

OCR

Oxford Cambridge and RSA

Thursday 19 May 2016 – Afternoon

AS GCE BUSINESS STUDIES

F291/01 An Introduction to Business

Candidates answer on the Question Paper.

OCR supplied materials:

None

Other materials required:

- A calculator may be used

Duration: 1 hour



Candidate forename		Candidate surname	
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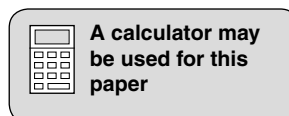
Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES


- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. If additional space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.
- Do **not** write in the bar codes.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- Your Quality of Written Communication will be assessed in the question marked with an asterisk (*).
- The total number of marks for this paper is **60**.
- This document consists of **16** pages. Any blank pages are indicated.



Case study - Center Parks. Item removed due to third party copyright restrictions.



1 (a) What is meant by the term 'adding value' (line 7)?

.....
.....
.....
..... [2]

(b) *CPUK* is a company. All companies are accountable to their shareholders.

Outline **two** ways *CPUK* can demonstrate its accountability to its shareholders.

1

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..... [4]

2 (a) State **two** topics which are likely to be covered on an induction training course.

1

.....

2

.....

.....

..... [2]

A series of 25 horizontal dotted lines spanning the width of the page, providing a guide for handwriting practice.

A series of 25 horizontal dotted lines spanning the width of the page, providing a template for handwriting practice.

ADDITIONAL ANSWER SPACE

If additional space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s).

A large area of lined paper for writing, consisting of 25 horizontal dotted lines. A solid vertical line runs down the left side of the page, creating a margin. The rest of the page is open for writing.

A large rectangular area with a solid vertical line on the left side and horizontal dotted lines extending across the page, providing a grid for writing answers.



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