

New
Specification



Rewarding Learning

General Certificate of Secondary Education
2011

Centre Number

| | |
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| 71 | |
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Candidate Number

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Applied Business

[G9372]

MONDAY 6 JUNE, MORNING



G9372

TIME

1 hour.

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.

There should be enough space for your answers.

If you do require more space, you may complete your answers on the extra lined pages at the back of this booklet.

Write your answers in the spaces provided in this question paper.

Answer **all six** questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 100.

Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.

Quality of written communication is assessed in questions **4(d)**, **5(g)** and **6(b)**.

For Examiner's
use only

| Question Number | Marks |
|-----------------|-------|
| 1 | |
| 2 | |
| 3 | |
| 4 | |
| 5 | |
| 6 | |

Total
Marks

| |
|--|
| |
|--|

Case Study

Read the case study below and answer the questions that follow.

Tickety-Moo

The Fermanagh based firm Tully Meadows Ltd produces the Tickety-Moo luxury ice cream made from the milk of Jersey cows. Tully Meadows Ltd was set up by Steve Giles and Gareth Grey in May 2004 after they completed the Invest Northern Ireland's Design Development Programme. They are grateful to the Fermanagh Leader programme and the Prince's Trust for financial assistance which helped towards the cost of manufacturing. Their entrepreneurial talent was recognised at the Shell Livewire NI Young Entrepreneur of the Year Award 2006.

Tickety-Moo ice cream sells in a highly competitive and crowded market. Only quality milk with "a butterfat and protein content twice that of the national average" is used in its production. Tickety-Moo comes in a range of innovative flavours designed to appeal to all customers, young or old. It caters for diabetics and calorie counters with a range of fat-free sorbets and ice cream cakes can be made to order for special occasions. Everyone likes ice cream. The farm shop is set in an idyllic location on the shores of Lough Erne and attracts many customers and visitors in the summer months.

After some early success, the management team realised that if they were to progress, they needed to develop a business strategy. This would enable them to move forward and develop a brand programme that would differentiate them in this highly competitive, luxury ice cream sector. Invest Northern Ireland allowed them to research and develop a strong brand image and helped them "to plan and implement a specialised marketing plan which has already resulted in a 50 per cent increase in turnover". Their aim now is to increase the profile of their ice cream by getting their product into as many quality outlets as possible at home and abroad. Steve and Gareth have the drive, enthusiasm and belief in their product to realise this aim in the very near future.

© Investni – Go for it. A look at opening your business to new prospects

Answer **all** questions

| Examiner Only | |
|---------------|--|
|---------------|--|

| Marks | Remark |
|-------|--------|
|-------|--------|

- (a)** From the information given in the case study, identify **three** strategies that Tully Meadows Ltd use to compete in the ice cream market.

 1. _____

 2. _____

 3. _____
_____ [3]

- (b)** Suggest another strategy Tully Meadows Ltd might use to compete.

_____ [2]

- (c)** The entrepreneurial talent of Steve Giles and Gareth Grey was recognised at the NI Young Entrepreneur of The Year Award 2006. Identify **two** entrepreneurial attributes of the award winners.

 1. _____

 2. _____
_____ [2]

- (d)** The entrepreneur organises the factors of production. List the **four** factors of production.

 1. _____
 2. _____
 3. _____
 4. _____ [4]

(e) Explain how each of the factors of production are used in the production of ice cream.

1. _____

2. _____

3. _____

4. _____

[4]

| Examiner Only | |
|---------------|--------|
| Marks | Remark |
| | |

3 (a) What is a stakeholder?

_____ [1]

(b) Give **two** examples of stakeholders in Tully Meadows Ltd.

1. _____

2. _____ [2]

(c) Explain why the aims of these **two** stakeholders may be in conflict.

_____ [4]

Examiner Only

Marks

Remark

4 Tully Meadows Ltd use batch and flow production in the manufacture of Tickety-Moo ice cream.

Examiner Only

Marks Remark

(a) Describe **one** feature of batch production.

_____ [2]

(b) Describe **one** feature of flow production.

_____ [2]

(c) Discuss the effect of technology on the production of ice cream.

_____ [6]

(d) Discuss the health and safety responsibilities that Tully Meadows Ltd have for its employees.

[8]

| Examiner Only | |
|---------------|--------|
| Marks | Remark |
| | |

- 5 Tully Meadows Ltd employ five staff to produce the Tickety-Moo luxury ice cream. Below is an advertisement for one of the positions.

| Examiner Only | |
|---------------|--------|
| Marks | Remark |
| | |

Tickety-Moo

Super Ice Cream

Tully Meadows Ltd has been successfully trading since 2005 with a high profile in local, national and international media. Due to continual expansion we are looking to recruit for the following position.

Parlour Assistant (seasonal)

Job reference: 07-TM-67

The successful candidate will be responsible for the day to day running of the ice cream parlour and will provide administrative assistance to the administration manager.

Excellent communication and people skills are essential, as well as the ability to work unsupervised. No previous experience required, however, retailing experience would be an advantage. Full training will be provided.

Be part of the Tickety-Moo award winning success story.

Applications can be obtained by writing to:

Employment Application
Tickety-Moo
Killadeas Enniskillen
Co Fermanagh
BT94 1RG

© Tickety-Moo

- (a) Study the advertisement on page 10 and use the information to complete the gaps in the job description below.

TULLY MEADOWS LTD

Job Description

Job Title Parlour Assistant

Place _____

Responsible To _____

Duties:

1 _____

2 _____

[4]

- (b) If an applicant matches the criteria in the advertisement and in the person specification, he/she will be called for an interview.

What is a person specification?

_____ [2]

- (c) List **three** items contained in a person specification for the position of parlour assistant.

1. _____

2. _____

3. _____ [3]

Examiner Only

Marks Remark

(d) What is the purpose of an interview?

[1]

(e) Suggest **three** questions that might be asked during the interview for the position of parlour assistant.

1.

2.

3.

[3]

(f) When a suitable person has been appointed, the management of Tully Meadows Ltd will provide training. Discuss their reasons for doing this.

[4]

| Examiner Only | |
|---------------|--------|
| Marks | Remark |
| | |

(g) Evaluate the use of on-the-job training for the production staff in Tully Meadows Ltd.

[6]

(h) Tully Meadows Ltd want a highly motivated work force. Explain **two** benefits to the business of a highly motivated work force.

[4]

| Examiner Only | |
|---------------|--------|
| Marks | Remark |
| | |

- 6 (a) Tully Meadows Ltd operate in a highly competitive market. Select an appropriate pricing strategy for Tickety-Moo ice cream. Give a reason for your answer.

Strategy

[1]

Reason

[3]

| Examiner Only | |
|---------------|--------|
| Marks | Remark |
| | |

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