

**GCSE (HIGHER TIER)**  
**BUSINESS STUDIES B**  
 Business Processes – Synoptic Paper  
 Paper 2

**H 2324/2**

**THURSDAY 14 JUNE 2007**

Afternoon

Time: 1 hour 15 minutes

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	
<b>Question 1</b>	
<b>Question 2</b>	
<b>Question 3</b>	
<b>Total</b>	

This document consists of **8** printed pages.

Answer **all** questions.

- 1 (a) Explain why the objectives of AnB plc might have changed since the merger of the Associated Bank and the British Building Society.

.....  
.....  
.....  
.....  
.....  
.....  
.....[4]

- (b) Siân says that “the **way** in which the market research (Appendix 2) has been collected is excellent”. State and explain **two** ways in which a market research company can ensure that the quality of its market research data is excellent.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....[6]



2 (a) Use Table 1 to answer the following questions.

(i) Compare the relative trends in revenue and profit between 2002 and 2006.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....[4]

(ii) Comment on the overall change in the efficiency of the employees between 2002 and 2006.  
(Credit will be given for the use of appropriate calculations to support your answer.)

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....[6]

- (b) (i) Discuss how AnB plc might best manage the process of reducing its headquarter’s staff by 350 people.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

.....[6]

- \***(ii)** Appendix 1 gives information about the four supervisors in the Network Services Department. Recommend which **two** of the four supervisors should be made redundant and which **two** should keep their jobs. Give reasons for your recommendations.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

.....[6+2]

[Total: 24 marks]

**[Turn over**

3 (a) Use the information in Appendix 2 and the remainder of the Case Study to answer the following questions.

(i) One possible threat to AnB plc's future success is competition from other banks. State **two** other possible threats to AnB plc's future success.

1 .....

2 .....[2]

(ii) Discuss which of the threats identified in (i) is the greater threat currently facing AnB plc. Give reasons for your choice.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....[6]

(b) Discuss whether or not Siân MacFerris's suggestion that AnB plc should expand into Eastern Europe is a good idea.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....[4]

(c) The main concern of the shareholders is that AnB plc should be successful in the future. Discuss the most appropriate method for judging its success.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....[4]

[Total: 16 marks]

