

Candidate Name	Centre Number	Candidate Number



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

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

**2324/2**

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) State and explain **two** reasons why Mr See's business objectives might conflict with Emma's personal objectives.

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

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

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

- (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) Mr See could use primary and secondary research to find out what his customers want.

- (i) Explain **one disadvantage** to Mr See of using primary research.

\_\_\_\_\_

\_\_\_\_\_

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

- (ii) Explain **one disadvantage** to Mr See of using secondary research.

\_\_\_\_\_

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

**\*(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 : 20 marks]

QWC

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

(a) (i) Consider whether or not Mr See is right to dismiss the third Golden Rule 'to value your staff' (Appendix 1).

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[6]

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

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[6]

**\*(b)** Advise Mr See as to the best strategy for resolving the problems with Emma.

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[6 + 2]

[Total : 20 marks]

QWC

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

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

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[4]

(ii) 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.

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[4]

- (b)** Using all the information in the case study, suggest and justify the best strategy for See Stores to ensure its success in the future.

You should make it clear in the strategy what are the priorities, and the order in which actions should be taken.

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[8]

- (c)** Explain how the external environment may affect a business such as See Stores.

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[4]

[Total : 20 marks]

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

A series of horizontal dotted lines for writing an answer.

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