

Applied Business (Double Award)

General Certificate of Secondary Education 1491

Mark Schemes for the Units

June 2006

1491/MS/R/06

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All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the Report on the Examination.

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GCSE Applied Business (1491)

MARK SCHEME ON THE UNITS

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Mark Scheme 4865
June 2006

Question	Answer	Asst Obj	Grade	Marks
Question 1 (a) How much does Free Spirit owe Plastech Ltd for the month of May 2006?	For one mark £6696.55	AO1	EFG	1
(b) Explain why Free Spirit is unlikely to make a payment for this amount	Up to two marks for explanation Possible responses may include: <ul style="list-style-type: none"> • Because the amount is incorrect(1) • Because they are awaiting a credit note (1) • Because they are due a refund for the damaged bottles (1) of £2320.20 (1) • Because they don't have to pay invoice 002501 (1) as the bottles were damaged (1) • Any other valid suggestion 	AO1	EFG	2
(c) Complete the following Remittance Advice slip to indicate which of the invoices Free Spirit will pay to Plastech Ltd and how much it will pay	See following Remittance Advice Slip for correct mark allocation	AO1	EFG	3

REMITTANCE ADVICE SLIP

Free Spirit
 Ash Meadow Barns
 Glen Garry
 Scotland
 GG12 5WH

To:
 Plastech Ltd
 Unit 27
 Butland Industrial
 Park
 Butland Street
 Edinburgh
 ED34 6BS

Date: 15 June 2006


Date	Transaction Type	Reference Number	Amount to pay	
			£	P
11/05/06	Invoice	002468 1 for both	2250	55 1 for both
15/05/06	Invoice	002479	2125	80
Total to Pay			4376	35 (10FR)

The transactions listed above are authorised for payment by: **Josh McFadden**

(d) Explain why Plastech Ltd will find the Remittance Advice Slip useful when it is received	Up to three marks for explanation Possible responses may include: <ul style="list-style-type: none"> • It tells them which invoices have been paid (1). This makes it easier for them to find the transactions in their own accounting records (2). • It is easier for them to match the payment against the relevant invoices (2) • By comparing it to the Statement of account they can see which invoices have not been paid (2) • Any other valid suggestion 	AO1 AO1	A*AB CD	1 2
Question 2 (a) Check the Credit Transfer payment slip and circle any errors that you find	See following Credit Transfer payment slip for correct mark allocation	AO1	CD	3

Credit Transfer Form				
Name	Sort Code	Account No.	Amount	Pay Date
Rashid Benarbia	23-45-33	1098765	£255.00	10/06/06
Peter Davies	12-45-67	1023456	£245.00	10/06/06
Tobias Schmidt	23-45-33	1067834	£420.00	10/07/06
Payment of the above amounts is to be made on the date given from: (1 mark)				
ACCOUNT NAME:	FREE SPIRIT			
ACCOUNT NUMBER:	10223344	(1 mark)		
SORT CODE:	12-23-34			(1 mark)
Transactions authorised by : Josh McFadden				

(b) Explain why Free Spirit prefers to pay its workers by credit transfer	Up to two marks for explanation Possible responses may include: <ul style="list-style-type: none"> • There is no time delay so less likely to encounter problems with workers(2) • It is safer than paying in cash (1) as the money is transferred directly from their bank account (1) meaning no large amounts of cash on the premises (1) • Any other valid suggestion 	AO1	CD	2
(c) Complete the following cheque for Tobias Schmidt using today's date and the amount of his wages	See the following cheque for correct mark allocation	AO1	CDEFG	4

	Heckley's Bank plc 4 Narrow Street Glen Garry GG11 4BD		12-23-34 Date 15 June 2006 (1)
	Pay Tobias Schmidt (1) <u>Four hundred and twenty pounds only (1)</u>		<div style="border: 1px solid black; padding: 5px; display: inline-block;"> £ 420.00 (1) </div> Free Spirit <u>Alexia McFadden</u>
Cheque Number 0004523		Sort Code 12-23-34	Account Number 10223344

