

GENERAL CERTIFICATE OF SECONDARY EDUCATION
BUSINESS STUDIES B

2324/02

Business Processes – Synoptic Paper (Higher Tier)

Candidates answer on the Question Paper

OCR Supplied Materials:

- Clean copy Case Study

Other Materials Required:

- Calculator

Monday 7 June 2010
Morning

Duration: 1 hour 15 minutes



Candidate Forename		Candidate Surname	
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Centre Number						Candidate Number				
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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 paper may be used if necessary but you must clearly show your Candidate Number, Centre Number and question number(s).

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 (*).
- This document consists of **12** pages. Any blank pages are indicated.



**A calculator may
be used for this
paper**

- Explain why the owners would want to gain the benefit of limited liability.

..... [2]

- [6+2]

(d) When deciding on a location for a new hotel, Joanna carried out a lot of research.

She included the following groups of people:

- local tourist information centres;
- holiday-makers in the area;
- local hotel owners.

Which of these groups would provide the most useful information? Give reasons for your answer.

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..... [4]

[Total marks: 16]

- 2 (a)** Evaluate the decision to re-brand each of HHG's hotels as "The Helsor Hotel".

[6]

- (b) HHG must comply with disability legislation.**

State and explain **two** possible effects on HHG of adapting rooms for disabled use.

Effect 1

Explanation

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Effect 2

Explanation

..... [4]

- (c) (i) Tom and Joanna are concerned that HHG hotels waste resources. Explain why Tom and Joanna should be concerned about this.

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..... [4]

- (ii) HHG feels that the hotels should become more environmentally friendly. Evaluate methods HHG could use to make different stakeholder groups act in a more environmentally friendly way.

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..... [6]

[Total marks: 20]

- 3 ***(a)** When Joanna presented her proposal to the shareholders, she used computer-generated slideshow software. Discuss whether or not this is the **best** method of presenting business information in order to persuade other shareholders.

..... [6 + 2]

..... [10]

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