

Monday 11 June 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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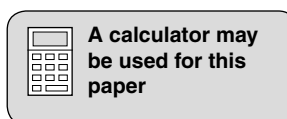
Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- 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.

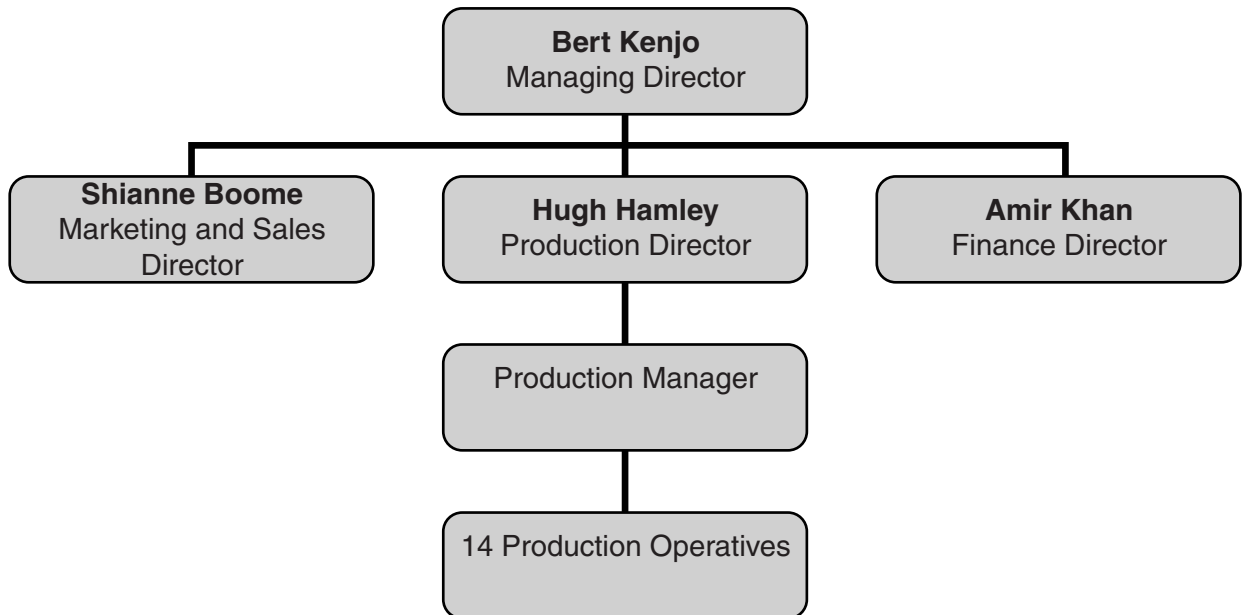
INFORMATION FOR CANDIDATES

- 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

Bertlyn Play Ltd manufactures, promotes and sells educational and play toys to United Kingdom schools. Bert Kenjo is the Managing Director. Other directors are Shianne Boome, the Marketing and Sales Director; Hugh Hamley, the Production Director; and Amir Khan, the Finance Director. *Bertlyn Play Ltd* is organised in a hierarchical business structure. The following is part of the structure.

**1 Refer to Text 1.**

(a) Draw a line to the correct definition of a hierarchical business structure.

[1]

	One layer in the structure
Hierarchical	Three or more layers in the structure
	No layers in the structure

(b) Using an example from the organisational structure of *Bertlyn Play Ltd*, explain the term ‘span of control’.