<p>(d) Explain why Tobias Schmidt would not normally want his wages to be paid by cheque</p>	<p>Up to two marks for explanation</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Cheque can be lost easily (1) • Hand written cheques may contain mistakes (1) • It takes at least 3 working days to clear (1) • He cannot spend the money immediately (1) • Banks only usually open during normal working hours (1) so it is difficult to pay a cheque in (1) • Any other valid suggestion. 	AO1	EFG	2
<p>Question 3 (a) For Free Spirit give one possible example of a</p> <ul style="list-style-type: none"> • Fixed asset • Current asset 	<p>One mark for each response</p> <p>Possible responses may include:</p> <p>Fixed Asset</p> <ul style="list-style-type: none"> • Buildings • Plant • Machinery • Equipment • Fixtures and Fittings • Any other valid suggestion. <p>Current Assets</p> <ul style="list-style-type: none"> • Closing stock • Debtors • Bank • Cash • Any other valid suggestion. 	AO1	EFG	2
<p>(b) Explain why the Total net assets figure must be the same as the Capital employed figure</p>	<p>Up to two marks for explanation</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Because the CE figure represents the money invested in the business (1) and the TNA figure is what it has been spent on (1). • Because the CE figure is how much money they have and the TNA is where it has been used (2) • They have to be the same or the balance sheet would not balance (Max 1) • Any other valid suggestion. 	AO2	A*AB	2

(c) Complete the Cashflow Forecast below	See completed CFF for correct mark allocation	AO1	CDEFG	10 [9+1]
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CASHFLOW FORECAST FOR FREE SPIRIT						
	Jun-06	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06
INCOME	£	£	£	£	£	£
1 Sales to tourist outlets	1000	1000	1000	1000	900	800
2 Other sales	62000	62000	62000	62000	62000	62000
Total	63000(1)	63000	63000	63000	62900	62800
EXPENDITURE						
1 Purchase of bottles	6300	6300	6300	9450	9435	9420
2 Wages & salaries	40000	40000	40000	40000	40000	40000
3 Utility bills	3150	3150	3150	3150	3145	3140
4 Transport expenses	9300	9300	12400	12400	12400	12400
5 Other expenses	3200	3200	4000	4000	3500	3500
Total	61950(1)	61950	65850	69000	68480	68460(1)
OPENING BALANCE	6350	7400(1OFR)	8450	5600	(400)	(5980) (1 for row)
INCOME – EXPENDITURE	1050(1OFR)	1050	(2850)	(6000)	(5580)	(5660) (1OFR)
CLOSING BALANCE	7400(1OFR)	8450	5600	(400)	(5980)	(11640) (1OFR)

(+1 for all correct)

