

GCSE (HIGHER TIER) BUSINESS STUDIES B

Business Processes – Synoptic Paper Paper 2

THURSDAY 14 JUNE 2007

Candidates answer on the question paper.

Additional materials: Clean copy case study (2324/1+2(CS))





Candidate Name							
Centre				Candidate			
Number				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 EXAM	INER'S USE
Question 1	
Question 2	
Question 3	
Total	

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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]

*(c) Siân suggests that AnB plc should focus on a traditional high street operation. Christopher's

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													[8+2
												Total:	20 marks

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(a)	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]						

) (i)	Discuss how AnB plc might best manage the process of reducing its headquarter's staf by 350 people.
	[6
	and which two should keep their jobs. Give reasons for your recommendations.

3	(a)		the information in Appendix 2 and the remainder of the Case Study to answer the wing 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)		cuss whether or not Siân MacFerris's suggestion that AnB plc should expand into Eastern ope is a good idea.

(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]

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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