



**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

**Tuesday 15 June 2010**  
**Morning**

**Duration: 1 hour 30 minutes**



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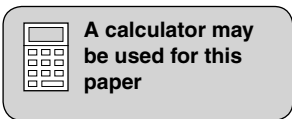
Centre Number						Candidate Number				
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**INSTRUCTIONS TO CANDIDATES**

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

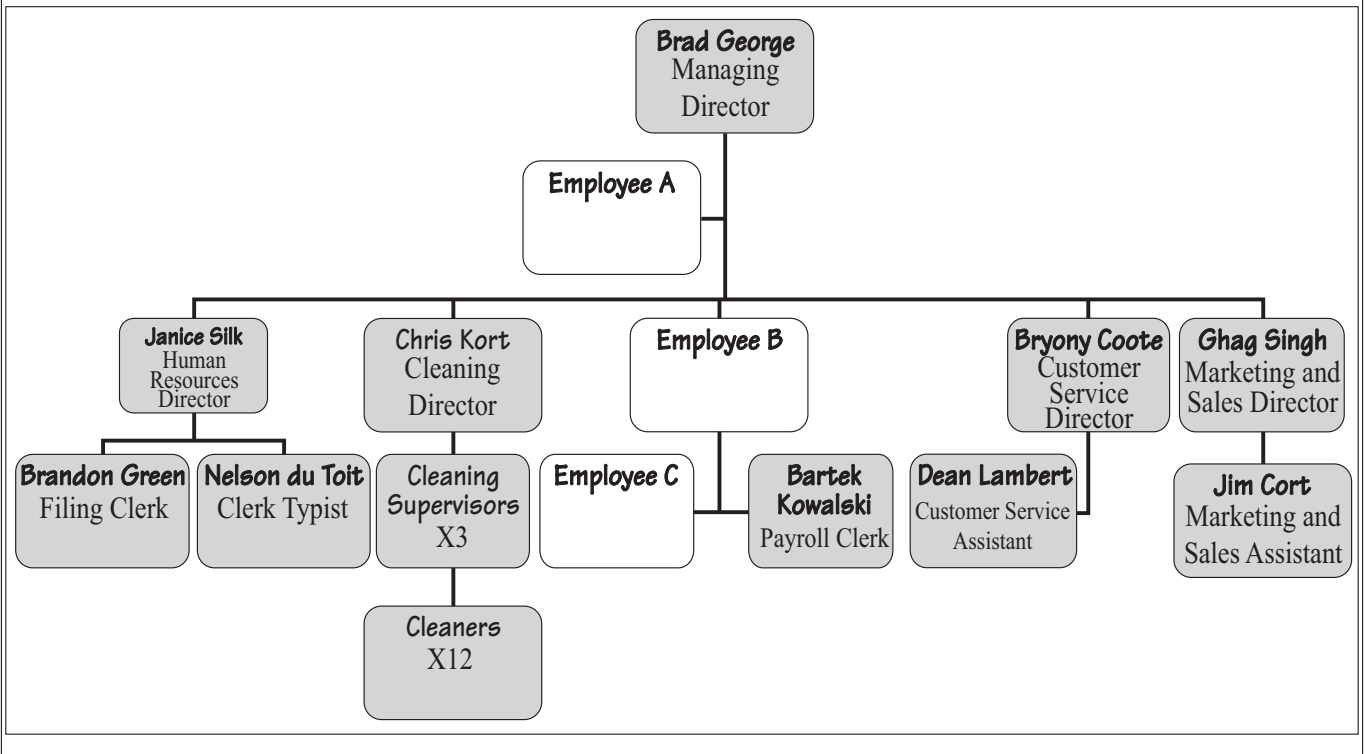
**INFORMATION FOR CANDIDATES**

- 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 **20** pages. Any blank pages are indicated.



**Text 1**

TJ Cleaning Services Ltd is a contract cleaning business located in Tynwear. It provides cleaning services for a large number of local businesses. Below is its organisational structure.