(d) Discuss what evidence there is from the Cashflow Forecast that Free Spirit may be heading for financial problems. Give reasons for your answer.	<p>Level 1: (1 - 2 marks) Candidates provide a valid analysis of what the CFF shows</p> <p>Level 2: (3 – 4) marks Candidates provide a simple evaluation of the financial position</p> <p>Level 3: (5 - 6 marks) Candidates provide a well-reasoned evaluation of the financial position based on the analysis of the CFF.</p> <p>CREDIT MUST BE GIVEN WHERE OFR FIGURES HAVE BEEN USED.</p> <p>Possible responses may include:</p> <p>Level 1</p> <ul style="list-style-type: none"> September to November show negative closing balances (1) Cashflows from August to November are negative (1) From August to November expenditure is higher than income (1) Income from tourist outlets fall in October and November (1) 	AO2 AO3	EFG CDEFG	2 4
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	<p>Level 2</p> <ul style="list-style-type: none"> • As expenditure is higher than income from August to November this has resulted in negative closing balances for the last three months (3) • Sales to tourists have fallen for the last two months and some expenses such as transport have increased. This has led to negative cashflows for the last four months which in turn has led to negative closing balances for September to November (4). • Free Spirit is in financial trouble as the closing balances are getting lower every month. This is due to fewer sales to tourists and increasing transport and purchasing costs (4). <p>Level 3</p> <ul style="list-style-type: none"> • Free Spirit appears to be heading for trouble as the closing balances are less month on month. Although other sales are predicted to remain constant the sales to tourists are likely to decrease which is not a positive sign. Purchase costs of bottles looks to be increasing due to suppliers putting up their prices and transport costs also look set to increase. Free Spirit needs to offset these increases with an increase in sales value, either by selling more or perhaps increasing the price per bottle. Unless they do this the closing balances may continue to decrease leading to an inability to pay wages or other expenses (6). • Any other valid suggestions. 			
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<p>(e) Explain how useful a Cashflow Forecast is as a financial planning tool to a business such as Free Spirit.</p>	<p>One or two marks for identifying the key features and/or limitations of a CFF, or, One to four marks for explaining the usefulness of a CFF in the context of the business</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • A CFF is useful for predicting what the inflows and outflows of cash are likely to be in the future (1). Josh can then use this information to estimate the possible profits/loss for the coming period of time (1). • A CFF is really a cash budget that shows if there is likely to be a shortfall of cash in a particular period (1). Josh could then make sure that he is able to overcome the potential problem by arranging an overdraft or short-term loan (2). • A CFF is an estimate of the amount of money that will come into and go out of a business (1). By looking at the CFF for Free Spirit, Josh can more easily identify areas of revenue that need to be increased or areas of expenditure that need to be reduced to make sure that a cash shortfall does not occur (2). Otherwise, this could lead to the business being unable to pay wages or creditors and being forced to liquidate its assets (1). • Although a CFF can be useful it is only a prediction (1) and it might be unwise to rely on estimated figures alone when planning new ventures (1) • Any other valid suggestion 	<p>AO1 AO2</p>	<p>CD A*AB</p>	<p>2 2</p>
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<p>Question 4 (a) Explain why Josh may have made the decision for orders over £100 to be authorised by a senior manager</p>	<p>Up to two marks for explanation.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • So that money is not wasted on unnecessary items (1) • So that the senior managers have better control over spending (1) • So that senior managers can decide if a cheaper alternative might be available (1) • So that there is less chance of items being bought fraudulently (1) • Any other valid suggestion 	AO1	A*AB	2
<p>(b) How useful might the departmental budget be in helping with the control of costs and expenses? Give reasons for your answer</p>	<p>Level 1: (1 – 2 marks) Candidates identify key features and /or limitations of a departmental budget</p> <p>Level 2: (3 - 4 marks) Candidates analyse the usefulness of a departmental budget in the context of controlling costs and expenses</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • They can set a target so that it is harder to overspend (L1 2) • The budget sets a limit on spending which means that different depts have to think more carefully about what they buy (L1 2). • If the department manager only has a certain amount of money to spend each month he or she is more likely to make sure that there is not too much unnecessary wastage and may even start to think about how to reduce costs (L2 3). • The budget might be useful in controlling costs and expenses because it makes more people responsible for what money is spent on instead of only senior managers making such decisions. This could give senior managers more time to concentrate on planning for the future to overcome the financial problems (L2 4). • Budgets can be used to motivate people to meet their targets and rewards such as bonuses can be given for successful budgeting (L2 3) • Any other valid suggestion 	AO2 AO3	CD A*AB	2 2

Question 5 (a) Complete the table below by ticking the correct box to classify the different types of cost	See the table below for correct mark allocation	AO1	EFG	6
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	Start-Up Cost (✓)	Running Cost (✓)
Furniture and decorating costs	✓ (1)	
Maintenance costs per year		✓ (1)
Initial advertising brochures	✓ (1)	
Building costs to convert barn	✓ (1)	
Heat and light per cottage per year		✓ (1)
Ongoing advertising and marketing costs		✓ (1)

