

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCE

Applied Business

Unit 1: Investigating People at Work

Tuesday 11 January 2011 – Morning
Time: 1 hour 30 minutes

Paper Reference

6916/01

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Questions labelled with an **asterisk** (*) are ones where the quality of your written communication will be assessed
– *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Berg Printers Ltd has been in existence since 1991, producing stationery, leaflets, and promotional material for a range of business customers. It is a family owned business, with a workforce of 20 people, including the owner Roland Berg, his son Daniel and daughter Charlotte. Like most businesses it has had its up and downs, but with a good workforce and loyal customers it has managed to survive for 20 years. Recent trading conditions have put pressure on the business to operate more efficiently and effectively to ensure its future survival.

- 1 (a) Give **two** reasons why survival is an important objective for a business like *Berg Printers Ltd*.

(2)

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One aim of *Berg Printers Ltd* is to ensure a fast turn round from the initial customer order to delivery of the completed stationery.

- (b) State **two** ways that ensuring a fast turn round will influence its objectives.

(2)

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(c) How should the production and distribution functions at *Berg Printers Ltd* work together to make sure that the business is successful?

(4)

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Berg Printers Ltd accepted the terms of the loan from the bank and bought a new printing machine.

- 2 (a) Discuss whether the arrival of the new printing machine is a good reason for *Berg Printers Ltd* to recruit new employees.

(6)

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Aptitude testing is a method of assessing potential employees.

- (b) Describe how aptitude testing could be used if *Berg Printers Ltd* recruit new employees.

(2)

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Berg Printers Ltd employees will need training to operate the new printing machine.

* (c) Evaluate in-house on-the-job training compared with external off-the-job training for these employees.

(12)

Area with horizontal dotted lines for writing the answer.



The new employees that are taken on by *Berg Printers Ltd* are trained to use the new printing machine.

3 (a) Why would it be important to motivate employees at *Berg Printers Ltd* who have not been trained to use the new printing machine?

(4)

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Roland aims to make sure that all of the employees at *Berg Printers Ltd* get 'a fair day's pay for a fair day's work'.

(c) How does this aim satisfy Maslow's hierarchy of needs?

(4)

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Each summer, Roland organises an 'away day' and arranges to take all employees and their families to a theme park for the day, all expenses paid.

(d) Consider the effect that this is designed to have on the workforce.

(4)

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(e) Name **two** environmental issues that are likely to affect *Berg Printers Ltd*, a business that uses large quantities of paper and ink in its production process.

(2)

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