

ADVANCED SUBSIDIARY GCE
BUSINESS STUDIES
Business Functions

F292

Candidates answer on the Question Paper

OCR Supplied Materials:

- Clean copy Case Study

Other Materials Required:

- Calculators may be used

Monday 17 May 2010
Afternoon

Duration: 2 hours



Candidate
Forename

Candidate
Surname

Centre Number

Candidate Number

MODIFIED LANGUAGE

INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- You must answer **all** the questions. You should not need to spend more than 30 minutes on Section A.
- Do **not** write in the bar codes.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your Candidate Number, Centre Number and question number(s).

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **90**.
- The quality of your written communication will be taken into account in marking your answer to the question labelled with an asterisk (*). Marks will be awarded for spelling, punctuation and grammar, use of appropriate form and style of writing, and for organising work clearly and coherently.
- This document consists of **16** pages. Any blank pages are indicated.



**A calculator may
be used for this
paper**



Section A

Answer **all** questions.

Question 1 does **not** refer to the SRCL case study.

- 1 (a) State **two** needs in Maslow's 'hierarchy of needs'.

1

2 [2]

- (b) Define the term 'job production'.

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..... [2]

- (c) Identify **two** investment appraisal techniques.

1

2 [2]

(d) Parker's Fish Bar is one of 20 fish and chip shops in Evesham.

	Annual sales revenue of Parker's (£)	Total annual sales revenue of all fish and chip shops in Evesham (£)
2009	87,276	2,493,600
2008	83,120	2,074,823

(i) Calculate Parker's percentage increase in sales revenue from 2008 to 2009.

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..... [2]

(ii) Calculate Parker's market share in 2009.

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..... [2]

(e) Outline **two** advantages to a firm of having a centralised management structure.

1

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2

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..... [4]

(f) Explain **two** types of economies of scale which may benefit a business.

- 1
-
-
-
- 2
-
-
- [4]

Section A Total [18]

Questions 2–5 are based on the SRCL case study.

Your answers should make specific reference to the issues facing SRCL.

- 2 (a)** During the year 2009–2010, a total of 23 employees left SRCL. Calculate the labour turnover for this year.

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..... [4]

- (b)** Assess how the recent increase in labour turnover may affect SRCL.

This image shows a full page of white paper designed for handwriting practice. It features 15 evenly spaced, horizontal dashed lines that run across the entire width of the page. There are no margins, text, or other markings present.

- 3** Discuss what SRCL's different stakeholders are able to learn about the business from its accounts. Refer to Tables 1 and 2.

[illegible]

..... [16]

4 Discuss ways in which SRCL could reduce its waste levels.

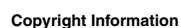
This image shows a full page of a worksheet designed for handwriting practice. It features approximately 20 horizontal dashed lines spaced evenly across the page, providing a guide for letter height and placement. The background is plain white, and there are no other markings or text present.

..... [16]

5* If SRCL decides to become a main contractor in the house building industry (lines 139–142), to what extent will promotion be the most important part of SRCL's marketing mix?

[illegible]

. [20]

Paper Total [90]

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