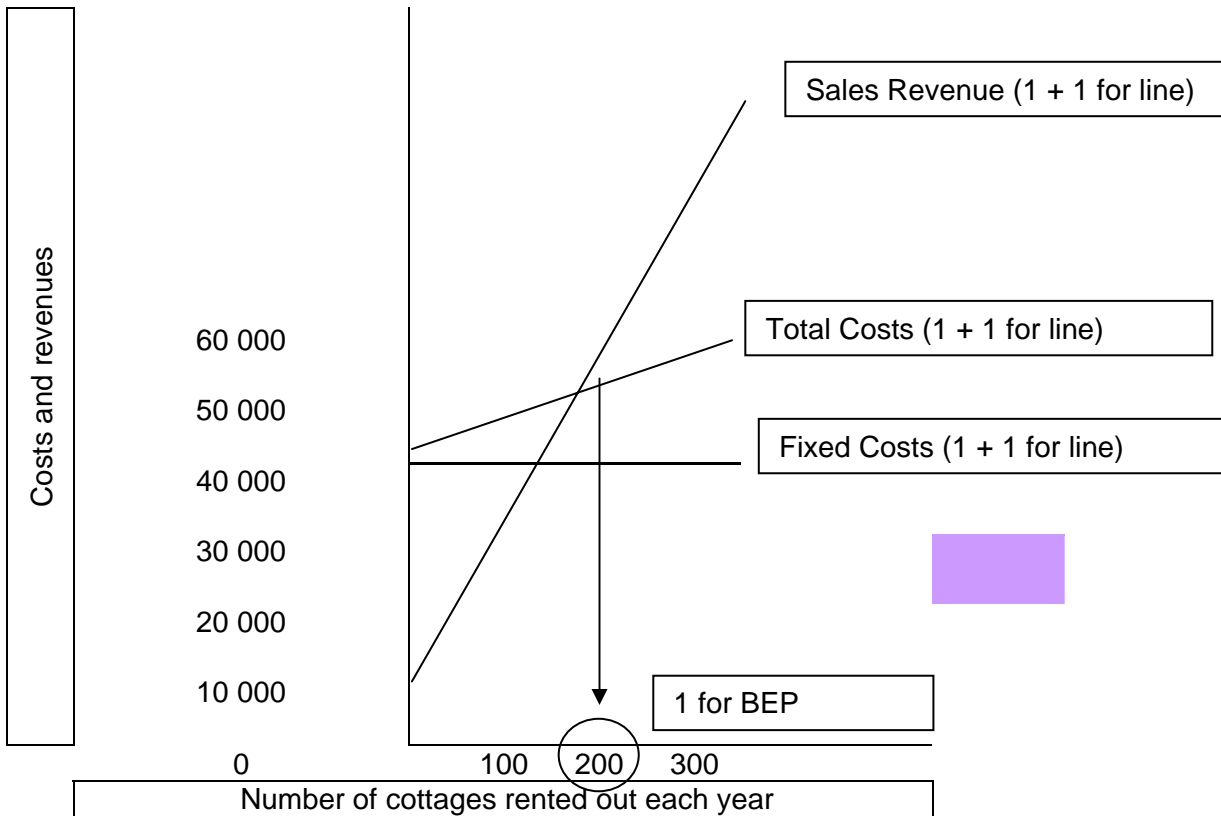
(b) (i) Compare both start-up sources of finance. Use your comparison to recommend to Josh which would be most suitable	Level 1: (1 - 3 marks) Candidates analyse key features of both sources and compare	AO2	A*ABCD	3
	Level 2 (4 - 5 marks) Candidates justify their choice using information from comparison. Four marks for evidence of choice. Five marks for clear justification Possible responses may include: For start-up costs <ul style="list-style-type: none"> Long-term bank loan – large amounts of money can be borrowed (1) and paid back over a long period of time (1) to make monthly payments more manageable (1). However interest charges are quite high (1) and the loan also has to be paid back (1). They are often secured against property (1) which is risky for the business if they cannot pay it back (1). Owners Funds – ownership is still kept within the family (1) and the money would not need to be paid back, or any interest paid (1). However it is risky for the individuals (1) as they may lose the personal money that they have invested if the business fails (1). Any other valid suggestions 	AO3	A*ABCD	2

<p>(b) (ii) Select one suitable source of finance that Free Spirit might use for the running costs. Explain why it is suitable.</p>	<p>1 mark for the selection 1 mark for identifying a feature 1 mark for a valid explanation of suitability in relation to running costs</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Overdraft (1) – if there is likely to be a temporary shortfall of cash at any one time, an overdraft facility is useful as it is flexible and interest is only charged when it is used (1). OD is suitable for running costs as it is always available for day to day cash short falls (1). • Trade credit (1) – this is good as it means the business is allowed to delay payment to their suppliers for their purchases (1). This is useful as stock purchases are one of the most expensive running costs a business has (1). • Any other valid suggestion 	<p>AO1 AO2</p>	<p>EFG EFG</p>	<p>1 2</p>
<p>Question 6 (a) Complete the following table</p>	<p>See following table for correct mark allocation</p>	<p>AO1</p>	<p>EFG</p>	<p>4</p>

No of cottages rented out per year	Fixed Costs £	Variable Costs £	Total Costs £	Sales Revenue £
50	40 000	2 500	42 500	12 500
100	40 000	5 000	45 000 (1)	25 000
150	40 000 (1)	7 500	47 500	37 500
200	40 000	10 000	50 000	50 000 (1)
250	40 000	12 500 (1)	52 500	62 500

<p>(b) Using the calculations from the table in part 6(a):</p> <ul style="list-style-type: none"> • Complete the following chart • Label each line • Indicate the BE point 	<p>See chart below for correct mark allocation</p>	<p>AO1</p>	<p>CDEFG</p>	<p>8 [7+1]</p>
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BREAK-EVEN CHART FOR THE NUMBER OF HOLIDAY COTTAGES



