



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

Monday 7 June 2010
Morning

Duration: 1 hour 30 minutes



Candidate Forename		Candidate Surname	
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Centre Number							Candidate Number				
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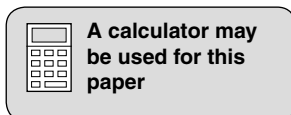
MODIFIED LANGUAGE

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. Additional paper may be used if necessary but you must clearly show your Candidate Number, Centre Number and question number(s).

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

C & D Bank plc has branches throughout the United Kingdom. In recent years, the bank has been careful about which people and businesses it lends money to. As a result, it has been more successful than other banks.

1 Refer to Text 1.

(a) Complete the following sentences by inserting the correct words from the list below: **[4]**

- | | | |
|--------------|-----------|----------|
| annual | dividends | interest |
| limited | monthly | partners |
| shareholders | unlimited | |

Public limited companies are owned by who have
 liability. They can vote at the
 General Meeting. The company pays them on their shares.

(b) Identify the type of activity in which C & D Bank plc is involved.
 **[1]**

(c) Marketing is very important to C & D Bank plc so that it can stay competitive. Describe **two** tasks which the Marketing Department of C & D Bank plc may do.

Task 1:

Task 2:

 **[4]**

(d) Every business has to look after its employees. Name one business you have studied. Describe **two** tasks of the human resources functional area of this business.

Name of business:

Task 1:

.....

.....

.....

.....

.....

Task 2:

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.....

..... [4]

(e) Businesses such as C & D Bank plc need to operate in enterprising ways.

(i) Identify **two** ways in which **employees** could assist a business to do this.

Way 1:

.....

.....

Way 2:

.....

..... [2]

(ii) Marketing is one way in which **a business** such as C & D Bank plc could be seen to operate in an enterprising way. Explain **two** other ways.

Way 1:

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Way 2:

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..... [4]

[Total: 19]

Text 2

C & D Bank plc has aims and objectives. It acts, for example, in an ethical manner towards its employees and customers. One of its aims is only to invest money in businesses which also act in an ethical and sustainable way.

2 Refer to Text 2.

- (a) (i) Two other business aims of C & D Bank plc are to make a profit and to expand. For each of these aims, suggest **one** suitable objective. **[2]**

Aim	Objective
To make a profit	
To expand	

- (ii) Explain **two** reasons why it is important for a business you have studied to set objectives.

Name of business:

Reason 1:

.....

Reason 2:

.....

 **[4]**

(b) Explain the meaning of the term sustainability.

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

(c) C & D Bank plc aims to be environmentally friendly. Identify **two** ways in which a business such as C & D Bank plc could be environmentally friendly.

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

Way 2:
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..... [2]

(d)* Choose a business which you have studied which has a good ethical reputation.

The following factors could have led to this:

- paying workers a reasonable wage;
- not employing child labour;
- providing goods/service which are value for money;
- any other factor(s) relevant to the business you have studied.

Which of these factors was the most important in giving your chosen business its good ethical reputation? Give reasons for your answer, explaining why the other factors were less important.

Name of business:
.....
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.....
.....

Text 3

Businesses are using ICT more to help them operate effectively.
A business that keeps ICT up-to-date will be most effective.

3 Refer to Text 3.

(a) Identify **three different** types of ICT which a business such as C & D Bank plc might use.

Type 1:
.....
.....

Type 2:
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Type 3:
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..... **[3]**

(b)* Name a business you have studied that upgraded its current ICT equipment. Evaluate the benefits and drawbacks of the upgrade to the business.

Name of business:
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(c) All businesses must comply with laws, such as the Data Protection Act.

State **two other** acts and explain how each act affects the way in which businesses operate.

Act 1:

Explanation:

.....

.....

Act 2:

Explanation:

.....

..... [4]

[Total: 17]

(c) Baileys Luxury Boat Builders is one of C & D Bank plc's customers. Baileys sells most of its boats to overseas customers.

(i) Explain **two** effects of rising interest rates on Baileys Luxury Boat Builders.

Explanation 1:

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Explanation 2:

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..... [4]

(ii) Explain **two** effects of a falling value of the pound (£) on Baileys Luxury Boat Builders.

Explanation 1:

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Explanation 2:

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[4]

[Total: 24]

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