

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCE

Applied Business

Unit 1: Investigating People at Work

Monday 16 May 2011 – Afternoon

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 with your spelling, punctuation and grammar, as well as the clarity of expression, on these questions.*

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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Kareena Sādhana runs an online retail business, *Sādhana*, selling high value skin care products imported from the USA. She is a sole trader.

One objective that Kareena has for the business is to send out all orders the day they are received.

1 (a) (i) Give **two** reasons why Kareena would have this objective for her business. (2)

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(ii) Outline **one** potential problem for the business if Kareena fails to meet this objective. (3)

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Businesses objectives should be SMART. This means the objectives should be Specific, Measurable, Attainable, Realistic, Time specific.

(b) Why should Kareena's objectives be measurable? (3)

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In the long term, Kareena wants to turn *Sādhana* into a private limited company.

*(c) Discuss the reasons Kareena might have for wanting to do this.

(12)

Area with horizontal dotted lines for writing the answer.



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(d).

Name of Business:

Main Activities:

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(d) How does the sales function of this business contribute towards its success?

(4)

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2 The manufacturer of *Sādhana* skin care products has invited Kareena to go to the USA for one month to be trained in the use of the products. To be able to do this, Kareena needs to employ someone on a temporary basis to run the business.

Kareena asks a local employment agency to find someone suitable.

(a) Identify **three** qualities that Kareena would be looking for in this temporary employee who will be in charge of *Sādhana* while she is in the USA.

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Before leaving for the USA, Kareena will need to train this temporary employee in the use of the order processing system she has developed.

(d) Describe **one** appropriate method of training that Kareena could use.

(4)

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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 (f).

Name of Business:

Main Activities:

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(f) Show how mentoring is used in this business.

(4)

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(Total for Question 2 = 30 marks)



3 (a) Using **one** piece of employment legislation, show how it protects the well-being of the employee working for Kareena.

(4)

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(b) Why is it important for Kareena to motivate her temporary employee?

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Kareena has heard rumours that the products she is selling are being tested on animals.

* (c) Discuss the ethical issues of this for *Sādhana*.

(12)

A series of horizontal dotted lines provided for writing the answer to the question.



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 3 (d).

Name of Business:

Main Activities:

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(d) Using **one** motivational theory, show how it assists in the management of employees in this business.

(4)

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