+ 1 for all correct

<p>(c) Discuss how useful the calculation of a break-even point is when planning a new business such as Free Spirit Holidays</p>	<p>Level 1: (1 - 2 marks) Candidates explain the purpose of a break-even chart or comment upon limitations – no context</p> <p>Level 2: (3 - 5 marks) Candidates explain in context how a break-even chart can help with planning a new business</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • The break-even point indicates the point at which a venture might start to make a profit (L1 1) • Once a business knows its break-even point it can work out how many items it needs to sell in order to achieve a certain profit level (L1 2) • The purpose of most financial ventures such as Free Spirit Holidays is to make a profit. The break-even point can indicate when a venture might start to make a profit (L1). From this a number of what-if scenarios can be tested to find out how the profitability might change if factors such as costs or selling price were to change (L1). Once costs and selling price of Free Spirit Holidays have been agreed then further decisions can be made about what quantity of raw materials will be needed to run the cottages and how much will need to be spent on advertising etc (L2). • The BEP is only based on estimated figures and therefore should be treated with caution (L1) • A BEP alone is insufficient information upon which to base financial decisions (L1 or L2) • Any other valid suggestion 	<p>AO2 AO3</p>	<p>A*ABCD A*ABCD</p>	<p>2 3</p>
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Question 7 (a) Use the information provided to complete the forecast Profit and Loss Statement below	See Profit and Loss Statement below for correct mark allocation	AO1	A*AB CDEFG	6 [5+1]
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Forecast Profit and Loss Statement for Free Spirit Holidays for the year ending 30 June 2007		
Sales	£ 62 500 (1)	
Cost of sales	£ 0	
Gross Profit	£ 62 500 (1OFR)	
Expenses		
1. Cleaning and laundry	£ 7 500]	
2. Heat and light	£ 5 000]	
3. Advertising and Marketing	£ 3 000]	1 for all correct
4. Interest charges	£ 12 000]	
5. Maintenance costs	£ 25 000]	£ 52 500 (1OFR)
Net Profit (Loss)	£ 10 000 (1OFR)	

(+ 1 for complete accuracy)

<p>(b) Identify one cost or revenue from the forecast P and L statement that is likely to be different in reality. Explain one reason why it might be different</p>	<p>1 mark for identification, and 1 or 2 marks for explanation</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Sales revenue (1) – the price is only an estimate anyway. Prices tend to be higher in summer than in winter. If more cottages are rented in summer then the selling price will be higher (2) • Heat and light (1) – this is only a rough estimate as no bill has been received yet. Once the cottages start to be rented out it will be much easier to estimate accurately how much these costs will be (2) • Advertising and marketing (1) – the business can decide how much to spend and if not many people are renting the cottages Free Spirit might decide to spend less on advertising to cut costs or even increase spending on advertising in the hope of persuading more people to holiday there (2) • Any other valid suggestion from the P and L statement 	<p>AO1 AO2</p>	<p>A*AB A*AB</p>	<p>2 1</p>
<p>(c) Do you feel that the results of the forecast P and L statement might persuade Josh to go ahead with converting the barn to cottages? Give reasons for your answer</p>	<p>Level 1: (1 mark) Candidates identify a valid indicator from the P and L statement</p> <p>Level 2: (2 - 3 marks) Candidates evaluate the P and L statement and may make reference to limitations to justify an answer</p> <p>Level 3: (4 marks) Candidates provide a well-justified answer based upon an analysis and evaluation of the P and L statement and any other relevant factors</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Yes because it looks as though the venture may make a profit (1 at L1) • No because the forecast profit is not very high (1 at L1) • Yes because there are no costs of sales and all the sales revenue equals gross profit (2 at L2) 	<p>AO2 AO3</p>	<p>CD CD</p>	<p>1 3</p>