**1 Refer to Text 1.**

(a) (i) Which of the following is the **correct** name given to this type of organisational structure? Tick the correct box. [1]

- Wide
- Hierarchical
- Matrix

(ii) State **one** advantage of the type of organisational structure identified in your answer to part (a)(i).

.....

.....

..... [1]

(iii) State **one** disadvantage of the type of organisational structure identified in your answer to **part (a)(i)**.

.....  
.....  
..... [1]

(b) Using the information on the organisational structure, identify the correct names and positions of **each** employee by drawing a line to Employee A, B and C. [3]

Zak Bates Finance Director		Employee A
Fred Short Accounts Assistant		Employee B
Helen Tway Personal Assistant		Employee C

(c) Brad George, the Managing Director, is keen to keep current customers and to try to gain further business. He is, however, aware that increased business could cause communication difficulties between the functional areas. Brad may, therefore, need to review the organisational structure shown in **Text 1**.

(i) Which functional area would he create to help the organisation to communicate better?

..... [1]

(ii) Identify and describe **two** ways in which the functional area identified in **part (c)(i)** could improve communication at *TJ Cleaning Services Ltd.*

Way 1: .....

.....

.....

Description: .....

.....

.....

Way 2: .....

.....

.....

Description: .....

.....

..... [4]

(d) One of the tasks that Bryony Coote, the Customer Service Director, has to deal with is responding to **complaints** from customers.

Identify **four** services, other than customer complaints, which a customer service functional area could provide.

1: .....

2: .....

3: .....

4: ..... [4]

(e) Identify and explain **one** way in which **each** of the following functional areas at *TJ Cleaning Services Ltd* can help the Customer Service functional area.

- Marketing and Sales

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

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

- Finance

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

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

[Total: 19]

**Text 2**

Ghag Singh, the Marketing and Sales Director of *TJ Cleaning Services Ltd*, has been asked to construct a questionnaire to find out if household cleaning would be a profitable venture.

The following is the first part of Ghag's questionnaire.

# TJ Cleaning Services Ltd

Name: .....

Address: .....

1) Would you be interested in our highly professional household cleaning services at a reasonable rate?

Yes

No

## 2 Refer to Text 2.

(a) Questionnaires can have both closed and open questions.

(i) Draw a line to attach the left hand part of the sentence to what is the correct meaning of a closed question. [1]

has many varied answers.

A closed question is one which

has a restricted number of answers.

tells the truth.

- (ii) Identify and explain **two** reasons why Ghag Singh would want the questionnaire to include closed questions.

Reason 1: .....

.....

.....

Explanation: .....

.....

.....

Reason 2: .....

.....

.....

Explanation: .....

.....

..... [4]

- (b) In the questionnaire Ghag Singh needs to find out what customers would be prepared to pay per hour for household cleaning services. Other cleaning businesses charge between £7 and £12 per hour.

In the box below, create a **closed question** which Ghag could use in his questionnaire to find out this information. [2]

Closed question:

[Total: 7]



**Text 3**

The Directors of *TJ Cleaning Services Ltd* decide that if the market research information is positive, they want to start advertising the new household cleaning service. They ask Ghag Singh and his team in Marketing and Sales to design a newspaper advertisement.

This is the team's first attempt.

# TJ Cleaning Services Ltd

●●●●●●●●●●  
 ● All our  
 ● cleaners are  
 ● guaranteed  
 ● to get rid of  
 ● 100% of all  
 ● dust  
 ●●●●●●●●●●

Houses or rooms  
 cleaned at very  
 reasonable rates.

No job too small

More details ring 09893 452346



**3 Refer to Text 3.**

- (a) The Directors of *TJ Cleaning Services Ltd* need to ensure that the advertisement meets the requirements of the Advertising Standards Authority (ASA).

Describe the role of the ASA.

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[2]

(b) Ghag tells his team that the following statement in the advertisement will **not** meet the requirements of the ASA.

