

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

General Certificate of Secondary Education

BUSINESS STUDIES B (1952)

2321/2

BUSINESS ORGANISATION HIGHER TIER

Tuesday 20 JUNE 2006 Afternoon

1 hour 15 minutes

Candidates answer on the question paper. No additional materials are required.

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 pages 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 total number of marks for this paper is 60.

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	
Question 1	
Question 2	
Question 3	
Question 4	
TOTAL	

1

FM	C En	gineering Ltd is a medium sized company in the secondary sector.
(a)	Sta	te what is meant by the secondary sector.
		[1]
(b)		e King is the Sales Manager of FMC Engineering Ltd. She wishes to satisfy the needs wants of her customers.
	(i)	Explain the difference between needs and wants.
		[2]
	(ii)	Explain why it is important for a business to satisfy the needs and wants of its customers.
		[2]
(c)		C Engineering Ltd uses Computer Aided Design (CAD) and Computer Aided nufacturing (CAM) in its work.
	Exp	lain two advantages to a business of using CAD and/or CAM.
	1	
	2	
		[4]

(d)	FM	C Engineering Ltd uses the division of labour when producing its goods.
	(i)	Explain what is meant by 'division of labour'.
		[2]
	(ii)	Choose a business you have studied.
		Name of business
		Recommend whether the division of labour would be suitable for your chosen business. Give reasons for your answer.
		[6]
		[Total: 17]

2321/2 Jun06 [Turn over

- 2 David Barber is the Human Resources Manager of Oakenbow Hotels plc. He wants to recruit a new restaurant manager.
 - (a) David has prepared the following advertisement for this position.

Oakenbow Hotels plc Seeks

Restaurant Manager

This small, but forward-looking, hotel company is looking for a dynamic and adventurous restaurant manager. Experience is essential. All employees are given regular training opportunities.

Apply to David Barber, HR Manager, for an application form, job description and person specification.

Oakenbow Hotels plc, Caton Lane, Hornly, NZ4 2EF.

<u>Davidbarber@oakenbow.com.</u> 01524 45665. <u>www.oakenbow.com</u>

Fig. 1

(i)	Explain what is meant by 'job description'.
	[2]
(ii)	Explain what is meant by 'person specification'.
	[2]
(iii)	Explain why businesses in the service sector , such as Oakenbow Hotels plc, should offer regular training opportunities to their employees.
	[3]

	[5]
	id has decided to select the Restaurant Manager by using application forms,
ete	rences and interviews.
Cho	rences and interviews. ose a business you have studied. ne of business
Cho Nan Disc	ose a business you have studied. ne of business cuss whether these methods would be suitable for your chosen business when recruiting staff.
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[Total: 20]

		s worried that he could make a los the budget he has drawn up for th		ancial year.
		Shuo's Six Month Bu	udget	
		Income Revenue from sales Interest from bank deposits Total Income	£ 52000500 52500	
		Expenditure Cost of supplies Salary and wages Other costs Total Expenditure	34000 <u>6000</u> 51000	
		Fig. 2		
(i) Using F	ig. 2, calculate the value of cost of	supplies. Show you	ur working.
(i	i) State ar six mon	nd explain one reason why Shuo m		

.....[3]

(c)	Shuo runs his business from home. During the day, he is usually out fixing electrical problems in other people's houses. Contact between Shuo and potential customers is very important for his business.
	Recommend to Shuo the most effective method(s) of communication between him and his customers. Give reasons for your answer.
	[6]
	[Total: 14]

2321/2 Jun06 [Turn over

Alex Cronin is the Marketing Manager of RJT plc, a large frozen food manufacturer. He is

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revi	ewing the marketing mix of the company's products.
(a)	Promotion is one part of the marketing mix. State the other three parts.
	1
	2
	3[3]
(b)	Alex has been given a budget for promoting frozen vegetables. He is considering how to spend it.
	Advise Alex on the most effective method(s) of promoting frozen vegetables.
	[6]
	[Total: 9]

must be clearly shown.

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