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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
GENERAL CERTIFICATE OF SECONDARY EDUCATION**

A292

BUSINESS STUDIES

Business and People

WEDNESDAY 12 JANUARY 2011: Morning

DURATION: 1 hour

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the question paper.

OCR SUPPLIED MATERIALS:

None

OTHER MATERIALS REQUIRED:

Calculators may be used

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- **Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.**
- **Use black ink. Pencil may be used for graphs and diagrams only.**
- **Read each question carefully. Make sure you know what you have to do before starting your answer.**
- **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).**
- **Answer ALL the questions.**

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 answers to questions labelled with an asterisk (*).**

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1 Green Campaigners Trust (GCT) is a UK charity which aims to protect the environment and wildlife from business actions, such as pollution of rivers and business expansion, and from increased housing development.

(a) (i) Explain ONE way in which a charity such as GCT generates income.

[2]

(ii) Explain how the objectives of GCT may be different to those followed by other private sector businesses.

[4]

(b) GCT uses a range of methods to communicate with those who support its aims.

(i) Explain ONE advantage to GCT of using letters rather than communicating in person with its supporters. You should refer to both methods of communication in your answer.

[3]

- (ii) **Three potential barriers to communication within a business are shown below. State why each may be a barrier to communication.**

ATTITUDE OF SENDER

LANGUAGE USED

THE TIME WHEN THE COMMUNICATION IS SENT

[3]

(c) GCT needs to recruit a Marketing Director.

(i)* GCT is deciding whether to use one or both of the following recruitment methods:

- **GCT website;**
- **recruitment agency.**

Explain each of the above methods of recruitment and recommend which would be the MOST effective for GCT. Give reasons for your recommendation.

[6]

(ii) GCT received many applications for the post of Marketing Director. Three applicants have been shortlisted for interview. At the interview each applicant will give a presentation.

Explain ONE advantage and ONE disadvantage to the BOARD OF DIRECTORS of using presentations as part of the selection process.

ADVANTAGE

DISADVANTAGE

[4]

(iii) As with other new employees, the new Marketing Director will undergo an induction course organised by GCT. Explain ONE benefit of an INDUCTION COURSE to new employees.

[2]

(d) The new Marketing Director, Chris, will have to LEAD a team of 20 other employees.

(i) Draw TWO lines which correctly match EACH LEADERSHIP STYLE with its explanation.

AUTOCRATIC

The leader allows the employees to decide how they want to work.

The leader allows discussion with employees and they have an influence on decisions made.

DEMOCRATIC

The leader makes all the decisions and expects the employees to carry out his/her orders.

[2]

(ii)* After a month some of the marketing team think that Chris has an autocratic leadership style.

Discuss the effectiveness of such a leadership style when managing a team of employees.

[6]

[Total marks: 32]

2 Kyles plc is a large multinational company which has a chain of hotels within the European Union.

**(a) (i) Explain the meaning of the term
MULTINATIONAL COMPANY.**

[2]

- (ii) Explain ONE advantage and ONE disadvantage to the SHAREHOLDERS of Kyles plc of it being a multinational company.

ADVANTAGE

DISADVANTAGE

[4]

(b) It can be said that Kyles plc is part of the tertiary sector in the UK. Fig. 1 below shows data on the percentage of employees in both the secondary sector and the tertiary sector of the UK economy.