● ● ● ● ● ● ● ● ● ●  
● All our ●  
● cleaners are ●  
● guaranteed ●  
● to get rid of ●  
● 100% of all ●  
● dust ●  
● ● ● ● ● ● ● ● ● ●

(i) Explain why this statement fails to meet the requirements of the ASA.

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

(ii) Give **one** example of how Ghag Singh and his team could change the statement in order to meet the requirements of the ASA.

.....  
.....  
..... [1]



**Text 4**

Bartek Kowalski, the Payroll Clerk, has the following information to help him calculate and complete the payslip of Nelson du Toit:

- employee number F567876;
- has worked for 25 hours;
- his basic hourly rate is £6.00.

**4 Refer to Text 4.**

(a) Using the information in **Text 4**, complete the unshaded portions of Nelson du Toit's payslip shown below. The following information needs to be entered:

- employee name and number;
- hours worked and hourly rate of pay;
- gross pay;
- total deductions;
- final amount payable to Nelson du Toit.

**[5]**

<b>TJ Cleaning Services Ltd</b>						
<b>PAY SLIP</b>						
Tax Date: <b>15/01/2010</b>			Employee Name:			
Nat Ins No: HD395068G	Tax Code: BR		Taxable pay this period: £30.00		Taxable pay this tax year: £300.00	Employee No:
	Hours	Rate	Gross Pay	Tax Amount	National Insurance	Total Deductions
Basic Pay		£	£	£30.00	£12.00	£
Net Pay:						

(b) What are the implications for Nelson du Toit and *TJ Cleaning Services Ltd* if Nelson’s net pay is calculated incorrectly?

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..... [4]

(c) Brad George, the Managing Director, is looking at data collected for him by the Finance functional area. The data is for the proposed new venture: household cleaning services. Brad expects the maximum number of houses which can be cleaned is 300 per month.

Use the following data to complete and label the break-even chart below.

Houses cleaned	0	50	100	150	200	250
Fixed costs (£)	2000	2000	2000	2000	2000	2000
Variable costs (£)	0	500	1000	1500	2000	2500
Total costs (£)	2000	2500	3000	3500	4000	4500
Revenue (£)	0	1000	2000	3000	4000	5000

The fixed costs and total costs line have been given. Complete the following break-even chart by:

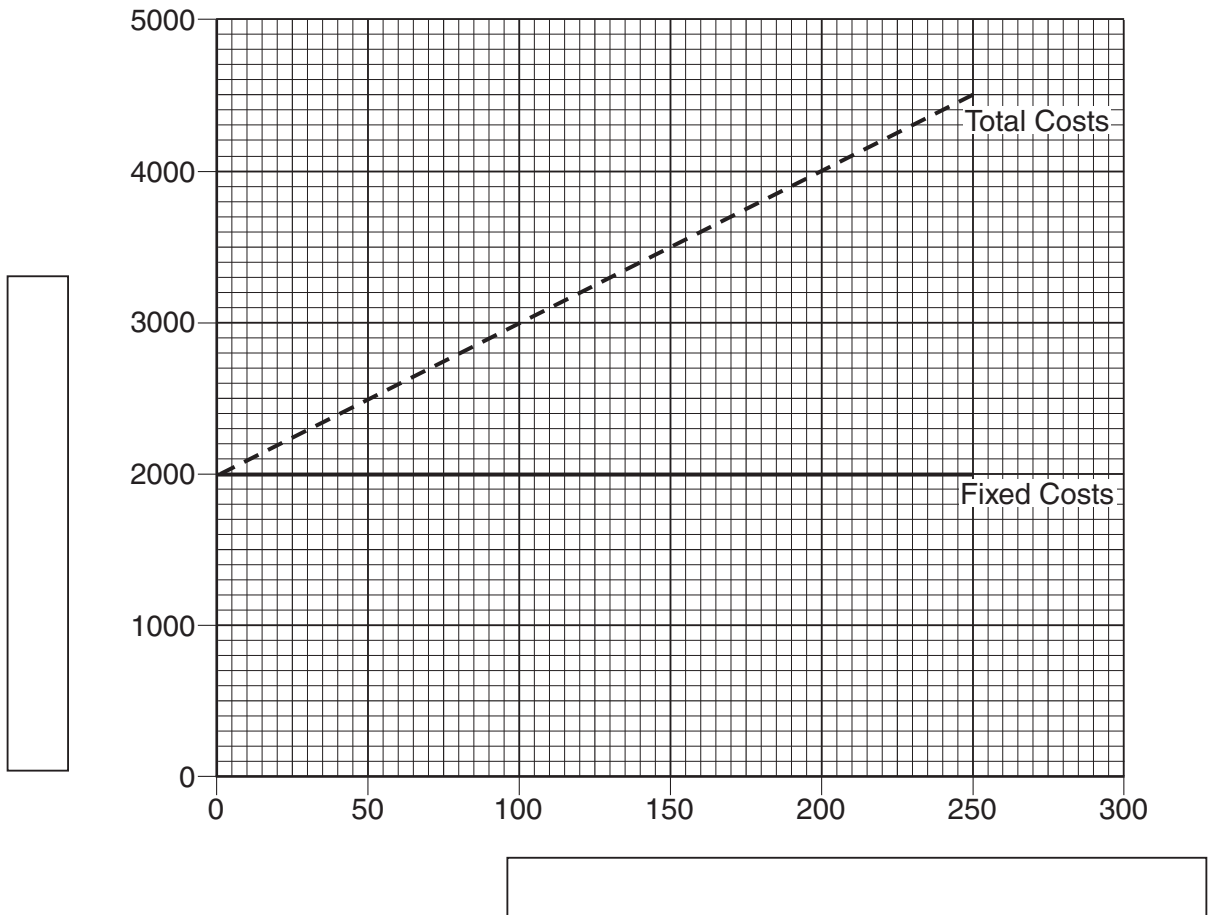
- labelling both axes in the boxes below;
- drawing and labelling the sales revenue line;
- marking the break-even point on the chart.

And then to:

- state the break-even quantity in the space provided below the break-even chart.

The fixed costs and the total costs lines have been completed for you.

[6]



The break-even point is ..... houses cleaned.

(d) What is a break-even chart?

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..... [2]

(e) (i) Using the completed break-even chart in **part (c)**, answer the following questions:

identify and explain **one** strategy which could be employed to decrease the break-even point.

Strategy: .....  
.....  
.....

Explanation: .....  
.....  
..... [2]

(ii) Give **one** advantage and **one** disadvantage of using a spreadsheet to construct the break-even chart for the proposed household cleaning service.

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

Disadvantage: .....  
.....  
..... [2]

[Total: 21]

**Text 5**

Bryony Coote, Customer Service Director, received the following email from a customer, Brenda Porter, Administration Director of Bellows Engineering, Tynewear.

From...	b.porter@bellowseng.co.uk
To...	bryony coote <b.coote@tjcleanserv.co.uk>
Cc...	
Subject:	Cleaning Complaint

Last night two of our offices were not cleaned. This was evident as not only were the bins not emptied but the floor obviously had not been vacuumed. I have been unhappy with the quality of the cleaning for some time. There are also cobwebs on parts of the ceilings which would indicate that this has not been cleaned for some time either.

The team who clean the offices seem to change regularly and I have never seen any evidence of the checking of the quality of the cleaning.

This situation needs to change or we will be taking our cleaning contract elsewhere.



**5 Refer to Text 5**

- (a) You are Dean Lambert, Customer Service Assistant. Bryony Coote gives you the task of replying to this complaint.

Construct a suitable email reply to Brenda Porter, with a copy to Bryony Coote. Give the email a subject. [7]

From...	<u>d.lambert@tjcleanserv.co.uk</u>
To...	
Cc...	
Subject:	



(c)\* Discuss each of the following:

- the possible consequences **to** *TJ Cleaning Services Ltd* if the complaint by Brenda Porter is not dealt with satisfactorily;
- what actions *TJ Cleaning Services Ltd* could take to reduce the number of complaints from its customers in the future.

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..... [8]  
[Total: 20]

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