

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

**A243**

Candidates answer on the question paper.

**OCR supplied materials:**  
None

**Other materials required:**  
• A calculator may be used

**Tuesday 14 June 2011**  
**Morning**

**Duration: 1 hour 30 minutes**



|                    |  |                   |  |
|--------------------|--|-------------------|--|
| Candidate forename |  | Candidate surname |  |
|--------------------|--|-------------------|--|

|               |  |  |  |  |  |  |                  |  |  |  |  |
|---------------|--|--|--|--|--|--|------------------|--|--|--|--|
| Centre number |  |  |  |  |  |  | Candidate number |  |  |  |  |
|---------------|--|--|--|--|--|--|------------------|--|--|--|--|

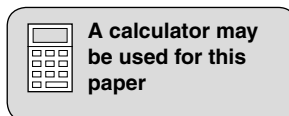
**MODIFIED LANGUAGE**

**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**

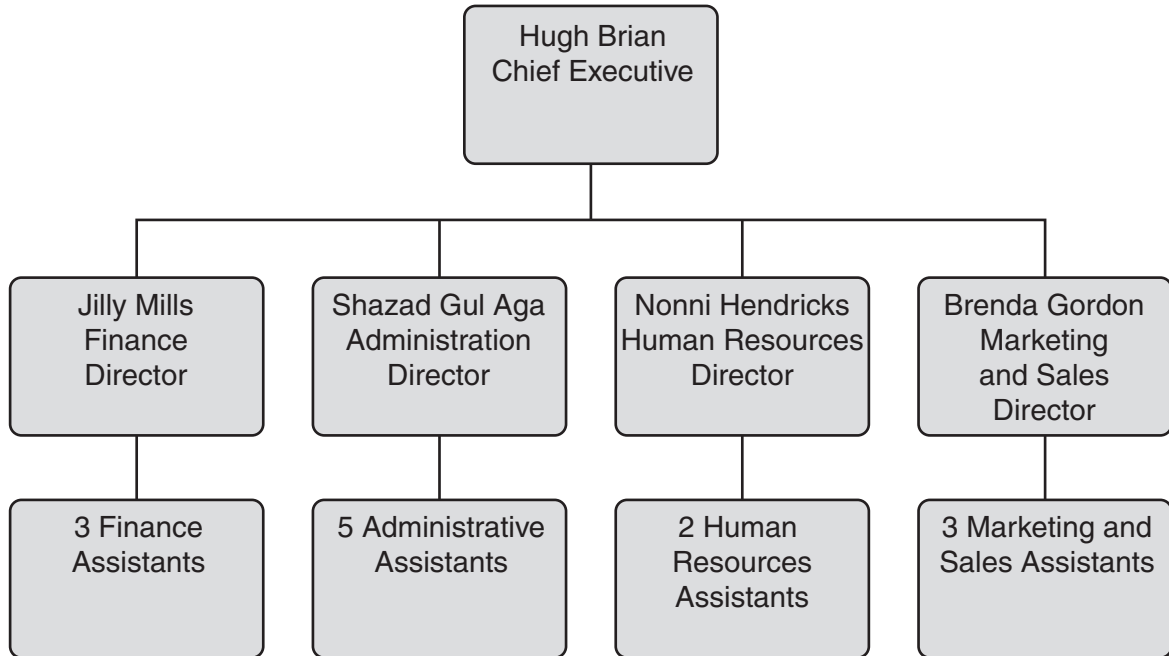
- The number of marks is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **80**.
- Your quality of written communication is assessed in questions marked with an asterisk (\*).
- This document consists of **16** pages. Any blank pages are indicated.



**Text 1**

*Polly Singh plc (PS plc)* is a sports promotion business. The Head Office is in London. It also has branches in Paris (France), Madrid (Spain) and New York (USA). Sports promotion is the business of making sure that the general public know about sporting events, such as snooker competitions.

The London Head Office has the following structure.



