

**Tuesday 10 January 2012 – Afternoon**

**GCSE BUSINESS STUDIES**

**A292/01 Business and People**

Candidates answer on the Question Paper.

**OCR supplied materials:**  
None

**Other materials required:**  
• Calculators may be used.

**Duration:** 1 hour



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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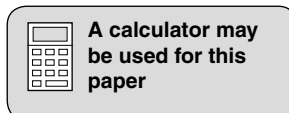
**MODIFIED LANGUAGE**

**INSTRUCTIONS TO CANDIDATES**

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- 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).
- Do **not** write in the bar codes.

**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**.
- Your Quality of Written Communication will be assessed in questions marked with an asterisk (\*).
- This document consists of **12** pages. Any blank pages are indicated.



Answer **all** questions.

1 Cocoa plc is a well-known company which makes and sells chocolate to customers around the world.

(a) (i) State and explain **one** reason why a business such as Cocoa plc may exist.

.....  
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.....  
..... [2]

(ii) Two aims of Cocoa plc are:

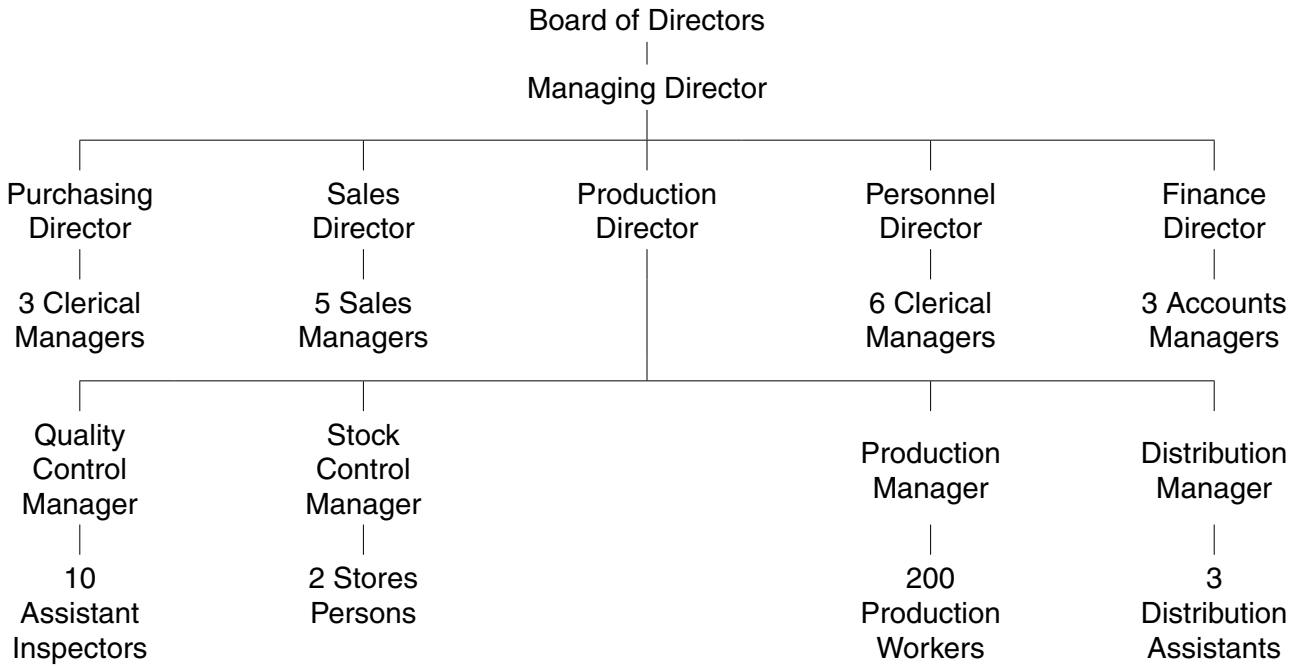
- 1. **improving the motivation of its employees;**
- 2. **maximising profit.**

Explain how these two aims may conflict with each other.

