

Candidate Name	Centre Number	Candidate Number



**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**  
**General Certificate of Secondary Education**

**BUSINESS STUDIES B (1952)**  
**BUSINESS PROCESSES – SYNOPTIC PAPER**  
**FOUNDATION TIER**

**2324/1**

Friday                      **17 JUNE 2005**                      Morning                      1 hour 15 minutes

Additional materials:  
 Clean copy case study (2324/1 + 2(CS))  
 Candidates answer on the question paper.

**TIME**    1 hour 15 minutes

**INSTRUCTIONS TO CANDIDATES**

Write your name, Centre number and candidate number in the spaces at the top of this page.

Answer **all** questions.

Write your answers 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 page at the end of the booklet and number your answers carefully.

**INFORMATION FOR CANDIDATES**

The number of marks is given in brackets [ ] at the end of each question or part question.

The quality of your written communication will be taken into account when marking your answers to questions marked with an asterisk (\*).

FOR EXAMINER'S USE	
Question 1	
Question 2	
Question 3	
<b>TOTAL</b>	

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**This question paper consists of 7 printed pages and 1 lined page.**

Answer **all** questions.

1 (a) Mr See's business objectives may be different to Emma's personal objectives.

(i) State **two** possible business objectives that See Stores could **currently** have.

1 \_\_\_\_\_

2 \_\_\_\_\_ [2]

(ii) State **one** objective which **Emma** might have.

\_\_\_\_\_ [1]

(iii) Explain whether or not Emma's objective is likely to conflict with those of the business.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [2]

(b) Use the figures in Table 1 to answer the following questions.

(i) Calculate the percentage decrease in sales turnover between 2003 and 2004. Show your working.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [2]

(ii) Calculate the change in net profit between 2003 and 2004. Show your working.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [2]

(c) Identify and explain **two** suitable market research methods that Mr See could use to find out what his customers want.

Method 1. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Method 2. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [4]

\*(d) The second Golden Rule states that See Stores should be different from the supermarket. Advise Mr See on the best ways to make See Stores different from the supermarket.

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\_\_\_\_\_

\_\_\_\_\_ [6 + 2]

[Total : 21 marks]

QWC

2 (a) Mr See's staff keep leaving after a few months.

- (i) Tick the **three** statements below which are likely to be problems for Mr See because staff keep leaving.

	Tick if problem for Mr See
New staff will bring in new ideas.	
It will be expensive to keep recruiting new staff.	
Staff will need to be trained.	
Sales of newspapers will increase.	
Staff will not know the customers well.	

[3]

- (ii) Based on the job advertisement (Fig. 1), state and explain **two** possible reasons why staff might be leaving after a few months.

Reason 1: \_\_\_\_\_

\_\_\_\_\_

Reason 2: \_\_\_\_\_

\_\_\_\_\_

[4]

- (iii) Discuss whether an increase in pay is the best way to improve See Stores' overall staffing situation.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

[6]

**\*(b)** Following the problems with the bad stock, Mr See is considering whether he should:

- discipline Emma for being incompetent and rude

or

- apologise and promote her to try to encourage her not to leave.

Recommend to Mr See which course of action he should take. Give reasons for your advice.

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[6 + 2]

[Total : 21 marks]

QWC

3 (a) Mr See has been studying Table 2.

(i) State and explain **two** problems for the shop of having out of date or damaged stock.

Problem 1 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Problem 2 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [4]

(ii) Recommend to Mr See how he might improve stock control.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [4]

(iii) Mr See decides to make a change to his stock control methods. Discuss how he might best **communicate** this change to Emma and the rest of his staff.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [4]

(b) State and explain **two** possible effects on See Stores of the proposed development of factory units and new housing (Appendix 2).

Effect 1 \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Effect 2 \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

[6]

[Total : 18 marks]

