



GENERAL CERTIFICATE OF SECONDARY EDUCATION
APPLIED BUSINESS
 Business in Action

A241

Candidates answer on the Question Paper

OCR Supplied Materials:
None

Other Materials Required:

- Calculators may be used

Monday 7 June 2010
Morning

Duration: 1 hour 30 minutes



Candidate Forename		Candidate Surname	
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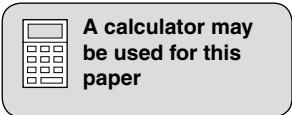
Centre Number						Candidate Number				
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INSTRUCTIONS TO CANDIDATES

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



Text 1

C & D Bank plc has branches throughout the United Kingdom. In recent years, the bank has been careful about the people and businesses to which it lends money. As a result, it has been more successful than other banks.

1 Refer to Text 1.

(a) Complete the following sentences by inserting the correct words from the list below: **[4]**

- | | | |
|--------------|-----------|----------|
| annual | dividends | interest |
| limited | monthly | partners |
| shareholders | unlimited | |

Public limited companies are owned by who have liability. They can vote at the General Meeting. They are paid on their shares.

(b) Identify the type of activity in which C & D Bank plc is involved.
..... **[1]**

(c) Marketing is very important to C & D Bank plc so that it can stay competitive. Describe **two** tasks which may be carried out by the Marketing Department of C & D Bank plc.

Task 1:
.....
.....
.....
.....
.....

Task 2:
.....
.....
.....
.....
.....
..... **[4]**

(d) Every business has to look after its employees. Describe **two** tasks carried out by the human resources functional area of a business you have studied.

Name of business:

Task 1:

.....

.....

.....

.....

.....

Task 2:

.....

.....

.....

..... [4]

(e) Businesses such as C & D Bank plc need to operate in enterprising ways.

(i) Identify **two** ways in which **employees** could assist a business to operate in an enterprising way.

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

Way 2:
.....
..... [2]

(ii) Other than through marketing, explain **two** ways in which **a business** such as C & D Bank plc could be seen to operate in an enterprising way.

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

Way 2:
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.....
.....
.....
.....
..... [4]

[Total: 19]

Text 2

C & D Bank plc has aims and objectives. It acts, for example, in an ethical manner towards its employees and customers. One of its aims is only to invest money in businesses which also act in an ethical and sustainable way.

2 Refer to Text 2.

- (a) (i) Two other business aims of C & D Bank plc are to make a profit and to expand. For each of these aims, suggest **one** suitable objective. [2]

Aim	Objective
To make a profit	
To expand	

- (ii) Explain **two** reasons why it is important for a business you have studied to set objectives.

Name of business:

Reason 1:

.....

.....

.....

.....

.....

Reason 2:

.....

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.....

.....

..... [4]

(b) Explain the meaning of the term sustainability.

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

(c) C & D Bank plc aims to be environmentally friendly. Identify **two** ways in which a business such as C & D Bank plc could be environmentally friendly.

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

Way 2:
.....
..... [2]

(d)* Choose a business which you have studied which operates in an ethical manner.

This could have been achieved because of the following factors:

- paying workers a reasonable wage;
- not employing child labour;
- goods/service which provide value for money;
- any other factor(s) relevant to the business you have studied.

Which of these factors was the most important in giving your chosen business its good ethical reputation? Give reasons for your answer, explaining why the other factors were less important.

Name of business:
.....
.....
.....
.....
.....

..... [10]

[Total: 20]

Text 3

Businesses are using more and more ICT to help them operate effectively. ICT needs to be up to date to be the most effective.

3 Refer to Text 3.

(a) Identify **three different** types of ICT which might be used within a business such as C & D Bank plc.

Type 1:
.....
.....

Type 2:
.....
.....

Type 3:
.....
..... **[3]**

(b)* Evaluate the benefits and drawbacks to a business you have studied of upgrading its current ICT equipment.

Name of business:
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(c) All businesses must comply with laws such as the Data Protection Act.

State **two other** acts and explain how each affects the way in which businesses operate.

Act 1:

Explanation:

.....

.....

Act 2:

Explanation:

.....

..... [4]

[Total: 17]

Text 4

C & D Bank plc has a number of stakeholder groups which it has to make sure it considers when taking business decisions. It also has to operate in an environment where there are factors outside its control.

4 Refer to Text 4.

(a) Other than customers, identify **three** different stakeholder groups of C & D Bank plc. State the interest of **each** stakeholder group which you have identified.

Complete the table below. One example has been provided for you. **[6]**

Stakeholder group	Interest of the stakeholder group
<i>Customers</i>	<i>They want good service from the bank.</i>

(b)* Evaluate possible consequences to a business you have studied of **not** listening to its stakeholder groups.

Name of business:

.....

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.....

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(c) One of C & D Bank plc's customers is Baileys Luxury Boat Builders which sells most of its boats to overseas customers.

(i) Explain **two** effects of rising interest rates on Baileys Luxury Boat Builders.

Explanation 1:

.....
.....
.....
.....
.....

Explanation 2:

.....
.....
.....
.....
..... [4]

(ii) Explain **two** effects of a falling value of the pound (£) on Baileys Luxury Boat Builders.

Explanation 1:

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Explanation 2:

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.....

[4]

[Total: 24]

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