.....  
.....  
.....  
..... [2]

(b) The internal organisation of Cocoa plc has many layers. An extract from its internal organisation chart is shown in Fig. 1 below.

**Fig. 1 Extract from the internal organisation chart of Cocoa plc**



(i) State and explain **one** benefit to Cocoa plc of having an internal organisation chart.

.....  
.....  
.....  
..... [2]

(ii) Cocoa plc started as a partnership in 1970. Explain **one** reason why the internal organisation of Cocoa plc may have changed since then.

.....  
.....  
.....  
..... [2]

(iii) Using an example from Fig. 1, explain the meaning of the term '**span of control**'.

.....  
.....  
.....  
..... [2]

- (c) Cocoa plc needs to recruit a receptionist. The following job advertisement, Fig. 2, has been drafted and the job will be advertised externally.

**Fig. 2 Draft job advertisement**

**COCOA PLC**  
**FULL-TIME RECEPTIONIST REQUIRED**

We need a full-time receptionist. Reception duties include answering the telephone, filing and other general receptionist duties.

You will be joining an all-British team so preference will be given to British applicants. You must be aged between 20 and 30. Previous experience is desirable.

The successful applicant will be paid £8 per hour.

Explain **two** different ways in which Cocoa plc will be breaking the law in the UK if it uses this advertisement.

**1** .....

.....

.....

.....

**2** .....

.....

.....

.....

[4]

- (d) After a period of time, Sharon was selected as the new receptionist. The training planned for her included **on-the-job** and **off-the-job** training.

(i) Draw a line from **each type of training** to correctly match it to its correct explanation.

Type of Training	Explanation
<b>On-the-job training</b>	Occurs when the employee is away from their job. It may still be at the place of work, or the employee may be sent somewhere else for the training.
	Occurs at the place of work and while the employee is doing their job.
<b>Off-the-job training</b>	Occurs when a line manager appraises the work of a member of the team. They may discuss targets for the team member to achieve.

[2]





2 Minerals plc operates as a large global company involved in mining for gold.

(a) (i) Complete the following three sentences correctly by ticking one box for each.

On its Minerals plc's profits it pays Income tax   
Corporation tax

When the Managing Director retires Minerals plc will Close   
Continue to operate

Mining for gold is part of the Tertiary Sector   
Primary Sector

[3]

(ii) Minerals plc operates as a large public limited company (plc). Two advantages of a plc are:

- **limited liability for the owners;**
- **the ability to raise large amounts of capital.**

Explain how important **each** of the above advantages is to a plc.

**limited liability for the owners**

.....  
.....  
.....  
.....

**the ability to raise large amounts of capital**

.....  
.....  
.....  
.....

[4]

- (iii) A business such as Minerals plc must give its financial information to anyone who wants it.

Explain why this might be a problem for a business such as Minerals plc.

.....  
.....  
.....  
..... [2]

- (iv) One of Minerals plc's stakeholders is the **global community**.

Explain why the global community may have an interest in Minerals plc.

.....  
.....  
.....  
.....  
.....  
..... [3]





(c) Minerals plc is a global business and has mines in 10 countries. There is a director located in each of these countries.

(i) The Managing Director of Minerals plc needs to send a brief but urgent message to one of the overseas directors.

State and explain **one** suitable method of sending this message.

.....  
.....  
.....  
..... [2]

(ii) The Managing Director uses video conferencing to communicate with all 10 overseas directors at the same time.

State and explain **one** advantage to Minerals plc of using video conferencing to communicate with its overseas directors.

.....  
.....  
.....  
.....

State and explain **one** disadvantage to Minerals plc of using video conferencing to communicate with its overseas directors.

.....  
.....  
.....  
..... [4]

(d) Minerals plc has some administrative employees who work from home.

(i) State and explain **one** advantage and **one** disadvantage to these **employees** of working from home.

**Advantage** .....

.....

.....

.....

**Disadvantage** .....

.....

.....

..... [4]

(ii) State and explain **one** advantage to **Minerals plc** of its employees working from home.

.....

.....

.....

..... [2]

[Total marks: 30]

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