



**GENERAL CERTIFICATE OF SECONDARY EDUCATION**  
**APPLIED BUSINESS**  
 Working in Business

**A243**

Candidates answer on the Question Paper

**OCR Supplied Materials:**  
None

**Other Materials Required:**

- Calculators may be used

**Wednesday 20 January 2010**  
**Afternoon**

**Duration: 1 hour 30 minutes**



Candidate Forename		Candidate Surname	
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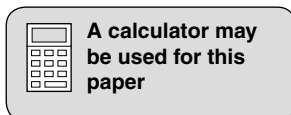
Centre Number						Candidate Number				
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**INSTRUCTIONS TO CANDIDATES**

- 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**

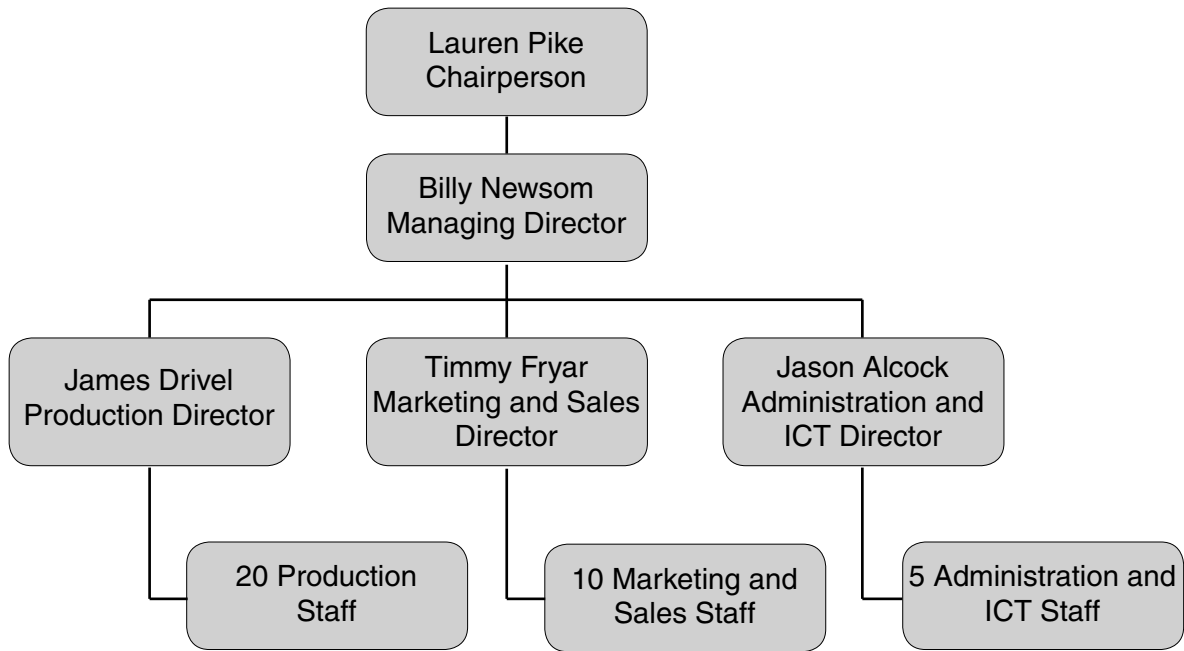
- The number of marks is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **80**.
- The quality of written communication will be taken into account when marking your answer to questions marked with an asterisk (\*).
- This document consists of **20** pages. Any blank pages are indicated.



**Text 1**

Cumley Computer Systems Ltd (CCS Ltd) builds computing systems for both home and business use. It sells from a shop on site and also through mail order. After discussion with the other Directors, the new Chairperson, Lauren Pike, has reorganised CCS Ltd from a hierarchical to a new flat organisational structure.

*Cumley Computer Systems Ltd*  
New flat organisational structure



**1 Refer to Text 1.**

(a) Using the organisational structure, explain the **span of control** of Billy Newsom, the Managing Director.

.....

.....

.....

..... [2]

(b) Using an example from the organisational structure, explain the term **chain of command**.

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

(c) Identify and explain **two** ways in which **the functional areas** of *CCS Ltd* will be affected by the change from a hierarchical to a new flat organisational structure.

Way 1: .....  
.....

Explanation: .....  
.....

Way 2: .....  
.....

Explanation: .....  
..... [4]

(d) Draw a line matching the employee of *CCS Ltd* to the correct task.

Employee
Billy Newsom Managing Director
Timmy Fryar Marketing and Sales Director
Production Worker

Task
Preparing a budget for the promotion of a new product.
Building a computer system.
Informing the Chairperson about the progress of the business.

[3]

(e) Other than changing the organisational structure, identify and describe **one** responsibility of Lauren Pike the Chairperson of *CCS Ltd*.

Responsibility: .....

.....

Description: .....

..... [2]

[Total: 13]

**Text 2**

One of the Production Staff, George Smith, is in charge of buying the components for the computer systems. He knows that the following business documents are used when buying supplies for the company:

- A invoice;
- B cheque;
- C statement of account;
- D delivery note;
- E goods received note;
- F purchase order;
- G receipt.

**2 Refer to Text 2.**

- (a) Complete the unshaded boxes in the table below by identifying the correct business document used in each of the following situations. One has been completed for you.

