

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCE

Applied Business

Unit 1: Investigating People at Work

Monday 14 May 2012 – 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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PEARSON

Michal Pavlicek owns and runs a local branch of *Grillaz Burgers* in Swindon. This is a franchise that he has bought from the American parent company *Grillaz Inc.* The purchase of the franchise bought him the equipment and the rights to operate the business from an existing location for a set term of 20 years. As a franchisee, Michal also benefits from the *Grillaz* brand name, an established product range and the national advertising campaigns run by *Grillaz Inc.* However, he is totally responsible for generating his own sales and profit, employing and managing staff, and other aspects of the management of the business.

- 1 (a) Identify **two** stakeholders of the Swindon branch of *Grillaz Burgers* that are mentioned in the above information.

(2)

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Michal operates his franchise as a private limited company.

- (b) Outline **one** reason why Michal has chosen this type of ownership.

(2)

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One of Michal's main aims is that his business must be customer-orientated.

(c) Suggest **one** objective that Michal could set for his counter staff that will support this aim. (4)

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* (d) Discuss the advantages and disadvantages to the franchisee of operating a franchise business. (12)

A series of 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(f).

Name of Business:

Main Activities:

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(f) Describe the organisational structure of a centralised business that you have studied.

(4)

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(Total for Question 1 = 30 marks)



2 The *Grillaz Burgers* in Swindon is open seven days a week, 15 hours a day from 7.00 am to 10.00 pm. There are two shifts of eight hours each. 60 people are employed, of which 15 will be on the premises at any one time. All employees start on minimum wage, but can increase this if they become trained and stay with the business for longer than five years.

Michal regularly needs to recruit new counter staff.

(a) Why might this be so?

(4)

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*(b) Analyse the personal qualities Michal will look for when recruiting his counter staff.

(12)

A series of horizontal dotted lines for writing the answer.



Grillaz Inc requires that all employees that work in its franchised restaurants have a nationally recognised qualification in food hygiene.

(c) What is the advantage of such nationally recognised qualifications to Michal's business?
(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 (d).

Name of Business:

Main Activities:

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(d) Describe **two** documents this business uses to recruit employees.

(4)

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Some of Michal's customers drop litter and rubbish in the street when they leave *Grillaz Burgers*.

(c) How is *Grillaz Burgers* in Swindon likely to be affected by this environmental issue? (4)

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Grillaz Inc encourages its franchisees to be active in the local community. To do this, Michal decides that he will support employees in a five-a-side football team to play other local teams.

(d) Use a theory of motivation to explain the likely effect of this on Michal's employees. (6)

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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 3(f).

Name of Business:

Main Activities:

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(f) Use examples to show how non-financial incentives are used by this business to motivate its employees.

(4)

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(Total for Question 3 = 30 marks)

TOTAL FOR PAPER = 90 MARKS



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