

**GCSE (HIGHER TIER)
BUSINESS STUDIES A**

Case Study – Paper 8
FRIDAY 25 MAY 2007

H 1951/08

Afternoon

Time: 1 hour 30 minutes

Additional materials: Clean copy Case Study (1951/7 & 8 (CS))



*
C
O
P
Y
T
3
2
2
3
0
*

Candidate
Name

Centre
Number

--	--	--	--	--

Candidate
Number

--	--	--	--

INSTRUCTIONS TO CANDIDATES

- Write your name, Centre Number and Candidate Number in the boxes above.
- Answer **all** questions.
- Write your answers, in blue or black ink, in the spaces provided on the question paper.
- The spaces should be sufficient for your answers but if you require more space, use the lined pages at the end of the booklet and number your answers carefully.
- Make sure that all your answers relate to the pre-released case study material.
- Do **not** write in the bar code.
- Do **not** write outside the box bordering each page.

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is 90.
- The quality of your written communication will be taken into account when marking your answers to questions labelled with an asterisk (*).
- You may use an approved calculator.

FOR EXAMINER'S USE

1	
2	
3	
4	
5	
TOTAL	

This document consists of **13** printed pages and **3** lined pages.

Answer **all** questions.

MAKE SURE THAT ALL YOUR ANSWERS RELATE TO THE PRE-RELEASED CASE STUDY MATERIAL.

1 (a) Businesses may be classified as **primary**, **secondary** or **tertiary**.

Explain why Diva plc might be classified as **both** a secondary business and a tertiary business.

[3]

(b) State and explain **two** problems Diva plc might have as a result of being a public limited company.

Problem 1 _____

Problem 2 _____

[4]

(c) Absenteeism is a problem at Diva plc's factory (lines 48–49).

(i) State **two** possible reasons for this absenteeism.

1 _____
2 _____ [2]

(ii) Beatrice Rahman, the Human Resources Manager is considering the following solutions to the problem of absenteeism:

- **monitoring absenteeism and introducing disciplinary procedures**
- **introducing flexible working hours**
- **entry into a prize draw for staff with 100% attendance each month**

Which solution would you recommend Beatrice to use to solve the problem of absenteeism? Give reasons for your recommendation.

Choice _____

Reasons _____

_____ [4]

[Total mark : 17]

3 (a) Use Resource Sheet 2 to help you answer the following questions.

- (i) Calculate the percentage increase in total sales revenue between the year ended 31 December 2004 and the year ended 31 December 2006. Show your working.

[2]

- (ii) Calculate the total **value** of Diva plc's exports in 2006. Show your working.

[2]

- (iii) The percentage of Diva plc's footwear sold on the Internet has increased over the last three years. Do you expect this trend to continue? Give reasons for your answer.

[4]

(b) The following headline appeared in a newspaper (lines 60–61).

**UK MANUFACTURERS SQUEEZED BY INCREASED IMPORTS
FROM ABROAD**

Are the managers of Diva plc right to be concerned about this headline? Give reasons for your opinion.

[3]

(c) Use Resource Sheet 3 to answer the following question.

The most recent promotion shown in Resource Sheet 3 has been a failure and produced very little response.

Analyse **two** possible reasons for the failure of the ‘Count the Shoes’ competition.

1 _____

2 _____

[4]

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (OCR) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

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.