**1 Refer to Text 1.**

(a) Which are the **two** types of organisational structure used by *PS plc*? Tick (✓) the correct boxes. [2]

Geographical

Matrix

Functional

(b) Explain **one** key task which Hugh Brian, Chief Executive of *PS plc*, will complete.

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.....

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..... [2]

**Text 2**

*PS plc* needs to communicate with employees, other offices and customers. It uses these forms of communication:

- website which advertises future sporting events;
- memorandums;
- emails;
- video-conferencing;
- letters;
- *PS plc* Annual General Meeting.

**2 Refer to Text 2.**

(a) From the list in **Text 2**, identify **one** different example of a form of communication which uses each of the following:

- oral communication: .....
- ICT communication: .....
- written communication: ..... [3]

(b) Explain **one** advantage to the **customers** of *PS plc* of the website as a form of communication.

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

(c) Explain **one** advantage to *PS plc* of the website as a form of communication.

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



**Text 3**

Nonni Hendricks, the Human Resources Director, receives a salary of £45 000 per year. She only receives about £30 000 after deductions.

Cristiana Campos, an administrative assistant, is paid £7.00 per hour for a 35 hour week. She receives £10.50 per hour for each hour of overtime.

**3 Refer to Text 3.**

(a) Identify **three** possible deductions that are made from pay.

1: .....

2: .....

3: ..... [3]

(b) Nonni Hendricks is paid through the BACS system.

(i) What does the letter A stand for in BACS? [1]

Banks A ..... Clearing System.

(ii) Explain how the BACS system of paying employees would benefit a business such as *PS plc*.

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.....  
.....  
.....  
.....  
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.....  
.....  
.....  
..... [3]

(c) Calculate the gross pay of Cristiana Campos for the week ending 15 May 2011.

[3]

|                     |             |   |       |
|---------------------|-------------|---|-------|
| <b>Employee:</b>    | C Campos    |   |       |
| <b>Week ending:</b> | 15 May 2011 |   |       |
| Hours worked        | 35 @ £7.00  | £ | _____ |
| Overtime hours      | 7 @ £10.50  | £ | _____ |
| Gross Pay           |             | £ | _____ |

(d) Jilly Mills, the Finance Director, has produced a cash-flow forecast for *PS plc* for the next six months. Complete the unshaded boxes.

[8]

| <i>PS Plc</i> Cash Flow Forecast July–December 2011 |         |         |         |         |         |         |
|---|---------|---------|---------|---------|---------|---------|
|   | Jul-11  | Aug-11  | Sep-11  | Oct-11  | Nov-11  | Dec-11  |
|   | £       | £       | £       | £       | £       | £       |
| <b>Income</b>                                       |         |         |         |         |         |         |
| Events Income                                       | 100 000 | 125 000 | 100 000 | 150 000 | 100 000 | 75 000  |
| Sponsorship Income                                  | 15 000  |         | 15 000  | 15 000  | 15 000  | 15 000  |
| Client Fees   | 5 000   | 6 000   | 7 000   | 8 000   | 9 000   | 10 000  |
| Total Income  |         | 146 000 | 122 000 | 173 000 | 124 000 | 100 000 |
| <b>Expenditure</b>                                  |         |         |         |         |         |         |
| Office Rental                                       | 12 000  | 12 000  | 12 000  |         | 12 000  | 12 000  |
| Wages   | 35 000  | 35 000  | 35 000  | 35 000  | 35 000  | 35 000  |
| Heating and Power                                   | 5 000   | 5 000   | 5 000   | 6 000   | 7 000   | 7 000   |
| Promotion   | 10 000  | 10 000  | 10 000  | 10 000  | 10 000  | 10 000  |
| Insurance   | 10 000  | 10 000  | 10 000  | 10 000  | 10 000  | 10 000  |
| Total Expenditure                                   | 72 000  | 72 000  |         | 73 000  | 74 000  | 74 000  |
| Net Cash Flow                                       |         | 74 000  | 50 000  | 100 000 | 50 000  | 26 000  |
| Opening Balance                                     | 30 000  |         | 152 000 | 202 000 |         | 352 000 |
| Closing Balance                                     |         | 152 000 | 202 000 | 302 000 | 352 000 | 378 000 |



**Text 4**

*PS plc* has been promoting an evening professional snooker competition every month. It wants to find out if customers are enjoying these evening competitions. It is going to assess the popularity of the evening professional snooker competition by interviewing a small sample of the customers.