Situation	Document
George sends this document to a supplier when he wants to buy some computer components.	purchase order (F)
The supplier sends this document to <i>CCS Ltd</i> with the computer components.	
George will complete this document and pass it on to Finance when the computer components arrive at <i>CCS Ltd</i> .	
The supplier sends this document to <i>CCS Ltd</i> to ask for payment for the computer components.	
The supplier sends this document to <i>CCS Ltd</i> at the end of the month. The document shows all the transactions and the amount owed at the end of the month.	
The supplier sends this document when <i>CCS Ltd</i> has paid for the computer components.	

**[5]**

- (b) Identify and explain the purpose of a **remittance advice slip** in the flow of business documents between *CCS Ltd* and its suppliers.

Purpose: .....

.....

Explanation: .....

..... [2]

- (c) This is part of an invoice for some of the components which have been bought by the Production functional area of *CCS Ltd*. Complete the unshaded boxes.

Quantity	Reference	Description	Unit Price		Total	
			£	p	£	p
10	MB234	Motherboards	30	00	300	00
20	MEM89	Graphics Cards	20	00		
10	PS654	Power Supplies	45	00		
10	FA909	Fans	10	00		
			Sub Total			
			VAT @ 17.5%			
			Total			

[6]

- (d)\* Discuss the likely effects on *CCS Ltd* if George Smith does **not** check the invoices for mistakes.

You should include the following in your answer:

- what mistakes could be made by the supplier and *CCS Ltd*;
- the likely consequences of these mistakes.

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**Text 3**

Timmy Fryar is the Marketing and Sales Director of *CCS Ltd*. He is investigating whether selling a new video editing computer system would be profitable. The first task he asks his staff to undertake is to complete some secondary (desk) market research. These are the results from one source of secondary (desk) market research data.

**Table 1**

Which type of computer system is most likely to be bought when potential customers replace their computer system?

Desk top computer	20%
Laptop computer	75%
Palm top computer	4%
Others	1%

**Table 2**

Would you buy a new video editing system?

Yes	80%
No	20%

**Table 3**

How much would you pay for a new video editing system?

£0 – £500	30%
£501 – £1000	60%
£1001+	10%

Source: Computer Industry Marketing Data

**3 Refer to Text 3.**

(a) Explain the purpose of market research.

.....

.....

.....

..... [2]

(b) Other than industry data, identify **two** sources of research which might be used by the marketing and sales staff of *CCS Ltd*.

Source 1: .....

Source 2: ..... [2]







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**PLEASE TURN OVER FOR QUESTION 4**

**Text 4**

Daisy Evans, one of the Administration and ICT Staff, is in charge of keeping the database of customer details up to date and accurate.

This is a list of the records which she has to enter onto the database.

First Name	Surname	Address	Town	PostCode
Billy	Partridge	3 Morton Rd	Kilmarnock	KI9 8LJ
Jill	Orum	44 Egerton Road	Taunton	TA7 8IK
Hafiz	Khan	2 High Street	Leeds	LE4 6YH
Jean	Norman	12 Mill Lane	Cambridge	CA6 8UJ

**4 Refer to Text 4.**

- (a) The following entries were made by Daisy. Check the database after Daisy has entered the new records. Circle the **three** errors that she has made.

First Name	Surname	Address	Town	PostCode
Billy	Partrdge	3 Morton Rd	Kilmarnock	KI9 8LJ
Jill	Orum	44 Egerton Road	Taunton	TA7 9IK
Hafiz	Khan	2 High Street	Leeds	LE4 6YH
Gerald	Norman	12 Mill Lane	Cambridge	CA6 8UJ

[3]

- (b) Identify and explain **one** advantage to **CCS Ltd** of keeping its customer details on an electronic database.

Advantage: .....

.....

Explanation: .....

..... [2]

- (c) Identify and explain **one** disadvantage to **CCS Ltd** of keeping its customer details on an electronic database.

Disadvantage: .....

.....

Explanation: .....

..... [2]

- (d) The ICT system in *CCS Ltd* has been upgraded. Explain how this change could affect the working of the Administration and ICT functional area of *CCS Ltd*.

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..... [4]

[Total: 11]

**Text 5**

Jason Alcock, Administration and ICT Director, and his team have put together some customer service research. The figures are in answer to a questionnaire given to customers about the effectiveness of *CCS Ltd's* customer service.

Customer service features	Not at all satisfied	Quite satisfied	Satisfied	Very satisfied
Giving information on computer systems	10%	15%	50%	25%
Giving advice on computing systems	25%	10%	50%	15%
Delivering computing systems	60%	20%	10%	10%
Dealing with complaints about the computer systems	70%	20%	5%	5%

**5 Refer to Text 5.**

(a) Identify **three** reasons why *CCS Ltd* needs to keep its customers satisfied and happy.

Reason 1: .....

.....

Reason 2: .....

.....

Reason 3: .....

..... [3]



**Text 6**

The new video editing computer systems will be manufactured through cell production.

The other computers made by *CCS Ltd* are manufactured using other methods of production.

**6 Refer to Text 6.**

- (a) Other than job production, identify and explain **two** methods of production which *CCS Ltd* could use to manufacture the other computers.

Method 1: .....

.....

Explanation: .....

.....

Method 2: .....

.....

Explanation: .....

.....

**[4]**



(b) Explain **one** advantage and **one** disadvantage to *CCS Ltd* of using cell production in the manufacture of the new video editing computer system.

Advantage: .....  
.....  
.....  
.....

Disadvantage: .....  
.....  
.....  
..... [4]

[Total: 8]

18  
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