

GENERAL CERTIFICATE OF SECONDARY EDUCATION
APPLIED BUSINESS

A243

Working in Business

Candidates answer on the question paper.

OCR supplied materials:

None

Other materials required:

- A calculator may be used

Wednesday 19 January 2011
Afternoon

Duration: 1 hour 30 minutes



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

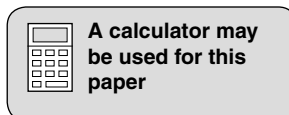
Centre number						Candidate number				
---------------	--	--	--	--	--	------------------	--	--	--	--

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

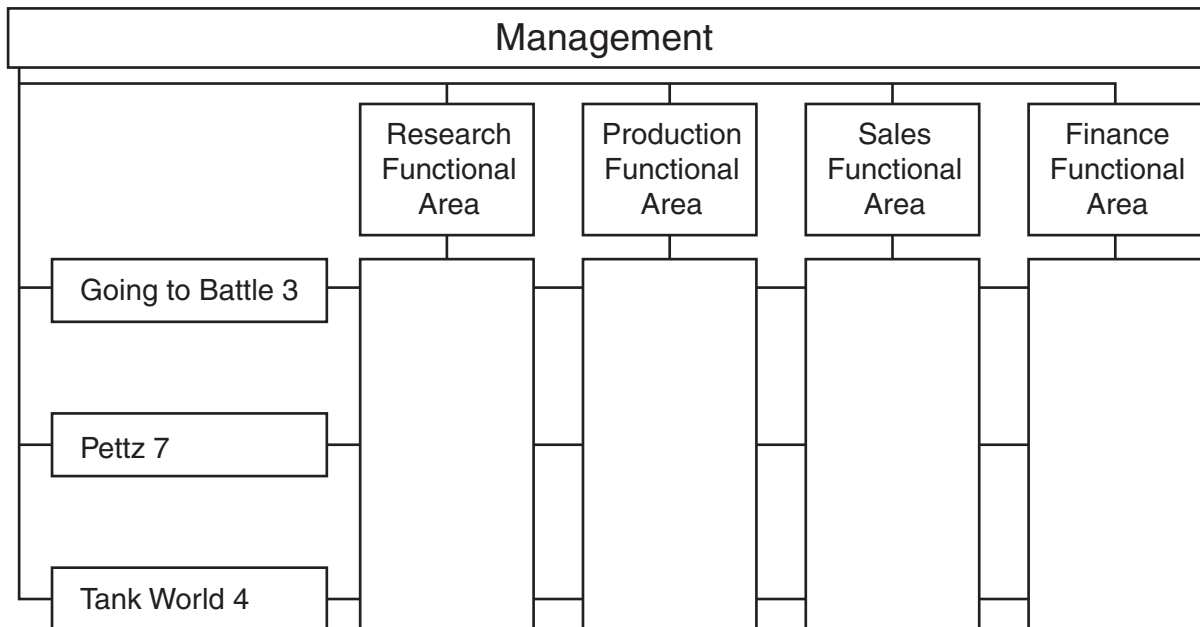
- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **80**.
- Your quality of written communication is assessed in questions marked with an asterisk (*).
- This document consists of **16** pages. Any blank pages are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



Text 1

Chip Games Ltd (CG Ltd) designs and creates computer games. It uses a matrix organisational structure.

Chip Games Ltd
Matrix Organisational Structure

**1 Refer to Text 1.**

(a) Complete the following sentences by choosing the correct words from the list below. [4]

communication departments employment project teams

A matrix organisational structure involves people working in across different This helps when completing a

Text 3

The directors of *CG Ltd* want to expand the business and rent a small warehouse for storing stock. The directors have decided that the business will need to ask the bank for a loan of £40 000 to help with the expansion.

The following documents are to be prepared to help the directors decide whether *CG Ltd* should rent the warehouse:

- ◆ Profit and Loss Statement for the year ended 31 December 2010;
- ◆ Balance Sheet as at 31 December 2010.

3 Refer to Text 3.

(a) Using the figures below, create a Profit and Loss Statement for *CG Ltd*.

[6]

• CDs, cases etc	£50 000
• Sales	£238 000
• Wages	£80 000
• Other costs	£50 000

Complete the unshaded boxes.

Profit and Loss Statement for <i>CG Ltd</i> for the year ended 31 December 2010		
	£	£
Sales		
Cost of Sales		
Gross Profit		
Expenses		
1.		
2		
Net Profit/Loss		

(c) Complete the unshaded boxes in *CG Ltd's* Balance Sheet as at 31 December 2010.

[6]

Balance Sheet of <i>CG Ltd</i> as at 31 December 2010		
	£	£
Fixed Assets		
Buildings		260 000
CD Copying Machines		60 000
Total Fixed Assets		
Current Assets		
Stock	20 000	
Debtors	8 000	
Bank	10 000	
Total Current Assets		
LESS Current Liabilities	40 000	
Net Current Assets		
Total Net Assets		
Financed by:		
Share Capital		260 000
Profit and Loss Account		
Total		

- (e) *CG Ltd* needs to calculate the break-even point for the new CD game 'Super Boo-Karting'. The fixed costs are £20 000, the average selling price is £40 and the variable cost is £15. [4]

$$\text{Break-even point} = \frac{\text{Fixed Costs}}{\text{Selling Price} - \text{Variable Cost}}$$

Show your working:

The break-even point is _____ CDs.

[Total: 26]

Text 4

Dorian Brighton, one of the Administration and ICT staff, is responsible for the reception area at *CG Ltd*. A telephone message has been received from Brent Swindon, the Managing Director of PM Promotions. Dorian has made a note of the message.

Brent Swindon (Managing Director PM Promotions) rang for Stacey Froggatt, Marketing and Sales Director.

The advertisement for the new game 'Super-Boo Karting' has been finished. They are going to show it next Tuesday at their offices. Can you ring 03438797645 or email PMPromotions@shootmail.com to confirm that you can attend.

4 Refer to Text 4.

(a) Dorian needs to write this message onto a memorandum. What is the purpose of a memorandum?

.....

.....

.....

.....

.....

.....

..... [2]

- (b) Using the information in **Text 4** and **today's date**, create the memorandum which would be passed to Stacey Froggatt, Marketing and Sales Director. [7]

Memorandum

To:
From:
Date:
Re:

- (c) Dorian has to train another member of the Administration and ICT staff so that they can welcome visitors to *CG Ltd*. Explain **two** procedures which are needed when working on reception at *CG Ltd*.

1:

.....

.....

.....

.....

.....

.....

2:

.....

.....

.....

.....

.....

..... [4]

[Total: 13]

(b) Identify **three** ways in which ICT could be used to improve the appearance of the 'in case of fire notice'.

1:

.....

.....

2:

.....

.....

3:

.....

..... [3]

[Total: 9]

Text 6

The CDs for the new game 'Super-Boo Karting' will be manufactured using batch production.

6 Refer to Text 6.

(a) Other than batch production, identify **two** other methods of production that a business could use.

1:

2: [2]

(b) Explain **one** advantage and **one** disadvantage to *CG Ltd* of using batch production in the manufacture of the CDs.

Advantage:

.....

.....

.....

.....

.....

Disadvantage:

.....

.....

.....

.....

..... [4]

[Total: 6]



Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.