

Thursday 19 January 2012 – Morning

GCSE APPLIED BUSINESS

A243/01 Working in Business

Candidates answer on the Question Paper.

OCR supplied materials:

None

Other materials required:

- A calculator may be used

Duration: 1 hour 30 minutes



Candidate forename		Candidate surname	
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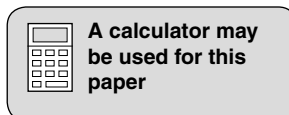
Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- 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).
- 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 will be assessed in questions marked with an asterisk (*).
- This document consists of **20** pages. Any blank pages are indicated.



Text 1

Brack Records Ltd is a record label whose Chief Executive is Dave Chapin. It is involved in many aspects of the music business; including finding new artists, recording their music and marketing these recordings. *Brack Records Ltd* has a flat organisational structure.

Paul Wilson is the Marketing and Sales Director of *Brack Records Ltd*.

1 Refer to Text 1.

(a) Identify **one** advantage to *Brack Records Ltd* of having a flat organisational structure.

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..... [1]

(b) Identify **one** disadvantage to *Brack Records Ltd* of having a flat organisational structure.

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..... [1]

(c) Explain **one** task which each of the following employees of *Brack Records Ltd* would be **most** likely to carry out during their working day:

- Dave Chapin (Chief Executive)

Task:

Explanation:

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- Paul Wilson (Marketing and Sales Director)

Task:

Explanation:

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..... [4]

(d) Identify and describe **one different** form of communication which might be used by a business such as *Brack Records Ltd* for **each** of the following types of communication:

- **Oral communication**

Form of communication:

Description:

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- **Written communication**

Form of communication:

Description:

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- **ICT communication**

Form of communication:

Description:

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..... [9]

[Total: 15]

Text 2

Johnny Osbourne works in the finance functional area of *Brack Records Ltd*. He is in charge of filing the business documents used for buying supplies. He knows that the following business documents are used:

- A** Invoice
- B** Purchase Order
- C** Remittance Advice Slip
- D** Delivery Note
- E** Goods Received Note
- F** Cheque
- G** Receipt
- H** Credit Note
- I** Statement of Account

2 Refer to Text 2.

- (a) Complete the unshaded boxes in the table below by identifying the correct business document used by *Brack Records Ltd* in each of the following situations. One has been completed for you. Not all of the documents listed above will need to be used. **[5]**

Situation	Document
Johnny sends this document to a supplier when he wants to buy some office materials for <i>Brack Records Ltd</i> .	Purchase Order (B)
The supplier sends this document to <i>Brack Records Ltd</i> with the office materials.	
The supplier sends this document to <i>Brack Records Ltd</i> to ask for payment for the office materials.	
This document is sent to the supplier by <i>Brack Records Ltd</i> to pay for the office materials.	
This document is sent to the supplier by <i>Brack Records Ltd</i> with the payment.	
The supplier sends this document back to <i>Brack Records Ltd</i> when it has paid for the office materials.	

- (b) Explain the purpose of a Statement of Account in the flow of business documents between *Brack Records Ltd* and its suppliers.

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

- (c) Below is part of an invoice for office stationery which has been bought by the administration functional area of *Brack Records Ltd.*
Complete the unshaded boxes.

[6]

Quantity	Reference	Description	Unit Price		Total	
			£	p	£	p
10	PAP223	A4 Printer Paper	1	55	15	50
200	BBP452	Black Pens	1	00		
100	BPEN687	HB Pencils	00	50		
4	HPL007	Hole Punch	5	00		
			Sub Total			
			VAT @20%			
			Total			

- (d) Amir Mohammed is the Finance Director of *Brack Records Ltd* and he has been teaching Johnny Osbourne how to create a break-even chart for CD sales. Use the information below to create a break-even chart.

