

Write your name here

Surname

Other names

**Pearson**  
**Edexcel GCE**

Centre Number

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Candidate Number

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# Applied Business

## Unit 1: Investigating People at Work

Monday 19 May 2014 – 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**

Layla McDonald owns and manages *Real U Ltd* a wellbeing spa in Edgbaston. Layla is a trained beauty consultant and therapist. She employs other specialists to provide skin therapy, hair styling, teeth whitening, massage and other therapy treatments for her customers.

Based on the success of her first branch, she aims to expand her business in the West Midlands by opening a second *Real U* spa in Solihull. She has found and refitted suitable premises and now needs to recruit staff for the Solihull branch.

Layla operates a flat organisation structure for her business.

- 1 (a) Give **two** advantages to Layla of this type of organisation structure. (2)

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*Real U* is a private limited company.

- (b) (i) How could this type of ownership affect the way that the business operates in terms of control? (3)

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(ii) What is the benefit to Layla of limited liability?

(3)

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One of Layla's non-profit objectives is to care for the environment.

(c) Discuss how this objective could influence how *Real U* operates.

(6)

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As part of its administration function the *Real U* wellbeing spa employs a full-time receptionist.

(d) Describe how the receptionist needs to work with the other specialists to help make the business successful.

(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 1(e).

**Name of Business:** .....

**Main Activities:** .....

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(e) Outline **one** long-term aim of this business.

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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:** .....

(f) How does the financing of this business influence the way that it operates?

**(6)**

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**(Total for Question 1 = 30 marks)**



Layla will need a manager for the Solihull spa. She could promote one of her current employees or she could recruit someone from outside the business.

\*2 (a) Discuss the advantages and disadvantages to Layla of an internal promotion, rather than external recruitment.

(12)

A series of horizontal dotted lines provided for the student to write their answer.



(b) Discuss **two** qualities that Layla would look for when recruiting the new manager.

(4)

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(c) Examine how useful curriculum vitae (CVs) are to employers when recruiting and selecting applicants.

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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 **one** assessment method used by this business during the interview process.

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The wellbeing spa industry in the UK has a number of trade organisations with codes of practice for members.

(b) Discuss how an industry code of practice would affect a business such as *Real U*.

(4)

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All of the chemicals used at *Real U* must be stored and applied according to the manufacturer's instructions to avoid health and safety issues.

(c) Discuss how the manager at *Real U* could increase awareness of health and safety issues amongst employees.

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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(d).**

**Name of Business:** .....

**Main Activities:** .....

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(d) How does this business keep its employees happy in their work, other than by 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 3(e).

**Name of Business:** .....

**Main Activities:** .....

(e) Describe **one** external issue that has had an effect on employees in this business.

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**(Total for Question 3 = 30 marks)**

**TOTAL FOR PAPER = 90 MARKS**



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