



GENERAL CERTIFICATE OF SECONDARY EDUCATION
APPLIED BUSINESS
 Business in Action

A241

Candidates answer on the Question Paper

OCR Supplied Materials:
None

Other Materials Required:
 • Calculators may be used

Wednesday 13 January 2010
Morning

Duration: 1 hour 30 minutes



| | | | |
|--------------------|--|-------------------|--|
| Candidate Forename | | Candidate Surname | |
|--------------------|--|-------------------|--|

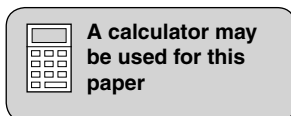
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|---------------|--|--|--|--|--|--|------------------|--|--|--|--|
| Centre Number | | | | | | | Candidate Number | | | | |
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INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do **not** write in the bar codes.
- Write your answer to each question in the space provided.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **80**.
- Your Quality of Written Communication is assessed in questions marked with an asterisk (*).
- This document consists of **16** pages. Any blank pages are indicated.



Text 1

Pam Harris owns a chain of five high quality ladies clothes shops. The business operates as a private limited company. Pam started the business with one shop in 1980 using the name *Quality Matters*. The shops are in high street locations in major towns in South East England.

1 Refer to Text 1.

(a) State the business activity of *Quality Matters*.

..... [1]

(b) (i) Outline **one advantage** to Pam of running *Quality Matters* as a private limited company.

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..... [2]

(ii) Outline **one disadvantage** to Pam of running *Quality Matters* as a private limited company.

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

(c) There has been a decrease in the level of consumer spending throughout the United Kingdom. Explain **two** ways in which this could affect *Quality Matters*.

Way 1:

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Way 2:

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..... [4]

(d) Identify **three** different functional areas in a business such as *Quality Matters* and for each functional area outline **one** task that would be carried out by Pam or employees of *Quality Matters*.

Functional area 1:

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Functional area 2:

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Functional area 3:

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(e)* Evaluate the consequences for a business you have studied if the functional areas **do not** operate efficiently.

Name of business:

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..... [10]

[Total: 28]

Text 2

Pam first started *Quality Matters* in 1980 with just one shop. Her aim for the business was survival. Pam has never bothered to write a mission statement for *Quality Matters* as she does not think it is important.

2 Refer to Text 2.

(a) Identify **two** business aims, apart from survival, for a business such as *Quality Matters*.

1:

2: [2]

(b) Explain **two** reasons why it is important for a business you have studied to set business aims.

Name of business:

Reason 1:

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Reason 2:

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..... [4]

(c) Explain **two** reasons why it is important for a business to have a mission statement.

Reason 1:

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Reason 2:

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[4]

[Total: 10]

Text 3

There is not a good working relationship between Pam, as the employer, and the employees at *Quality Matters* at the moment.

3 Refer to Text 3.

(a) Identify **three** expectations which **employers** might have of their **employees**.

Expectation 1:

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Expectation 2:

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Expectation 3:

..... [3]

(b) Explain **two** expectations which **employees** might have of their **employers**.

Expectation 1:

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Expectation 2:

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[4]

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..... [10]

[Total: 17]

Text 4

An increasing number of clothes shops have closed down in the last year. Shops are changing their existing business practices in order to be successful.

4 Refer to Text 4.

- (a) Identify **three** possible reasons why an increasing number of shops have closed in the last year.

Reason 1:

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Reason 2:

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Reason 3:

..... [3]

- (b) Explain **two** ways in which Pam could change *Quality Matters'* existing business practices in order for it to carry on being successful.

Way 1:

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Way 2:

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..... [4]

- (c) Pam has read that more people are buying clothes over the Internet. Explain **two disadvantages** to *Quality Matters* of introducing Internet shopping.

Disadvantage 1:

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Disadvantage 2:

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..... [4]

- (d) One purpose of ICT in a business such as *Quality Matters* is to monitor stock levels. Explain **two** other purposes of ICT in business activities.

Purpose 1:

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Purpose 2:

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..... [10]

[Total: 25]



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