

GENERAL CERTIFICATE OF SECONDARY EDUCATION
BUSINESS STUDIES A

1951/05

Paper 5: Business Communication and Marketing
(Foundation Tier)

Candidates answer on the Question Paper

OCR Supplied Materials:

None

Other Materials Required:

- Calculators may be used.

Tuesday 15 June 2010
Morning

Duration: 1 hour



Candidate Forename		Candidate Surname	
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Centre Number						Candidate Number				
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MODIFIED LANGUAGE

INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use 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 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 when marking your answer to the question labelled with an asterisk (*).
- This document consists of **12** pages. Any blank pages are indicated.



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

1 RBD is a high street bank which operates throughout Denmark.

(a) RBD uses both internal communication and external communication.

(i) Explain the difference between **internal communication** and **external communication**.

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..... [2]

(ii) State and explain **two** barriers to communication that there may be between RBD and its employees.

Barrier 1

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Barrier 2

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(b) Many businesses use images in their communication with customers.

(i) Give **one** example of how RBD might use images in its communication with **customers**.

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(ii) State **one** benefit of using images when communicating with **customers**.

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..... [1]

- *(c)** RBD wants to increase the number of its customers. It is thinking about introducing an online banking service.

RBD carried out **secondary research** to help with this decision. It found the following information from this secondary research.

	Percentage of <u>population</u> who bank online		Percentage of <u>businesses</u> who bank online	
Country	2007	2009	2007	2009
Denmark	40	35	60	50
UK	30	25	25	20
Germany	20	15	20	15

Fig. 1

Using the data shown in Fig. 1, and any other information you think is important, advise RBD **whether or not** it should introduce an online banking service.

..... [6+2]

- **distribute leaflets in London**
- **advertise on television around the world**
- **advertise on billboards around the world**
- **give every new customer a £500 voucher**

Using Fig. 2, advise the Promotional Manager **whether or not** the promotional strategy is an effective use of RBD's time and money. You should refer to both the good points and bad points of the promotional strategy in your answer.

..... [6]

(e) When a customer shops or banks online they are using e-commerce.

- (i) Indicate, with a **tick (✓)**, whether each of the following statements would be an **advantage** or **disadvantage** to customers of Danish e-bank.

	Advantage	Disadvantage
e-commerce can reach people instantly		
24 hours and seven days a week opening		

[2]

- (ii) When a customer shops or banks online they are protected by the Data Protection Act. Draw **one** line which correctly matches the Data Protection Act with its explanation.

DATA PROTECTION ACT	To make sure the goods are of a satisfactory quality when bought online.
	To make sure all goods are reasonably safe and delivered on time.
	To make sure individuals' rights to privacy of personal details are respected.

[1]

- (iii) Danish e-bank may use various security methods to ensure customer details are safe online.

State and explain **one** possible security method that Danish e-bank may use.

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..... [2]

- (f) Danish e-bank believes that the new online banking service will mean that more employees will be able to work from home. Employees who already work from home made these comments.

<p>“I can work when I want but I miss working with colleagues”</p> <p>“I save time travelling to and from work, but other workers waste time watching daytime TV”</p>

Fig. 3

Use the information in Fig. 3 to state **two** advantages to employees of working from home.

1

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2

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Use the information in Fig. 3 to state **two** disadvantages to employees of working from home.

1

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2

..... [4]

[Total marks: 31]

- 2 St William's School is a private school. It charges parents/guardians £10 000 each year to send a child to its school.

(a) Explain **one** way St William's School could use ICT to run the business.

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..... [3]

(b) The parents/guardians of students at the school share similar characteristics.

Select which **two** characteristics are most likely from this list, and give a reason for each choice.

- all professionals (eg doctors)
- all unemployed
- all earn high wages
- all earn low wages

Select the **two most likely** characteristics that the parents/guardians of students at St William's School may have. Give a reason for each of your choices.

Characteristic 1

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Reason for choice 1

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Characteristic 2

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Reason for choice 2

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..... [4]

- (c) A major part of marketing is the four 'Ps' of the marketing mix. An example of the marketing mix for St William's School is shown in Fig. 4 below.

