

<b>Candidate Forename</b>		<b>Candidate Surname</b>	
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<b>Centre Number</b>						<b>Candidate Number</b>				
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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS  
GENERAL CERTIFICATE OF SECONDARY EDUCATION**

**A241**

**APPLIED BUSINESS**

**Business in Action**

**MONDAY 7 JUNE 2010: Morning**

**DURATION: 1 hour 30 minutes**

**SUITABLE FOR VISUALLY IMPAIRED CANDIDATES**

**Candidates answer on the Question Paper**

**OCR SUPPLIED MATERIALS:**

**None**

**OTHER MATERIALS REQUIRED:**

**Calculators may be used**

**READ INSTRUCTIONS OVERLEAF**

## **INSTRUCTIONS TO CANDIDATES**

- **Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes on the first page.**
- **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.**
- **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 (\*).**

## TEXT 1

C & D Bank plc has branches throughout the United Kingdom. In recent years, the bank has been careful about the people and businesses to which it lends money. 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.

They are paid \_\_\_\_\_ 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 may be carried out by the Marketing Department of C & D Bank plc.**

**Task 1:** \_\_\_\_\_

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**Task 2:** \_\_\_\_\_

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**[4]**

**(d) Every business has to look after its employees. Describe TWO tasks carried out by the human resources functional area of a business you have studied.**

**Name of business:** \_\_\_\_\_

**Task 1:** \_\_\_\_\_

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**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 operate in an enterprising way.**

**Way 1:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Way 2:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [2]

**(ii) Other than through marketing, explain TWO ways in which A BUSINESS such as C & D Bank plc could be seen to operate in an enterprising way.**

**Way 1:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Way 2:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [4]

[Total: 19]

**END OF QUESTION 1**

## 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]**

<b>AIM</b>	<b>OBJECTIVE</b>
<b>To make a profit</b>	
<b>To expand</b>	



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

Name of business: \_\_\_\_\_

Reason 1: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Reason 2: \_\_\_\_\_

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[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:** \_\_\_\_\_

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**Way 2:** \_\_\_\_\_

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[2]

**(d)\* Choose a business which you have studied which operates in an ethical manner.**

**This could have been achieved because of the following factors:**

- **paying workers a reasonable wage;**
- **not employing child labour;**
- **goods/service which provide 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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[10]

[Total: 20]

**END OF QUESTION 2**

### TEXT 3

Businesses are using more and more ICT to help them operate effectively. ICT needs to be up to date to be the most effective.

#### 3 REFER TO TEXT 3.

- (a) Identify THREE DIFFERENT types of ICT which might be used within a business such as C & D Bank plc.

Type 1: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Type 2: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Type 3: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [3]







(c) All businesses must comply with laws such as the Data Protection Act.

State TWO OTHER acts and explain how each affects the way in which businesses operate.

Act 1: \_\_\_\_\_

Explanation: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Act 2: \_\_\_\_\_

Explanation: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [4]

[Total: 17]

**END OF QUESTION 3**

## TEXT 4

C & D Bank plc has a number of stakeholder groups which it has to make sure it considers when taking business decisions. It also has to operate in an environment where there are factors outside its control.

### 4 REFER TO TEXT 4.

- (a) Other than customers, identify THREE different stakeholder groups of C & D Bank plc. State the interest of EACH stakeholder group which you have identified.

Complete the table below. One example has been provided for you. [6]

STAKEHOLDER GROUP	INTEREST OF THE STAKEHOLDER GROUP
Customers	They want good service from the bank.





**(c) One of C & D Bank plc's customers is Baileys Luxury Boat Builders which 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]**

**END OF QUESTION 4**

**END OF EXAMINATION**

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