

■ 2324/01

GENERAL CERTIFICATE OF SECONDARY EDUCATION BUSINESS STUDIES B

Business Processes – Synoptic Paper (Foundation Tier)

TUESDAY 10 JUNE 2008

Afternoon
Time: 1 hour 15 minutes

Candidates answer on the question paper

Additional materials (enclosed): Clean copy Case Study

Additional materials (required):

Calculators may be used



Candidate Forename	l .			Candidate Surname						
Centre Number						Candidate Number				

INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use blue or black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer all the questions.
- Do **not** write in the bar codes.
- Write your answer to each question in the space provided.
- Additional answer space is available on the lined page at the back of this booklet. Answers on this
 page must be clearly numbered.

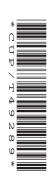
INFORMATION FOR CANDIDATES

- 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 **60**.
- The quality of your written communication will be taken into account in marking your answers to the questions labelled with an asterisk (*).

FOR EXAMINER'S USE					
1					
2					
3					
TOTAL					

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Answer **all** questions.

Make sure that all your answers relate to the pre-released case study material.

ı	(a)	Kat	e and Andy have different priorities for Lambeth Glass Ltd.
		(i)	State one possible objective that Kate has for the business.
			[1]
		(ii)	State one possible objective that Andy has for the business.
			[1]
	(b)		te one method Kate could use to present her new strategy to the Board of Directors e 18).
			[1]
	(c)		order to support Part 3 of her strategy (selling directly to customers in other countries), e must decide whether to carry out primary or secondary research.
		(i)	State two suitable methods of primary research she might use to get information from visitors to the factory shop.
			Method 1:
			Method 2:[2]
		(ii)	State two methods of secondary research.
			Method 1:
			Method 2:[2]

*(iii)	Kate could use both primary and secondary research to obtain information about selling directly to customers in other countries.
	Is using both methods of research the best course of action? Give reasons for your choice.
	[6+2]
	QWC
	[Total: 15 marks]

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2 (a) (i) Kate's proposed strategy would need significant investment. Indicate in the table below whether each source of finance is suitable or not suitable. Place a tick (✔) in the correct column.

Source of Finance	Suitable (✔)	Not suitable (✔)
Overdraft from the bank		
Retained profits		
Fundraise in the local area		
Long Term Bank Loan		

[4	1]	

re	nance. Advise the Board of Directors whether or not this would be a good idea easons for your advice.	

.....[5]

(ii) Changing to a plc would be another way in which Lambeth Glass Ltd could raise more

. ,		cuss whether the Board of Directors should be pleased with the changes in the productivity a from 1997 to 2007. Use Fig. 1 and suitable calculations to support your answer.
		[6
*(c)	(i)	State and explain two reasons why Lambeth Glass Ltd might be concerned by the increase in the number of paperweights rejected (see Fig. 2).
*(c)	(i)	
*(c)	(i)	increase in the number of paperweights rejected (see Fig. 2).
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*(c)	(i)	increase in the number of paperweights rejected (see Fig. 2). Reason 1:
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*(c)	(i)	increase in the number of paperweights rejected (see Fig. 2). Reason 1: Reason 2:
*(c)	(i) (ii)	increase in the number of paperweights rejected (see Fig. 2). Reason 1: Reason 2: [4+2]
*(c)		In order to improve quality, Lambeth Glass Ltd has already introduced extra checking o
*(c)		In order to improve quality, Lambeth Glass Ltd has already introduced extra checking o its products. State two other methods of improving quality that a business could use.

[Total: 23 marks]

(a) Use Appendix 2 to answer the following questions.

	(i)	The newspaper article (Appendix 2) states that the closure of the Lambeth Glass Ltd factory would affect many other local businesses.
		Are other local businesses likely to be affected if the factory closes? Give reasons for your answer.
		[4]
	(ii)	Explain why Andy is worried about the newspaper article (Appendix 2).
(b)	The	Board of Directors agreed with Andy that the 2012 Olympics is a key business opportunity
(13)		Lambeth Glass Ltd.
	for	nbeth Glass Ltd has now completed the market research and obtained a product licence commemorative paperweights. It must now decide the next stages of its plan if the erweights are to be ready for 2012.
	(i)	Describe what should be in Lambeth Glass Ltd's plan for each of the following departments.
		Marketing

3

		Production	
			••••
		Personnel/Human Resources	
			[6]
	(ii)	Explain why this plan for the 2012 Olympic paperweights is needed if Lambeth Glass is to take advantage of this business opportunity.	Ltd
			[4]
(c)	Ехр	lain how Lambeth Glass Ltd might best measure its success over the next four years.	
			[4]

[Total: 22 marks]

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