	MARKETING MIX (4Ps)
Product	St William's School has a high exam pass rate
Price	£10 000 a year fees for each child
Place	St William's School has modern buildings in their own grounds
Promotion	Advertise in newspapers such as The Times

Fig. 4

Explain how well the four Ps of the marketing mix, as shown in Fig. 4, link together.

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..... [4]

- (d) The Headteacher carried out a SWOT analysis for St William's School. This is shown in Fig. 5.

STRENGTH	High exam pass rate
WEAKNESS	Lack of sporting facilities
OPPORTUNITY	500 expensive houses being built near the school
THREAT	Other successful schools in the area

Fig. 5

Explain how a **SWOT analysis** may benefit St William's School.

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..... [2]

- (e) St William's School increases the fees it charges to parents/guardians each year. The current fee charged is £10 000. The school currently has 850 students.
- (i) The information below shows three events which may have caused St Williams' School to increase its fees each year. Indicate, with a **tick (✓)**, if each event was **likely or unlikely** to have caused the increase in fees.

Event	<u>Likely</u> to cause an increase in school fees	<u>Unlikely</u> to cause an increase in school fees
Building new sporting facilities		
Sharing ICT facilities with another school nearby		
Reducing the number of students in each class		

[3]

Refer to the information in Fig. 6 and answer the questions which follow.

	Student Fee Per Year	Number of Students	Total Income
Current	£10 000	850	£8 500 000
Forecast	£11 000	700	

Fig. 6

- (ii) Calculate the **Forecast Total Income** St William's School will receive if it increases its fees to £11 000 per year. Show your workings.

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- (iii) Using your calculation in (e)(ii), and other information in Fig. 6, explain **whether or not** St William's School should increase its fees.

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- (f) Parents/guardians pay the current £10 000 yearly fee using one of the methods of payment shown in Fig. 7.

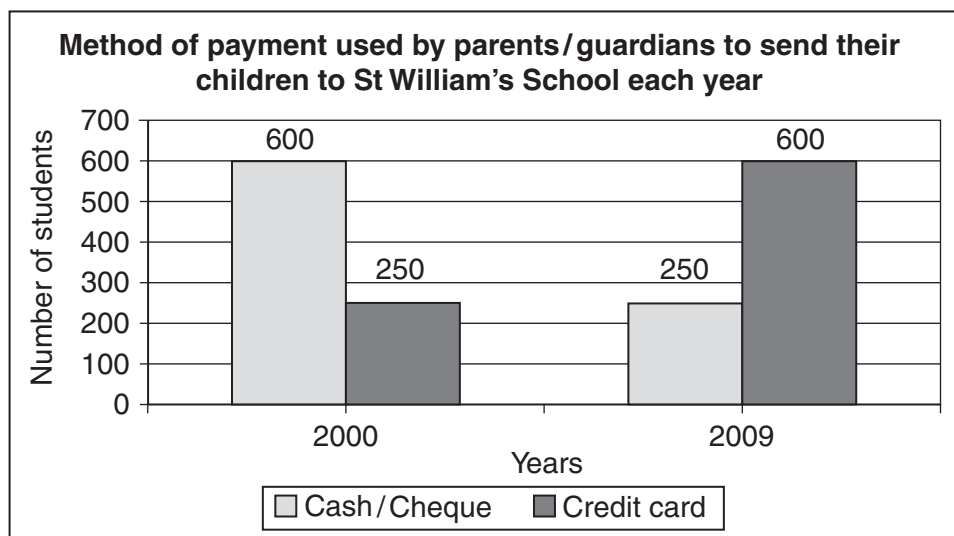


Fig. 7

Using the information in Fig. 7, explain why the method of payment being used by parents/guardians might have changed.

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..... [4]

- (g) The Headteacher is thinking about advertising St William's School in the local press using the following advertisement:

“Enrol your child at St William's School. It is the best school in the country”

He first decided to check the Advertising Standards Authority's guidelines on advertising. These guidelines state that an advert must **not** be

1. **misleading**
2. **harmful**
3. **offensive**

Explain whether this advert would be within the Advertising Standards Authority's guidelines.

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[Total marks: 29]

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