

GENERAL CERTIFICATE OF SECONDARY EDUCATION
APPLIED BUSINESS
Business in Action

A241

Candidates answer on the question paper.

OCR supplied materials:
None

Other materials required:

- A calculator may be used

Monday 6 June 2011
Morning

Duration: 1 hour 30 minutes



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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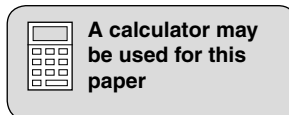
MODIFIED LANGUAGE

INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- 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).
- Answer **all** the questions.
- Do **not** write in the bar codes.

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 2

Derek and John have different aims for Gorse Hill Farm. Derek aims to expand the business and intends to open a farm shop.

2 Refer to Text 2.

(a) State and explain **two** reasons why it is important for the partners of Gorse Hill Farm to set aims for the business.

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2:

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..... [4]

(b) Derek intends to open a farm shop. The following stakeholders will have an interest in the farm shop:

- local community;
- bank manager;
- employees.

For each stakeholder, explain **one different** interest they would have in the farm shop.

- Local community:
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Text 3

Derek and John employ ten workers all year on the farm. Derek and John, their wives, and the ten workers complete all the activities in all the functional areas of the farm. John's wife, Freya, looks after the accounts. The farm shop is now open and Derek's wife, Natasha runs it. Derek and John also employ seasonal workers when needed.

3 Refer to Text 3.

(a) For **each** of the functional areas listed below, describe **one** key operational task for a business such as Gorse Hill Farm.

- Finance:
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 - Human resources:
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 - Administration:
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- [6]

(f) (i) State and explain **one** benefit to Gorse Hill Farm of introducing ICT.

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..... [2]

(ii) State and explain **one** drawback to Gorse Hill Farm of introducing ICT.

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..... [2]

[Total: 28]

Text 4

Derek believes that the farm shop will be very successful. Many customers of the farm want to know where their food has come from and whether it has been produced in an ethical manner.

4 Refer to Text 4.

- (a) State and explain **two** ways in which Gorse Hill Farm and the farm shop could be seen to be operating in an ethical manner.

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2:

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..... [4]

- (b)* Evaluate the possible consequences to a business you have studied if it does **not** behave in an ethical manner.

Name of business:

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Text 5

Once the farm shop is established and operating successfully, Derek would like to be more enterprising, and wants to expand the farm shop business. He is considering taking the risk of offering franchises of the farm shop.

5 Refer to Text 5.

(a) (i) State and explain **one** advantage of franchising to the **franchisor**.

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..... [2]

(ii) State and explain **one** advantage of franchising to the **franchisee**.

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..... [2]

(b) Offering franchises is one way a business can be enterprising by taking a risk. Explain **two** other ways in which a business you have studied could be enterprising by taking a risk.

Name of business:

1:

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2:
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..... [4]

(c) State **two** ways in which the employees could assist Gorse Hill Farm and the farm shop to operate in an enterprising way.

1:
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2:
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..... [2]

[Total: 10]

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