



Oxford Cambridge and RSA

Wednesday 13 January 2021 – Morning

Level 3 Cambridge Technical in Business

05834/05835/05836/05837/05878 Unit 2: Working in business

Time allowed: 1 hour 30 minutes

C422/2101



You can use:

- a calculator

Please write clearly in black ink.

Centre number

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Candidate number

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First name(s)

Last name

Date of birth

D	D	M	M	Y	Y	Y	Y
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INSTRUCTIONS

- Use black ink.
- Write your answer to each question in the space provided. You can use extra paper if you need to, but you must clearly show your candidate number, the centre number and the question numbers.
- Answer **all** the questions.

INFORMATION

- The total mark for this paper is **60**.
- The marks for each question are shown in brackets [].
- This document has **12** pages.

ADVICE

- Read each question carefully before you start your answer.

FOR EXAMINER USE ONLY	
Question No	Mark
1	/6
2	/12
3	/12
4	/30
Total	/60

Answer **all** the questions.

Text 1

Layla Green wishes to set up her own shop selling fashion clothing. Layla is in her mid-twenties and is a graduate in fashion design. She has worked as a shop assistant in a retail outlet for the last two years. Layla cannot wait to be an entrepreneur. She has decided to call her business *Green Chic*.

Green Chic will sell ethical clothing. The intended target audience is men and women aged 16 to 46 years. Layla has found a diagram that provides some useful information for the business she intends to set up (see **Fig. 1**, below).

Research on consumers' attitudes towards ethical fashion in the UK

Percentage of respondents who strongly agreed with each statement:

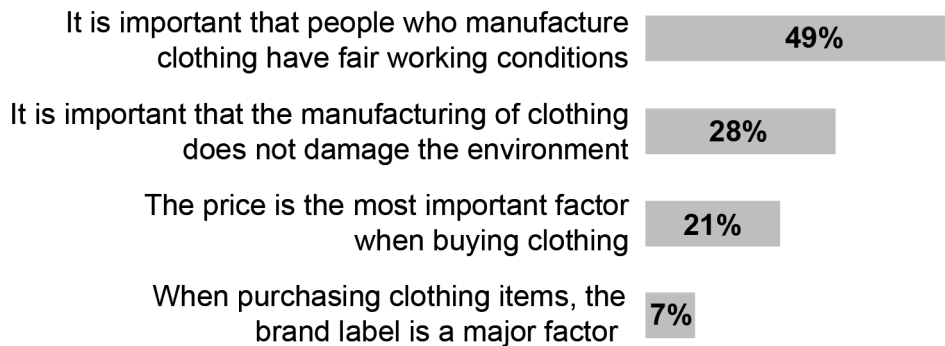


Fig. 1

1 Refer to Text 1.

(a) Layla is wondering how to choose suitable suppliers for her new business.

Rank the factors that the data in **Fig. 1** suggests Layla should prioritise by labelling in the table the factors from 1 – 4 (1 being the most important and 4 being the least important).

Factor	Priority 1, 2, 3 or 4?
Fair working conditions for those who make the clothes	
The brand label of the clothing	
The price charged to the customer	
How environmentally friendly the manufacturing process is	

[4]

(b) Explain **one** likely consequence to *Green Chic* of not listening to potential customers.

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..... [2]

Text 2

It is vitally important that Layla orders stock of the right design and quality for *Green Chic's* target customers. Layla's research about suitable suppliers indicates that they are mostly located overseas, mainly in East Asia. Layla realises that once her business starts trading she will need to communicate with her suppliers frequently to ensure *Green Chic* does not run out of stock.

2 Refer to Text 2.

Layla is considering the following three ways to hold meetings with suppliers:

- telephone conferencing
- web conferencing
- face-to-face at each supplier's venue.

Explain **one** different advantage and **one** different disadvantage to Layla of using each of the methods shown in the table to hold meetings with suppliers.

