

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

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General Certificate of Secondary Education
June 2005



**BUSINESS STUDIES SPECIFICATION B
Foundation Tier
Paper 3**

3133/3F

F

Tuesday 28 June 2005 1.30 pm to 2.45 pm

No additional materials are required.
You may use a calculator.

For Examiner's Use			
Number	Mark	Number	Mark
1			
2			
Total (Column 1)	→		
Total (Column 2)	→		
Quality of Written Communication			
TOTAL			
Examiner's Initials			

Time allowed: 1 hour 15 minutes

Instructions

- Use blue or black ink or ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions in the spaces provided.
- Do all rough work in this book. Cross through any work you do not want marked.
- If you need additional space, you should continue your answers at the end of this book, indicating clearly which question you are answering.


Information

- The maximum mark for this paper is 105.
- Mark allocations are shown in brackets.
- You should use examples wherever appropriate to support your explanations or arguments.
- You will be awarded up to 5 marks for the quality of your written communication, including spelling, punctuation and grammar.

Answer **all** questions in the spaces provided.

- 1 Read the information below and answer the questions that follow.

MacB's



MacB's has a chain of 120 restaurants in the UK. They serve a traditional takeaway and eat-in menu of burgers, chicken portions, chips, doughnuts, apple pies and ice cream.

All 120 restaurants are run as franchises. The franchise agreement grants to the franchisee the right to operate a specific branch of MacB's at a single address for a period of 25 years. The franchisee needs to raise £150 000 to set up the restaurant. The franchiser, MacB's, permits the use of its trademarks, décor and signs, and provides specifications for food, suppliers, marketing and advice.

- (a) Explain what is meant by the term "franchise".

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(3 marks)

(b) Describe the likely benefits to a **franchisee** of running a MacB's franchise.

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(9 marks)

(c) Explain which of these benefits you think could be the most important for a new franchisee.

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(4 marks)

Turn over ►

(d) Williams Ltd, a local private limited company, is considering applying to run six MacB's Restaurants franchises. To enable it to do this Williams Ltd will need to raise £900 000. It could raise the money by:

- obtaining a loan;
- using retained profit.

Describe the advantages and disadvantages of **each** of these methods and explain which method might be the best for Williams Ltd.

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(12 marks)

MacB's is keen to develop its product range. It is considering launching a new healthier, low-fat burger. This burger would contain less than 5% fat. The supplier of the burgers has to ensure that the new burger meets the high standards of quality that MacB's demands.

(e) Describe how MacB's supplier could use the following methods to ensure the high quality of its burgers:

- Total Quality Management (TQM);
- checks on the finished burger.

Explain which you think would be the best method for the supplier to use.

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(12 marks)

Turn over ▶

2 Read the job advertisement below and answer the questions that follow.



WANTED

Park Ranger

Your duties will include building fences, managing forests, guiding tours for school groups and rescuing injured animals.

To apply, you will need at least 2 years' experience as a Park Ranger, and a degree or similar qualification in a countryside-related subject.

You should be prepared to work weekends and bank holidays on a rota system. You will be part of a team working in a friendly supportive environment.

- Salary between £14 000 p.a. and £16 000 p.a. depending on experience
- Subsidised staff accommodation is available

For further details and an application form, phone Helen on 01222 222247.

- (a) Applicants who contact Helen about the Park Ranger post are sent a job description.
 - (i) Explain what information this job description should contain.

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(10 marks)

(ii) Explain what information in the job description could be the most important to the applicants.

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(4 marks)

(b) The job advertisement could be:

- placed on a website on the internet that lists UK job vacancies;
- placed in a local newspaper;
- sent directly to universities.

Describe the advantages and disadvantages of these options. Explain which you think could be the most effective for Welford County Council.

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(12 marks)

Turn over ►

- (c) Welford County Council has received less funding this year. To help solve this problem, the Council is keen to reduce its labour costs.

Explain how Welford County Council will be able to reduce its costs by employing a person with at least two years' experience as a Park Ranger.

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(10 marks)

(d) In its advertisement for the Park Ranger, Welford County Council gives the following information:

- the variety of duties of a Park Ranger;
- the salary scale of £14 000 – £16 000;
- the availability of subsidised staff accommodation.

Describe how **each** of these aspects of the job might motivate a Park Ranger and explain which aspect you think is likely to be the most effective.

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(12 marks)



END OF QUESTIONS

Turn over ►

