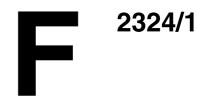


# GCSE (FOUNDATION TIER) BUSINESS STUDIES B

Business Processes – Synoptic Paper Paper 1

### **THURSDAY 14 JUNE 2007**

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





Candidate Name							
Centre Number				Candidate Number			

#### **INSTRUCTIONS TO CANDIDATES**

- Write your name, Centre Number and Candidate Number in the boxes above.
- Answer all the questions.
- Write your answers in blue or black ink. Pencil may be used for graphs and diagrams only.
- 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.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- Do **not** write in the bar code.
- Do not write outside the box bordering each page.

#### **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 60.
- The quality of your written communication will be taken into account in marking your answers to the questions labelled with an asterisk (\*).
- You may use an approved calculator.

FOR EXAMINER'S USE				
Question 1				
Question 2				
Question 3				
Total				

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## Answer all questions.

ı	(a)	(i)	State <b>two</b> objectives of the merger of The Associated Bank and the British Building Society.
			Objective 1
			Objective 2[2]
		(ii)	Explain one reason why the objectives of AnB plc may change over time.
			[2]
	(b)	*(i)	Siân says "the <b>way</b> in which the Market Research (Appendix 2) has been collected is excellent". Do you agree? Give reasons for your answer.
			[6+2]
		(ii)	Explain why a table or chart is <b>not</b> suitable for displaying the results in Section 3 in Appendix 2.
			[2]

(c)	Siân has suggested that AnB plc should focus on a traditional high street operation (lines 34–35). Referring to Appendix 2, explain <b>one advantage</b> and <b>one disadvantage</b> of this suggestion.
	Advantage
	Disadvantage
	[4]
	[Total: 18 marks]

(a)	Use	e Table 1 to answer the following questions.	
	(i)	Calculate the increase in revenue between 2002 and 2006. Show your working.	
			[2]
	(ii)	Calculate the percentage decrease in profit between 2002 and 2006. Show you working.	oui
			[2]
	(iii)	Comment on the overall change in the efficiency of the employees between 2002 a 2006.  (Credit will be given for the use of appropriate calculations to support your answer.)	ınc
			[6]

AnB plc needs to make 350 staff at its headquarters redundant. Discuss whethe advantages of making this number of staff redundant are greater than the disadvantages.
[
Department. Recommend which <b>two</b> of the four supervisors should be made redunda and which <b>two</b> should keep their jobs. Give reasons for your recommendations.
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[Total: 24 marks]

3	(a)		the information in Appendix 2 and the remainder of the Case Study to answer the wing questions.
		(i)	One possible threat to AnB plc's future success is competition from other banks. State <b>two</b> other possible threats to AnB plc's future success.
			1
			2[2]
		/::\	
		(ii)	Discuss which of the threats identified in (i) is the greatest threat currently facing AnB plc. Give reasons for your choice.
			[6]
	(b)		cuss whether or not Siân MacFerris's suggestion that AnB plc should expand into Eastern ope is a good idea.

(c) (i) Show whether each of the following is likely to indicate to the shareholders that AnB plc has been **successful** or **unsuccessful** in any particular year.

Tick the correct answers in the spaces provided.

	Successful (✓)	Unsuccessful (✓)
An increase in costs		
An increase in share price		
An increase in share dividend		
An increase in competition		

[4]

State and explain <b>one</b> other way in which the success of AnB plc could be judged.	(ii)
[2	
[Total: 18 marks	

If you use the following lined page to complete the answer to any question, the question number <b>must</b> be clearly shown.

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