Method of meeting	Explanation of advantage	Explanation of disadvantage
Telephone conferencing		
Web conferencing		
Face-to-face at each supplier's venue		

[12]

Text 4

With the opening of *Green Chic* only two months away, Layla has begun to prioritise the tasks that require her attention. She has delegated the design of *Green Chic*'s business card to her teenage sister, Ali, who is currently studying GCSEs. This makes it possible for Layla to focus on the recruitment of a sales assistant for the shop.

Layla has drawn up the following list of tasks the shop assistant will be expected to perform:

- Welcome customers into the store.
- Represent the store in a professional manner.
- Answer customer queries regarding products and prices.
- Stock shelves.
- Help with window displays.
- Process payments.
- Notify owner when stock is low.
- Inform customers of upcoming sales and special offers.

4 Refer to Text 4.

- (a) Complete the table below by identifying **three** skills and **three** personal attributes that Layla should include in the person specification for a sales assistant.

Skills	Personal attributes
1	1
2	2
3	3

[6]

- (b) Other than the job title, identify **two** items that Layla will need to include in the contract of employment for the sales assistant.

1.....

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2.....

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[2]

- (c) Layla needs to book a serviced office to interview applicants for the post of sales assistant. The interviews are planned to take place four weeks from today. Layla will need the office space for a whole day. The serviced office needs to provide IT equipment, photocopying facilities, stationery, car parking and refreshments. Cost and location (in terms of availability of public transport) are also important considerations for Layla.

Compose an email of enquiry which Layla can send to various serviced offices so that she can choose the most suitable one.

You will be assessed on the content, tone and layout of your email.

Use the proforma provided on the **opposite** page to write your email.

You **may** use the space below to draft your email. You will **not** receive any marks for your draft.

[12]

You may use this box to draft your email.

To: Undisclosed recipients

From: Layla Green

Subject:

(d) Explain **two** likely reasons why Layla prefers to write an email to these organisations rather than telephone them with her enquiries.

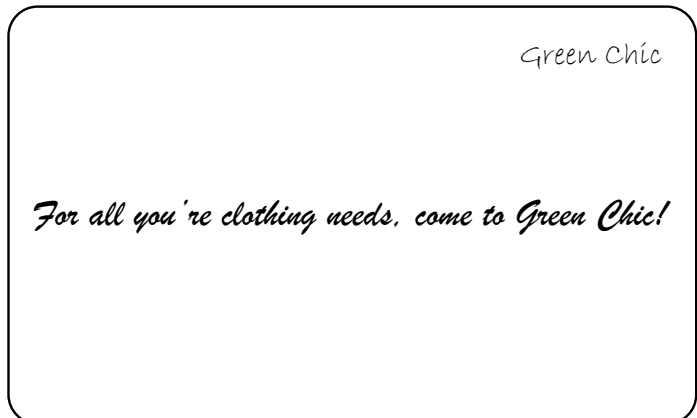
1.....
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2.....
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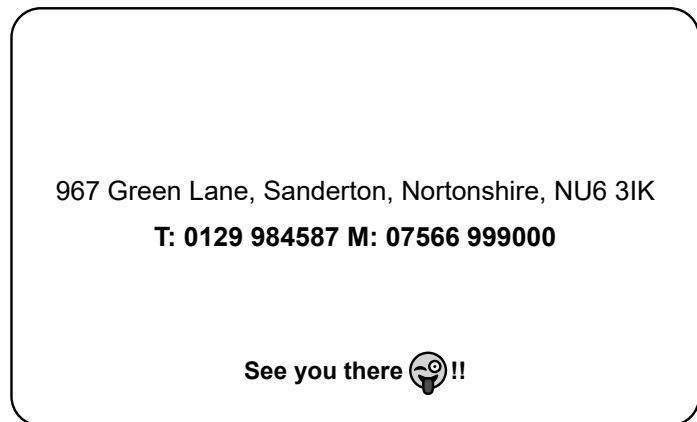
[4]

(e) Layla feels that the draft design of the business card that Ali has produced is not fit for purpose and needs to be improved.

**Front of
business card**



**Back of
business card**



Identify **six** ways the business card could be improved.

Improvement 1

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Improvement 2

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Improvement 3

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Improvement 4

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Improvement 5

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Improvement 6

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[6]

END OF QUESTION PAPER



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