**4 Refer to Text 4.**

(a) Why does *PS plc* use market research to assess the popularity of its sports promotions?

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

(b) Other than interviewing, suggest **two** other types of market research which *PS plc* could use to find out whether customers enjoyed the evening professional snooker competition.

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



- (c) *PS plc* uses market research to assess whether customers enjoy the evening professional snooker competition.

Choose **one** type of market research you identified in **part 4 (b)**. Explain **one** advantage and **one** disadvantage to ***PS plc*** of using this type of market research for this purpose.

Type of market research: .....

Advantage: .....

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.....

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Disadvantage: .....

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..... [4]

[Total: 8]

**Text 5**

Shazad Gul Aga, the Administration Director, is responsible for five staff. They complete tasks such as word processing and updating spreadsheets to help *PS plc* run efficiently.

**5 Refer to Text 5.**

(a) State **two** tasks which the administrative staff at *PS plc* complete when organising meetings.

1: .....

2: .....

State **two** tasks which administrative staff at *PS plc* complete when dealing with telephone queries.

1: .....

2: ..... [4]

(b) The following table is a part of the payroll spreadsheet for *PS plc*. The finance functional area instruct the administrative staff on keeping it updated. [6]

|   | A                  | B           | C                | D               | E                |
|---|--------------------|-------------|------------------|-----------------|------------------|
| 1 | Payroll May-2011   |             |                  |                 |                  |
| 2 | <b>Payroll No:</b> | <b>Name</b> | <b>Basic Pay</b> | <b>Overtime</b> | <b>Total Pay</b> |
| 3 | 657                | Burns       | £250.00          | £0.00           | £250.00          |
| 4 |                    |             |                  |                 |                  |
| 5 | 241                | Miller      | £300.00          | £100.00         | £400.00          |
| 6 | 980                | Winfrey     | £250.00          | £25.00          | £275.00          |
| 7 |                    |             | <b>Total</b>     |                 |                  |

- Add the data for the following employee in the unshaded row. The employee is Green who has a payroll number of 345. His Basic Pay is £150.00 and he has earned £50.00 of Overtime.
- Calculate Green’s Total Pay. Write this in cell E4.
- Calculate the Total Pay of all four employees. Write this in cell E7.
- State the spreadsheet formula which could be used in cell E4. Write your answer in the space below.

E4 = .....

- State the spreadsheet formula which could be used in cell E7. Write your answer in the space below.

E7 = .....

(c) Give **one** advantage to *PS plc* of using a spreadsheet for the task of creating the payroll.

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

(d)\* Write a formal letter to John Kempson. Use the information contained within the following memorandum. You should use today's date. [8]

**M E M O R A N D U M**

From: Brenda Gordon, Marketing and Sales Director  
To: Administrative Functional Area  
Date: 14 June 2011  
Ref: Contract Talks

Please write a letter to our client, John Kempson, BB Promotions, Islinham, IS32 7VB. He rang yesterday asking if we had sent his contract. Please ask him to visit the office on Thursday 21 July 2011 to discuss the terms of the contract. Ask him to bring a solicitor with him, so that the details can be finalised quickly. Once you have created the letter, I will sign it before it is sent in the post.

Use the letterhead on page 13 to write the letter. A second letterhead is provided on page 14, if you need it.

You **may** use the space below to draft your letter.

**Polly Singh plc**

Purfect House  
Identhury  
London  
KL9 5ZX

[Total: 19]

**Polly Singh plc**

Perfect House  
Identhury  
London  
KL9 5ZX