	<ul style="list-style-type: none"> • Yes because it looks as though all the likely costs will be met by the sales revenue and the venture will probably make a small profit. (2 at L2) • No because even though the venture is predicted to make a net profit of £10 000, this is only an estimate and the reality may be different. Josh would need to have higher sales or lower costs before deciding to go ahead (3 at L2) • Although the P and L statement suggests that the venture might make a profit, Josh ought to consider other issues too such as break-even and the cost of borrowing money. £10 000 is not much of a profit really and it is based on average sales figures that could be very different in reality. Before making an expensive decision, I feel that they ought to carry out more detailed market research to find out how many people really would rent out the cottages (4 at L3) • Any other valid suggestion 			
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<p>Question 8</p> <p>Draft a memo to Aunt Alexia explaining why you should be permitted to use the office computer to help with your financial planning project</p>	<p>Up to 2 marks for a list of features Up to 4 marks for features with generic explanations Up to 6 marks for an <u>accurate explanation</u> of the benefit of using the computer in the given context</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Clarity – typed information is much easier to read than hand writing (1) • The computer can do my calculations for me so fewer mistakes may be made (1) • Accuracy – the use of formulas and the calculator can help with accuracy of your calculations (1) • Presentation – software such as PowerPoint can help with professional looking slides and images (1) • Integration – it is much easier to integrate information from one file into another using the computer (1). For example the sales revenue calculations in a CFF can be automatically inserted into a P and L statement (1). • Spreadsheets – numerical information can be easily manipulated in a spreadsheet and charts and graphs automatically produced. What-if scenarios can also be more easily completed for Free Spirit Holidays as a CFF can be recalculated at the touch of a button. If this information is then presented to the bank manager when looking for finance for Free Spirit Holidays it will look neat and professional, be more accurate and he/she may be more inclined to support us in the venture (6 marks) • Any other valid suggestion 	AO1	A*ABCD	6
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GCSE in Applied Business

Unit 3

"Jun 06"

Question	AO1	AO2	AO3	Total	Grade Marks																
					A*		A		B		C		D		E		F		G		
1a	1			1											A1	1					
1b	2			2													A1	1	A1	1	
1c	3			3											A1	1	A1	1	A1	1	
1d	3			3				A1	1	A1	1	A1	1								
2a	3			3						A1	2	A1	1								
2b	2			2						A1	1	A1	1								
2c	4			4								A1	1	A1	1	A1	1	A1	1	A1	1
2d	2			2										A1	1	A1	1				
3a	2			2													A1	1	A1	1	
3b		2		2	A2	1	A2	1													
3c	10			10						A1	2	A1	2	A1	2	A1	2	A1	2	A1	2
3d		2	4	6						A3	2	A3	1	A2	1	A3	1	A2	1	A2	1
3e	2	2		4			A2	1	A2	1	A1	1	A1	1							
4a	2			2	A1	1			A1	1											
4b		2	2	4	A3	1	A3	1			A2	1	A2	1							
5a	6			6											A1	2	A1	2	A1	2	
5b(i)		3	2	5	A2	1	A3	1	A3	1	A2	1	A2	1							
5b(ii)	1	2		3											A1	1	A2	1	A2	1	
6a	4			4											A1	2	A1	1	A1	1	
6b	8			8							A1	2	A1	2	A1	2	A1	1	A1	1	
6c		2	3	5	A3	1	A3	1	A3	1	A2	1	A2	1							
7a	6			6			A1	1	A1	1	A1	1	A1	1	A1	1	A1	1			
7b	2	1		3	A1	1	A1	1	A2	1											
7c		1	3	4							A2	1	A3	2	A3	1					
8	6			6	A1	1	A1	1	A1	2	A1	1	A1	1							
Total	69	17	14	100		7		8		9		17		17		16		14			12
AO1						3		3		5		11		11		14		12			10
										11				22							36
AO2						2		2		2		4		3		1		2			1
										6				7							4
AO3						2		3		2		2		3		1		1			0
										7				5							2

**General Certificate of Secondary Education
Applied Business (Double Award) 1491
June 2006 Assessment Series**

Unit Threshold Marks

Unit		Maximum Mark	A*	A	B	C	D	E	F	G	U
4863	Raw	50	46	40	33	27	22	17	12	7	0
	UMS	100	90	80	70	60	50	40	30	20	0
4864	Raw	50	46	41	35	29	24	19	14	9	0
	UMS	100	90	80	70	60	50	40	30	20	0
4865	Raw	100	84	75	65	56	47	39	31	23	0
	UMS	100	90	80	70	60	50	40	30	20	0

Entry Information

Unit	Total Entry
4863	5826
4864	6417
4865	5502

Specification Aggregation Results

GRADE	A*A*	AA	BB	CC	DD	EE	FF	GG	UU
UMS	270	240	210	180	150	120	90	60	0
Cum %	1.28	8.34	24.31	48.21	63.09	74.70	85.06	93.56	100

6653 candidates were entered for aggregation this series

For a description of how UMS marks are calculated see;
www.ocr.org.uk/OCR/WebSite/docroot/understand/ums.jsp

Statistics are correct at the time of publication

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