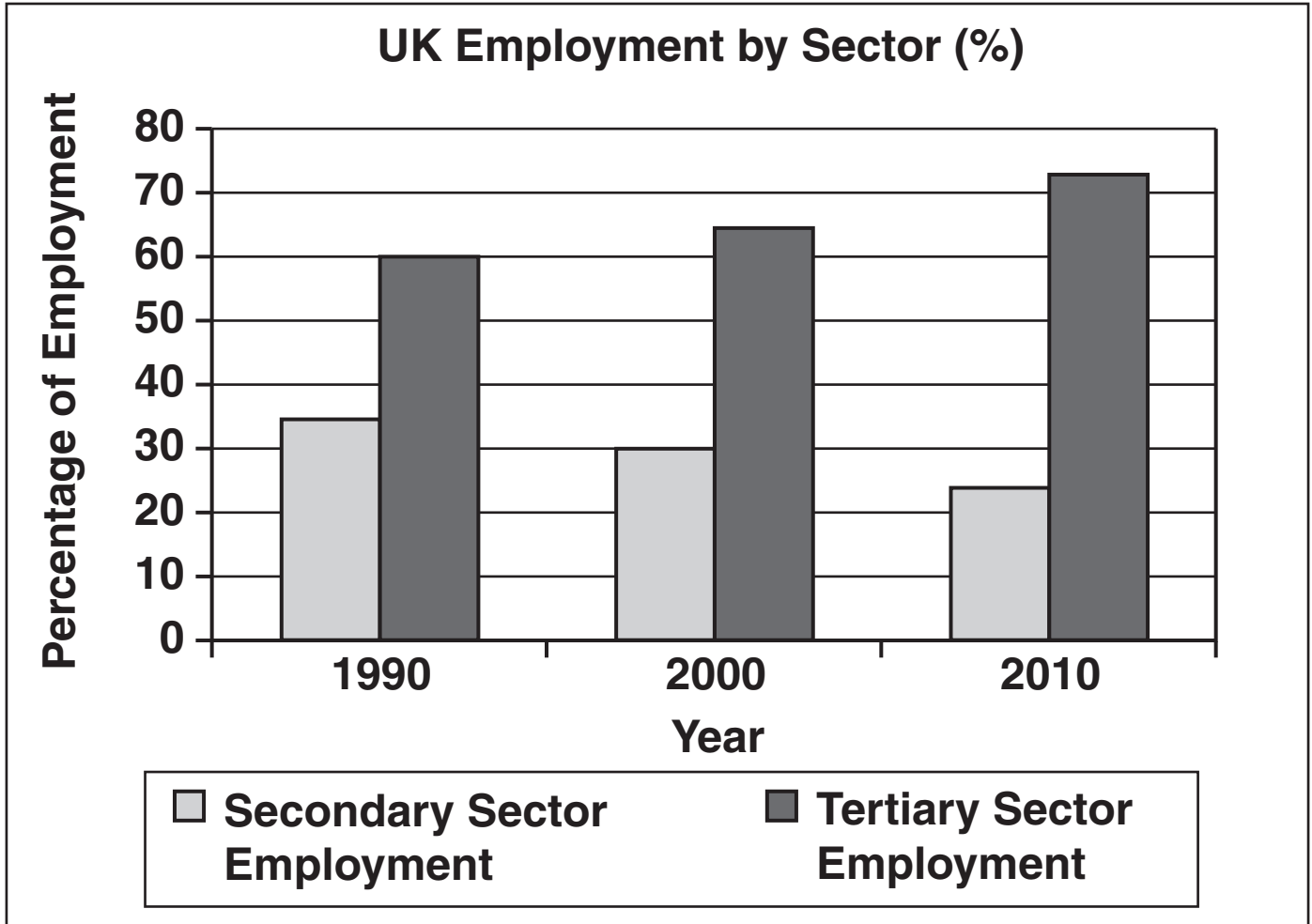


Fig. 1

(i) Using Fig. 1, explain what is meant by the term DEINDUSTRIALISATION.

[2]

(ii) Explain ONE possible reason for the increase in employment in the tertiary sector.

[2]

(c) Working patterns for Kyles plc are changing. It is now employing more seasonal workers to work with its full time employees.

(i) Draw TWO lines which correctly match EACH TYPE OF EMPLOYEE with its explanation.

**FULL TIME
EMPLOYEE**

An employee who works more than 36 hours per week for the same business.

An employee who works during particular times of the year.

**SEASONAL
EMPLOYEE**

An employee who works less than 36 hours per week.

[2]

(ii) Explain why Kyles plc might be employing more seasonal employees.

[3]

- (iii) Some of the employees working for Kyles plc are members of a trade union.**

Explain TWO benefits to employees of belonging to a trade union.

BENEFIT 1

BENEFIT 2

[4]

(d) In response to demands from its shareholders to improve profitability, Kyles plc is considering the following actions:

- **improve staff training;**
- **employ temporary staff;**
- **pay employees on a piece rate rather than by the hour.**

Recommend which of these actions is MOST suitable for Kyles plc to increase its profitability. You should refer to each action in your answer.

[6]

(e) Below are some health and safety regulations which businesses have to follow.

REGULATION 1: requires employers to plan the activities of those using computer monitors so that daily work is interrupted every hour by breaks or activity changes.

REGULATION 2: gives users of computer monitors the right to have a free eyesight test after requesting one.

Alan works as a telephone sales representative for Kyles plc at its call centre. His regular daily work means he spends two hours at a time looking at his computer monitor as he transfers information from customers onto a computer system.

Explain whether Alan's rights are being denied. Give reasons for your answer.

[3]

[Total marks: 28]

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