Surname				Othe	r Names			
Centre Number					Candida	ate Number		
Candidate Signature								

Leave blank

General Certificate of Secondary Education June 2004

BUSINESS STUDIES SPECIFICATION B Higher Tier Paper 3

3133/3H



Monday 28 June 2004 1.30 pm to 2.45 pm

H

No additional materials are required.

You may use a calculator.

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.

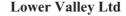
Information

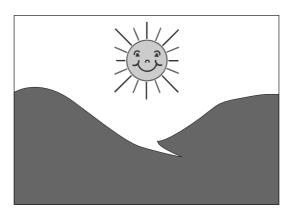
- The maximum mark for this paper is 105.
- Mark allocations are shown in brackets.
- You should use examples wherever appropriate to support your explanations or arguments.
- You will be awarded up to 5 marks for the quality of your written communication, including spelling, punctuation and grammar.

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

Answer all questions in the spaces provided.

1





Lower Valley Ltd is a large company producing yogurt and yogurt drinks from its modern factory. It employs approximately 2200 people in total, who work over two shifts. The first shift runs from 6 am until 2 pm and the second shift from 2 pm until 10 pm.

The work is unskilled but well paid for the local area. Lower Valley Ltd has a high turnover of staff and the majority of workers have been employed for less than a year. The management style adopted by the supervisors is autocratic and there are few opportunities for promotion.

William Shore, the Human Resources Manager, feels that the turnover of staff is not a problem. At their last monthly meeting, William discussed staffing with Nicole Smith, the Production Manager.

Over the next six months, we are adding an extra night shift to increase production. This will mean increasing our workforce by 1100 people.

We have no problem in recruiting staff because we pay so well.

a)	What is meant by the term <i>shift working</i> ?	
	(2 mark	s)

(b)	Explain how the high turnover of staff increases the costs of running the factory.
	(9 marks)

QUESTION 1 CONTINUES ON THE NEXT PAGE

- (c) Nicole Smith believes that the high turnover of staff is caused by:
 - the management style of the supervisors;
 - the lack of opportunities for promotion;
 - the boring nature of the work.

Describe how each of these might lead to a high turnover of staff and explain which you think would be the main reason.
(12 marks)

(d)	Explain how Lower Valley Ltd could use pay to increase the motivation of the production workers.
	(9 marks)

QUESTION 1 CONTINUES ON THE NEXT PAGE

	xplain the most important steps that W				
•••		•••••			
•••		•••••			••••••
•••					
•••					•••••
•••					••••••
•••		•••••			•••••
•••		***************************************	•	••••••	••••••
•••		••••		•••••	•••••
•••		••••••	•	•••••••	••••••
•••		•••••		•••••	•••••
•••					
•••		•••••		•••••	•••••
•••		••••••	•	•••••••	••••••
•••		••••		•••••	•••••
•••		•••••		••••••	••••••
•••					
•••		•••••		•••••	•••••

,
•••••
•••••
•••••
•••••
•••

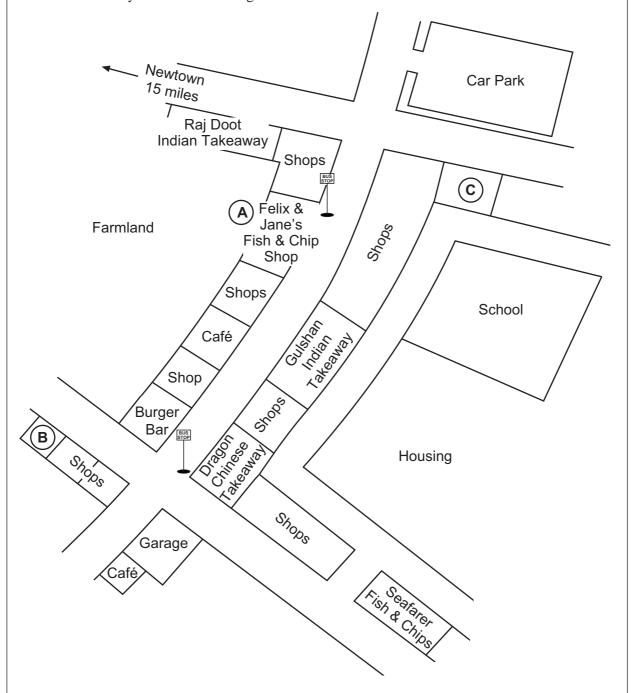


Turn over ▶

8

2

Felix and Jane Keep are partners in a small fish and chip shop in the centre of Altown. The town has a population of around 8000 people and is 15 miles from Newtown, the nearest other town. It is surrounded by farmland and villages.



Recently, a well-known chain of burger bars has opened an outlet in the town. The opening attracted a lot of publicity both on local radio and in newspapers. For its opening, the burger bar invited a well-known celebrity to cut the ribbon and sign autographs.

Since the opening of the burger bar, Felix and Jane have been very worried by how few customers they are getting. In order to continue with their business, Felix and Jane feel that they will need to change their marketing mix.

(a)	What is meant by the term <i>marketing mix</i> ?
	(4 marks)

QUESTION 2 CONTINUES ON THE NEXT PAGE

Dis cho	cuss the advantages and disadvantages of each of these sites and explain why you these Site A .	ink
		••••
•••••		••••
••••		••••
		••••
		••••
		••••
••••		••••
••••		••••
		••••
•••••		••••
••••		••••
		••••
		••••
••••		•••••
••••		••••
		••••
		••••

	·	he marketing mix to increase their market shar
•••		
••		
••		
••		
••		
••		
••		
••		
••		
••		
••		
••		
••		
••		
••		
••		
••		
••		
. •		
••		
••		
••		

QUESTION 2 CONTINUES ON THE NEXT PAGE

(d)	If Felix and Jane were to buy a mobile fish and chip van, they would need to raise £12 000. Discuss two methods of finance which they could use for this purchase.
	(8 marks)

(e)	Felix and Jane also decided to target schoolchildren by sponsoring Altown School's football team. Mrs Clarke, a parent, has written to the headteacher complaining about this sponsorship. Explain why you think Mrs Clarke might be concerned.
	(8 marks)



END OF QUESTIONS

	
,	
·	

-

-	
	· · · · · · · · · · · · · · · · · · ·

Copyright $\ensuremath{\mathbb{C}}$ 2004 AQA and its licensors. All rights reserved.