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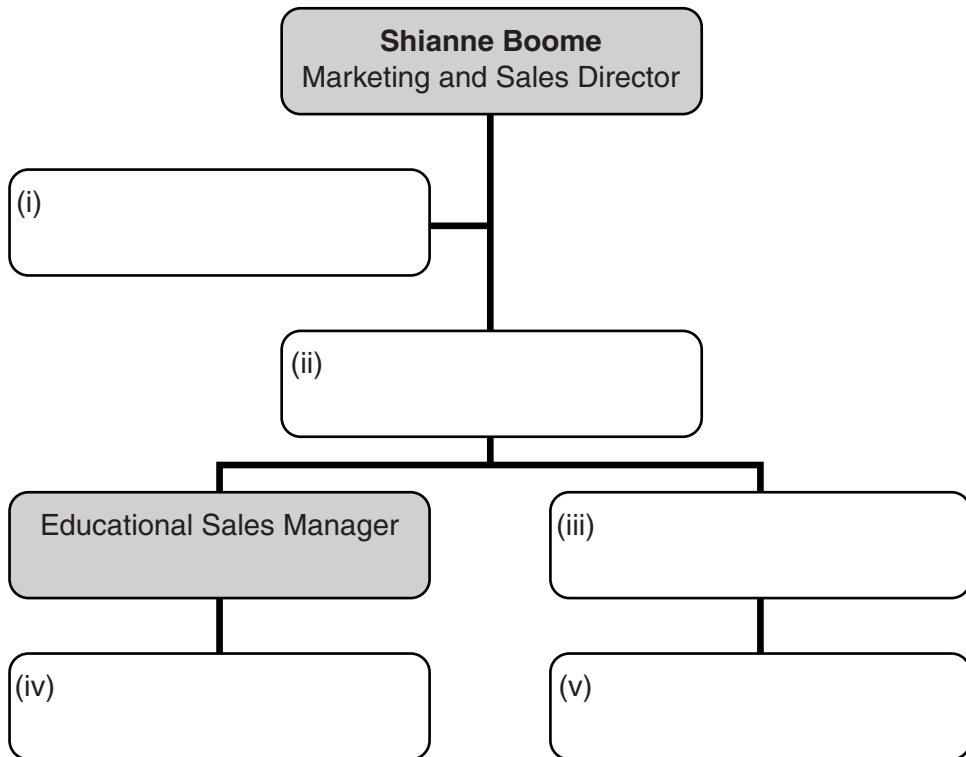
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..... [2]

(c) The extract below shows the marketing functional area within the organisational structure of *Bertlyn Play Ltd*. It shows Shianne Boome, the Marketing and Sales Director, and the Educational Sales Manager. The following people also work in this functional area:

- Senior Marketing and Sales Manager;
- Play Sales Manager;
- one salesperson in each team;
- Shianne Boome’s Personal Assistant.

Using the list above, complete the unshaded boxes in the extract below with the correct job role titles. [4]



(d) Identify **three different** tasks or activities which Hugh Hamley might have to complete as the Production Director of *Bertlyn Play Ltd*.

1:

2:

3: [3]

(e) Identify **one** skill, **one** qualification and **one** personal quality which Hugh Hamley may need in order to be a successful Production Director of *Bertlyn Play Ltd*.

Skill:

Qualification:

Personal quality: [3]

[Total: 13]

Text 2

Bert Kenjo, the Managing Director of *Bertlyn Play Ltd*, wants to investigate whether the business should start to sell its products in Europe. Shianne Boome, the Marketing and Sales Director, and her team have been given the task of investigating whether the expansion would be worthwhile. They could use both primary and secondary methods to research the European market.

2 Refer to Text 2.

- (a) From the list below draw **two** lines to match **primary research** and **secondary research** with their correct meanings. [2]

Primary research	Carrying out field research which could include obtaining information from European businesses which sell toys.
Secondary research	Carrying out desk research by looking at information about businesses which sell similar products in Europe.
	Getting all of the information obtained and organising it by European country.

- (b) Identify **one** method of primary research and **one** source of secondary research.

- (i) Method of primary research:
- (ii) Source of secondary research: [2]

(c) Explain **one** advantage and **one** disadvantage to *Bertlyn Play Ltd* in undertaking market research before deciding whether or not to sell its products in Europe.

Advantage:

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Disadvantage:

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..... [4]

(d) Explain how *Bertlyn Play Ltd* could use **each** of the following methods of promotion in order to promote its products in the proposed European expansion:

- the *Bertlyn Play Ltd* company website;

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- targeted mail shots.

