

Wednesday 11 January 2023 – Morning

Level 3 Cambridge Technical in Business

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

Time allowed: 1 hour 30 minutes

C422/2301



You can use:

- a calculator



Please write clearly in black ink. **Do not write in the barcodes.**

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. If you need extra space use the lined page(s) at the end of this booklet. The question numbers must be clearly shown.
- 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 **16** pages.

ADVICE

- Read each question carefully before you start your answer.

Answer **all** the questions.

Text 1

Unicorn Tech plc is a manufacturer of smartphones. The company is well known for producing a range of smartphones designed for the older population.

Unicorn Tech plc is based in the north of England. Following its flotation on the London Stock Exchange just over a year ago, the company expanded its product range to include smartphones specifically designed for people with disabilities.

The company's Research and Development department relies heavily on 3-D printers to design and develop new smartphone models. The department is currently running low on some essential supplies.

1 Refer to Text 1.

- (a) (i) Complete the purchase order form below to obtain the supplies needed by the Research and Development department. Use today's date.

Unicorn Tech plc Unit 2 Unicorn Park Sheffield S13 3OP Tel: 0114 222 3389			
To:		Purchase order form number: 3289	
Shilong Tech		Date:	
Shilong Industrial Park			
Shenzhen			
China			
Description	Quantity	Unit price (£)	Total (£)
Waterproof coating machine	10	550.00
Battery coating machine	20	230.00
Charging port flex	1000	0.10
		Subtotal
		VAT @20%
		Total

[7]

- (ii) The completed purchase order form will need to be approved by someone in the organisation with sufficient authority.

Identify **two** reasons why this approval is necessary.

1

2

[2]

- (b) (i) One of the 3-D printers has stopped printing. Complete the 'Request for repair' form below to report the problem. Mark the repair as urgent.

Request for repair
Date:
Department:
Equipment type:
Description of problem:
Urgent?

[5]

- (ii) Identify the functional area of the business the 'Request for repair' form should be sent to after completion.

..... [1]

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PLEASE DO NOT WRITE ON THIS PAGE

Text 2

Unicorn Tech plc's latest smartphone model, the UT88, is designed to help disabled users lead a fuller life.

The UT88 has the following features:

- an alert button, for contacting friends and family in case of emergency
- a voice recognition feature, enabling users to operate the device by speaking into the smartphone
- a screen reader setting, allowing the phone to read aloud the content of the screen
- connectivity to specialist disability devices, e.g. hearing aids, Braille keyboards, etc.

The board of directors has decided to issue a press release ahead of the launch of the UT88.

Ariel Ali has been appointed the key contact for the press release. She can be contacted by email at the following address: aali@unicorntech.net. The press release is to be published exactly a week from today.

2 Refer to Text 2.

(a) Identify **two** different purposes of a press release.

- 1
-
- 2
-

[2]

(b) Write a press release for the launch of Unicorn Tech plc's new product.

You will be assessed on the content, tone and layout of your press release. Your press release should include an introduction to the company, the name and features of the product it is launching, contact details and any other relevant information.

Use the space provided on the **opposite page** to write your press release.

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

[12]

You may use this box to draft your press release.

Press release

Title

Date

(c) The press release will need to be checked to ensure that it is fit for purpose.

(i) Identify the functional area of the business that would be responsible for checking the press release.

..... [1]

(ii) Identify **two** implications to the business of poor checking.

1

2

[2]

(d) Identify **two** types of electronic communication Unicorn Tech plc could use to communicate with potential users of its new UT88 smartphone.

1

2

[2]

Text 3

In addition to the press release, the board of directors has decided to hold a launch event featuring a multi-media presentation about the UT88. Journalists, social media influencers, electronic goods wholesalers and mobile phone retailers from the UK and abroad will be invited. During the launch event, attendees will also be able to:

- test the features of the new phone
- have any queries answered
- collect promotional materials for display.

The event is scheduled to take place in exactly one month's time. The estimated number of attendees is 150. The event will start at 10 am and end at 5 pm. Refreshments and snacks will be served throughout the day.

3 Refer to Text 3.

(a) Identify **two** items that should be included in the resource pack for attendees.

1

2 **[2]**

(b) Evaluate factors which Unicorn Tech plc should consider when choosing the venue for the launch event. **[12]**

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(c) (i) Identify **two reasons** why Unicorn Tech plc should protect any electronic data it holds about the attendees from unauthorised access.

1

2

[2]

(ii) Identify **three methods** that Unicorn Tech plc could use to protect any electronic data it holds about the attendees from unauthorised access.

1

2

3

[3]

Text 4

Ben Stopes, Unicorn Tech plc’s Marketing Manager, has been put in charge of organising the launch event for the UT88. Ben still has the following tasks to complete:

- Task 1 Prepare a request for the approval of the funds needed to cover the cost of the launch event. The deadline for the submission of this request is in five days’ time. Ben needs to gather all relevant information about the launch event from his team before the cost can be finalised and the request submitted to his line manager.
- Task 2 Finalise the list of attendees. This involves contacting all those who have not replied to their invitations.
- Task 3 Inform the venue of the number of attendees to organise catering for, so that the total cost for the use of the venue can be obtained.

4 Refer to Text 4.

- (a) (i) Identify which of the tasks described in **Text 4** is **not** suitable for delegation.

..... [1]

- (ii) Using an example from the tasks described in **Text 4**, explain what is meant by ‘interactivity of tasks’.

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

(b) If Ben **fails** to submit the request for the approval of the funds to his line manager by the deadline, explain **two** likely impacts on the success of the UT88 smartphone.

1

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2

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[4]

END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined page(s). The question numbers must be clearly shown in the margins – for example, 1(a)(i) or 2(b).

A vertical line on the left side of the page is followed by 25 horizontal dotted lines, providing a ruled area for writing answers.

A series of horizontal dotted lines for writing, spanning the width of the page.



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