

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 18 May 2015 – 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 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.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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**PEARSON**

*Mardana Retail Ltd*, a private limited company, runs a number of town centre charity shops with the aim of raising money for the Mardana Hospice. This is done by selling clothes, books and unwanted gifts that have been donated by the local community.

Each of the charity shops is run by a full-time professional retail manager, who is paid a wage, and staffed by a rota of unpaid volunteers. Once the running costs of the shops are met, any profit goes directly to the Mardana Hospice.

It is recommended that all business should set objectives.

1 (a) Give **two** reasons why objectives are set.

(2)

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A charity shop is sometimes considered as operating in a not-for-profit environment, but this is not really the case.

(b) Outline **two** reasons why a charity shop must make a profit.

(6)

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\* (c) Assess the potential for conflict between the employed managers and the volunteer staff in the charity shops.

(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(d).**

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

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

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(d) Describe how supervisors in this business communicate, on day-to-day matters, with the employees they manage.

(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 1(e).

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

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

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(e) Describe **two** main responsibilities of a manager in this business.

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

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(b) Explain why the retention of volunteer staff can be difficult.

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Some of the volunteer shop staff are working towards an apprenticeship, which is made up of nationally recognised qualifications.

(c) How would a nationally recognised qualification affect their curriculum vitae (CV)?

(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(e).**

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

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

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(e) Describe how this business guarantees equal opportunities when recruiting and selecting staff.

**(4)**

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**(Total for Question 2 = 30 marks)**



**3** The wages of the charity shop managers is low compared to other retail outlets. However, the charity shop managers are paid a bonus if their shop meets its annual sales target.

(a) Suggest why a bonus would be a good incentive to offer these managers.

(4)

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(b) Why is it important to these managers to motivate the volunteer staff who work in the Mardana charity shops?

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(c) Explain how the Working Time Regulations protect the well-being of all workers in the Mardana charity shops.

(4)

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Some politicians encourage local jobseekers and the unemployed to volunteer for work at charity shops, although they will not receive a wage.

(d) State **four** advantages of volunteering to jobseekers and the unemployed.

(4)

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Every volunteer working in Mardana charity shops must be given a health and safety briefing during their induction training.

(e) Discuss why the volunteers must have health and safety training.

(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 3(f).**

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

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

(f) Outline how the ideas of Frederick Taylor have influenced this business in the management of its 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(g).

Name of Business: .....

Main Activities: .....

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(g) Using **one** example, show how this business has been influenced by consumer protection legislation.

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

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**TOTAL FOR PAPER = 90 MARKS**

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