**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**

**General Certificate of Secondary Education**

**BUSINESS STUDIES B (1952)**          **2324/2**

BUSINESS PROCESSES – SYNOPTIC PAPER
HIGHER TIER

Thursday    **15 JUNE 2006**      Afternoon      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** the questions.

Write your answers in the spaces on the question paper.

The spaces should be sufficient for your answers but if you require more space used 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 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 marked with an asterisk (*).

| FOR EXAMINER'S USE | |
|---|---|
| Question 1 | |
| Question 2 | |
| Question 3 | |
| TOTAL | |

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

Answer **all** questions.

**1** **(a)** Explain how Beth's objectives in moving to Wales could be considered to be more for personal than business reasons.

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_____ [4]

**(b)** Beth is undecided whether or not she should set the main objective for her organic business in 2006 as being profit maximisation. Explain **one** reason for and **one** reason against choosing profit maximisation as being the main objective for her business in 2006.

Reason For _____

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Reason Against _____

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_____ [4]

**(c)** **(i)** Before deciding whether to expand the range of products to sell in 2006, Beth decides to do some market research. Explain how Beth could ensure that the market research information is reliable.

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_____ [2]

**\*(ii)** Beth will be the only user of her market research. Discuss the possible methods she could use to display the data she has collected. Recommend which is the best method for her to use, giving reasons for your choice.

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_____ [8+2]

QWC

[Total: 20 marks]

**[Turn over**

**2** **(a)** Beth advertised in the local newspaper for an assistant. Explain why Beth might have used the local newspaper to advertise for an assistant.

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_____ [2]

**(b)** State and explain **two** problems with using a telephone answering machine as a method of identifying unsuitable candidates.

1 _____

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2 _____

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_____ [4]

**(c)** Based on the information provided by the messages in Fig. 1, Beth has decided that Jim and Mel are the two **least** suitable candidates for the job.

Beth decided to invite the three remaining candidates to visit the farm. Discuss the best selection **method** that she could use to decide who is the most suitable candidate.

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_____ [6]

**(d)** Assess the likely impact of the "total national market growth for organic foods of about 20% per year" (Table 2) on Beth's business.

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_____ [4]

**(e)** Using the information in Table 1, would Beth be pleased with the first six months of trading? Using calculations as necessary, give reasons for your answer.

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_____ [6]

[Total: 22 marks]

**[Turn over**

**3** **\*(a)** Discuss what Beth's plans should be for 2006 and recommend what should be her priorities. Give reasons for your answer.

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QWC

_____ [8+2]

**(b)** Discuss how the method used by Beth to judge the success of her business might change between 2006 and 2008.

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[Total: 18 marks]

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

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