacy. This is part of *Shoosh plc*, a national chain of 1,500 chemist shops.
- Amrit Singh, a self-employed physiotherapist specialising in treating sports injuries, runs her business as a sole trader from rooms above one of the shops in the High Street.
- At one end of the High Street is the *Siding Health Centre*, a partnership of eight doctors.

The *Siding Health Centre* employs four nurses, managed by Sister Ray, and a team of four administration staff, managed by Myrtle Communis, Practice Manager. The size of the Health Centre means that all staff are kept extremely busy.

1. (a) Identify **two** features that Amrit Singh's business and the *Siding Health Centre* partnership have in common in terms of business ownership.

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(2)

Two aims of *Shoosh Plc* are:

- to survive in an increasingly competitive market
- to increase market share.

- (b) (i) Identify **two** ways of achieving these aims.

To survive

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To increase

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The aim of the *Siding Health Centre* is to

- provide the highest quality of patient care.

One objective for the nurses to support this aim is that all patient records must be written up by the end of each working day.

- (ii) Give an objective that Myrtle could set her administration team and explain how this objective supports *Siding Health Centre's* aim.

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- (iii) Why are objectives important in managing the *Siding Health Centre*?

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The doctors are planning to give responsibility for all administrative tasks to Myrtle and her team.

(c) How would this help meet the aim of the *Siding Health Centre*?

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Shoosh plc has a hierarchical organisational structure.

(d) Identify **five** features of a hierarchical structure as used by organisations like *Shoosh plc*.

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Question 1 continues on the next page.



You are advised to read the question below, before choosing your business.

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>

(e) Discuss the responsibilities that a manager in this business will have.

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You are advised to read the question below, before choosing your business.

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).

Name of Business:

Main Activities:

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(f) Analyse **one** non-profit objective that this business has set.

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(Total 30 marks)

Q1



Amrit Singh’s physiotherapy business is successful and attracting more customers than she can deal with. She has decided that she needs to employ another physiotherapist because of an increased workload from sports injuries.

To ensure the continued success of her business, Amrit wants the new physiotherapist to be a good communicator and be well presented.

2. (a) Analyse how these two personal qualities in the new physiotherapist could contribute to the continuing success of Amrit’s business.

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Dawn, one of the administration team at the *Siding Health Centre*, is about to go on maternity leave and her position needs to be filled.

The following draft advertisement has been prepared for the local newspaper.

Administrative Assistant

Dawn, one of our administration team, is going on maternity leave and we need to replace her as we assume that she will not be returning.

We need a full-time permanent administrative assistant, to do paperwork and help out on reception.

You will be joining an all female team so preference will be given to women applicants. You must be aged between 23 and 30. Previous experience desirable.

Wage £3.30 per hour, increasing to £4.25 per hour after six months.

Please send CV to Myrtle Communis, Practice Manager, Siding Health Centre, High Street, Siding, SI13 7UG.

(b) Identify below, **five** potential legal problems in this advertisement.

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Before she employs a new member of the administration team, Myrtle wants to interview **all** applicants personally.

(c) Discuss **two** problems that Myrtle could have if she interviews all applicants personally.

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(d) How would regular appraisal interviews help improve the efficiency of *Siding Health Centre's* administration team?

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The *Shoosh plc* website has a page dedicated to recruitment.

(e) What would be the benefits to *Shoosh plc* of recruiting new staff through its website?

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You are advised to read the question below, before choosing your business.

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

(f) Explain how the business you have chosen uses induction training.

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You are advised to read the question below, before choosing your business.

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).

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

(g) Suggest how this business could develop by increasing the training of its employees.

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(Total 33 marks)

Q2

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3. The rate of pay for the administration team at the *Siding Health Centre* is relatively low.

(a) Discuss how the partners can motivate the administration team without increasing their wages.

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Every year *Shoosh plc* rewards all the staff in its top performing shop with an all expenses paid holiday to Spain.

(b) What would be the effects on employees in the second best performing shop who did not receive this reward?

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Counter staff at the *Shoosh* chemist shop have been told that if a customer asks for a branded medicine, such as a well known make of cough mixture or headache tablets, the customer should be informed that a *Shoosh* own brand equivalent would be cheaper, and to let the customer decide which to buy.

(c) Analyse the ethical issues surrounding this method of selling.

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You are advised to read the question below, before choosing your business.

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

(d) Using **one** example, explain how the business you have chosen is affected by the Trade Descriptions Act.

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