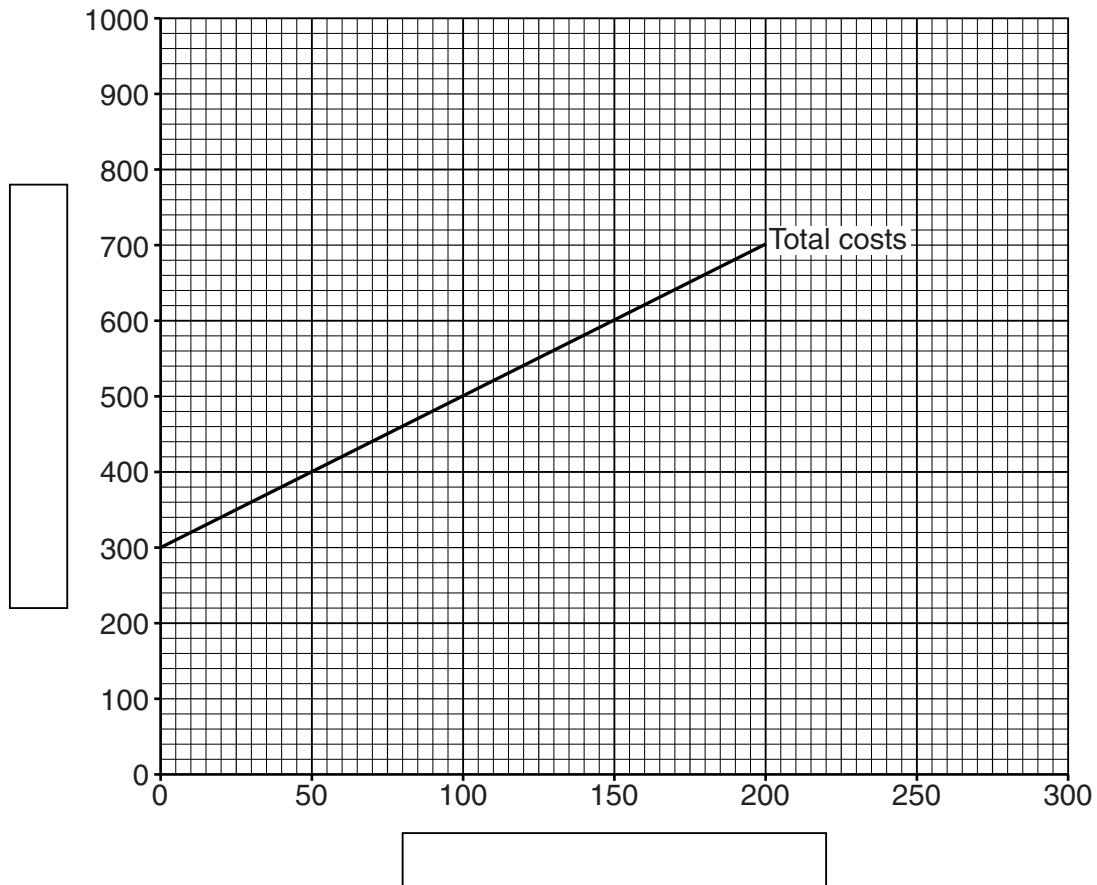
CD Sales	0	50	100	150	200
Fixed Costs (£)	300	300	300	300	300
Variable Costs (£)	0	100	200	300	400
Total Costs (£)	300	400	500	600	700
Sales Revenue (£)	0	200	400	600	800

The total costs line has been completed. Complete the break-even chart by:

- labelling both axes;
- plotting the fixed cost line;
- plotting the sales revenue line;
- labelling the break-even point.

[4]

Break-even chart for CD Sales



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Text 3

Ntranke is the latest band to be signed by *Brack Records Ltd*. Paul Wilson, the Marketing and Sales Director, and his team have developed a promotional campaign for the launch of the new single by **Ntranke** which is called 'Fight Like An Angel'. The methods of promotion which they have used are local radio, local newspapers, flyers and sales promotion.

3 Refer to Text 3.

- (a) Consider the two flyers below and identify the one which would best promote Ntranke and its new single 'Fight Like An Angel'. Give reasons for your choice of flyer.

Flyer A

Ntranke

New Group
New Single
'Fight Like An Angel'

Buy it

Band
Photograph

Voted best new band

Flyer B

Brack Records Ltd
Presents

Ntranke

Brand New Single
'Fight Like An Angel'

Get it
online

Check
www.ent.co.uk
for live
appearances near
you

Voted best new band by NEW music

Flyer:

Reasons:

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[4]

(b) Explain the meaning of the term 'sales promotion'.

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[2]

(c) Using **two** examples, explain how *Brack Records Ltd* might use methods of sales promotion to promote the new single by **Ntranke**.

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(d) All advertisements must meet the Advertising Standards Authority (ASA) guidelines.

Explain how **one** of these guidelines might apply to the advertisements produced by *Brack Records Ltd*.

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..... [2]

[Total: 12]

13
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Text 4

Melanie Mitchell, an Administrative Assistant at *Brack Records Ltd*, has received a telephone call from Brandon Flavour. Mr Flavour was very upset with a single which his 11 year old daughter had bought from a local record shop. The record was by a group on the *Brack Records Ltd* label and it contained offensive language which Mr Flavour thought was not right for an 11 year old child. The single did not include a parental advisory notice on its front cover. Mr Flavour's telephone number is 0987 897655. Mr Flavour has asked for his complaint to be dealt with by Jemma Cole, the Customer Services Director.

4 Refer to Text 4.

- (a) Complete the telephone message form giving the details of Mr Flavour's complaint. [5]

Brack Records Ltd
Telephone Message Form

From:

To:

Date: **19 January 2012**
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RE:

Details:

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(b) Jemma Cole, the Customer Services Director of *Brack Records Ltd*, has telephoned Mr Flavour and apologised to him and offered a form of compensation.

Explain the steps which Jemma Cole would have taken **before** telephoning Mr Flavour.

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(c*) Evaluate the consequences to a business such as *Brack Records Ltd* of **not** dealing effectively with customer complaints.

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[Total: 17]

Text 5

One of the tasks which Melanie Mitchell has to carry out as an Administrative Assistant is to keep a record of visitors to the business.

5 Refer to Text 5.

(a) Identify **five** items of information which Melanie Mitchell should obtain from each visitor to *Brack Records Ltd*.

- 1:
- 2:
- 3:
- 4:
- 5: **[5]**

(b*) *Brack Records Ltd* keeps most of its customer records on a computerised database.

Evaluate the benefits and drawbacks to *Brack Records Ltd* of a computerised database compared to a manual filing system.

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