

# H

2324/02

## GENERAL CERTIFICATE OF SECONDARY EDUCATION BUSINESS STUDIES B

Business Processes – Synoptic Paper (Higher Tier)

**TUESDAY 10 JUNE 2008** 

Afternoon
Time: 1 hour 15 minutes

Candidates answer on the question paper

Additional materials (enclosed): Clean copy Case Study

Additional materials (required):

Calculators may be used



Candidate Forename				Candidate Surname				
Centre Number				Candidate Number				

#### **INSTRUCTIONS TO CANDIDATES**

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use blue or black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer all the questions.
- Do not write in the bar codes.
- Write your answer to each question in the space provided.
- Additional answer space is available on the lined page at the back of this booklet. Answers on this
  page must be clearly numbered.

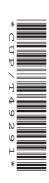
#### INFORMATION FOR CANDIDATES

- The number of marks for each question 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 (\*).

FOR EXAMINER'S USE					
1					
2					
3					
TOTAL					

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### Answer all questions.

Make sure that all your answers relate to the pre-released case study material.

1	(a)	(i)	Explain why Kate and Andy have different objectives for Lambeth Glass Ltd.
		/::\	Discuss how Kots might best persuade the Board of Directors at its payt meeting to
		(ii)	Discuss how Kate might best persuade the Board of Directors at its next meeting to support her proposed strategy for the business.

(b) In order to support Part 3 of her strategy (selling directly to customers in other countries),

Kat	e must decide whether to carry out primary or secondary research.
(i)	State <b>two</b> suitable methods of primary research she might use to get information from visitors to the factory shop.
	Method 1:
	Method 2:[2]
(ii)	State <b>two</b> methods of secondary research.
	Method 1:
	Method 2:[2]
*(iii)	Kate could use <b>both</b> primary <b>and</b> secondary research to obtain information about selling directly to customers in other countries.
	Is using both methods of research the best course of action? Give reasons for your choice.
	[6+2]
	Qwc [Total: 20 marks]
	[15tall 20 marke]

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2		required for the strategy that Kate is proposing. Recommend to the Board of Directors which would be the best method of finance to choose. Give reasons for your recommendation.
	<i>(</i> 1. \	[6]
	(a)	Discuss whether the Board of Directors should be pleased with the changes in the productivity data from 1997 to 2007. Use Fig. 1 and suitable calculations to support your answer.
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		•
(c)	*(i)	State and explain <b>two</b> reasons why Lambeth Glass Ltd might be concerned by the increase in the number of paperweights rejected (see Fig. 2).
		Reason 1:
		Reason 2:
		[4+2]
		QWC
	(ii)	Explain how Total Quality Management (TQM) might reduce the number of customer complaints at businesses such as Lambeth Glass Ltd.
		[4]
		[Total: 22 marks]

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3	(a)	Discuss the extent to which the newspaper article in <b>Appendix 2</b> is likely to affect Lambeth Glass Ltd.
		[6]

for Lambeth Glass Ltd.

(b) The Board of Directors agreed with Andy that the 2012 Olympics is a key business opportunity

	Lambeth Glass Ltd has now completed the market research and obtained a product licence for commemorative paperweights. It must now decide the next stages of its plan if the paperweights are to be ready for 2012.
	Recommend a suitable plan that Lambeth Glass Ltd should now develop. The plan should provide a clear prioritised strategy for the Board of Directors to follow.
	[8
)	Explain how Lambeth Glass Ltd might <b>best</b> measure its success over the next four years.
	T <sub>Z</sub>

be clearly shown.

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