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..... [4]

- (e)* Create a press release on the page opposite using only the **relevant** information from **the list below**. The aim of the press release is to promote *Bertlyn Play Ltd* and its products in European markets. [6]

The information which the marketing and sales functional area has put together for promotional purposes should the European expansion occur is:

- Billy Cattermole is the most productive employee of *Bertlyn Play Ltd*;
- *Bertlyn Play Ltd* is a producer of high quality play items; educational and purely play;
- items are priced from £10.99 to £400.00;
- *Bertlyn Play Ltd's* address is Playground House, Waddleton, WE57 8PL;
- examples are outdoor and indoor games such as chess and draughts;
- contact Shianne Boome, the Marketing and Sales Director, for more information;
- James Mustard has applied for a position at one of *Bertlyn Play Ltd's* competitors;
- free catalogue is available from *Bertlyn Play Ltd*;
- *Bertlyn Play Ltd* is the largest toy maker in the United Kingdom.

You may use the space below to plan your press release. This will **not** be marked.

Bertlyn Play Ltd
Press Release

[Total: 18]

Text 3

Amir Khan, the Finance Director, has been asked by Bert Kenjo, the Managing Director, to produce a cash-flow forecast which can be used for the financial planning of the proposed European expansion of *Bertlyn Play Ltd*.

3 Refer to Text 3.


- (a) Complete the **unshaded** boxes in the following cash-flow forecast for the first six months of *Bertlyn Play Ltd's* proposed expansion into Europe. **[8]**

<i>Bertlyn Play Ltd</i>						
European expansion-cash-flow forecast						
Income	Jul-2012	Aug-2012	Sep-2012	Oct-2012	Nov-2012	Dec-2012
	£	£	£	£	£	£
Sales	2 100	5 400	9 000	12 000	21 000	36 000
Total	2 100	5 400	9 000	12 000	21 000	
Expenditure						
Raw Materials	700	1 800	3 000	4 000	7 000	12 000
Rent and Rates	700	700	700	700	700	700
Utility Bills	550	550	550	550	550	550
Advertising	5 000	2 000	2 000	2 000	2 000	2 000
Transport Costs	500	1 350	2 250	3 000	5 250	9 000
Wages	5 000	5 000	5 000	5 000	5 000	5 000
Translator Services	3 900	900	900	900	900	900
Total		12 300	14 400	16 150	21 400	
Income – Expenditure	–14 250	–6 900	–5 400	–4 150	–400	
Opening Balance	10 000		–11 150	–16 550	–20 700	
Closing Balance		–11 150	–16 550	–20 700	–21 100	

- (c) Bridie Moore, one of the clerks in the finance functional area of *Bertlyn Play Ltd*, has been asked to complete a cheque to pay for supplies. The cheque should be made out to Wilmington Wood Supplies for the amount of £1700.34. Today's date should be used and the cheque will be signed by Amir Khan.

Use the above information to complete the cheque below.

[4]

	Waddleton Bank plc 26 Puppetgate Cluesville CL99 4P3	21-33-54 Date _____
Pay _____ _____ _____		<div style="border: 1px solid black; display: inline-block; padding: 5px;"> £ </div> <i>Bertlyn Play Ltd</i> _____
Cheque Number 2023	Sort Code 00-33-54	Account Number 09896754

- (d) A cheque is one method of payment that can be used by *Bertlyn Play Ltd* to pay its suppliers. State **three other** methods of payment which *Bertlyn Play Ltd* could use to pay its suppliers.

- 1:
- 2:
- 3: [3]

Text 4

Two of the customer services which *Bertlyn Play Ltd* provides to schools are:

- product catalogue;
- help line.

4 Refer to Text 4.

(a) Identify **two other** ways in which *Bertlyn Play Ltd* might provide information for its possible European customers.

1:

2: [2]

(b) Other than providing information and handling complaints, identify and explain **one** example of the type of customer service which *Bertlyn Play Ltd* should provide for its customers.

Example:

Explanation:

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..... [3]

Text 5

Bertlyn Play Ltd manufactures all the educational and play toys which it sells. Some of the items which it manufactures are:

- axles, in different sizes, which are used in large quantities on a number of toys and are needed every day;
- individual jigsaws which are made to order from customers' photographs.

5 Refer to Text 5.

(a) Identify the method of production which *Bertlyn Play Ltd* should use for the manufacture of each of these items. Explain why the chosen method is suitable for each item.

Axles – method of production:

Explanation:

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Jigsaws – method of production:

Explanation:

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[6]

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