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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
GCSE**

A292/01

BUSINESS STUDIES

Business and People

TUESDAY 10 JANUARY 2012: Afternoon

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 on the first page. 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).**

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 (*).**

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.

[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 on the opposite page.

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

[2]

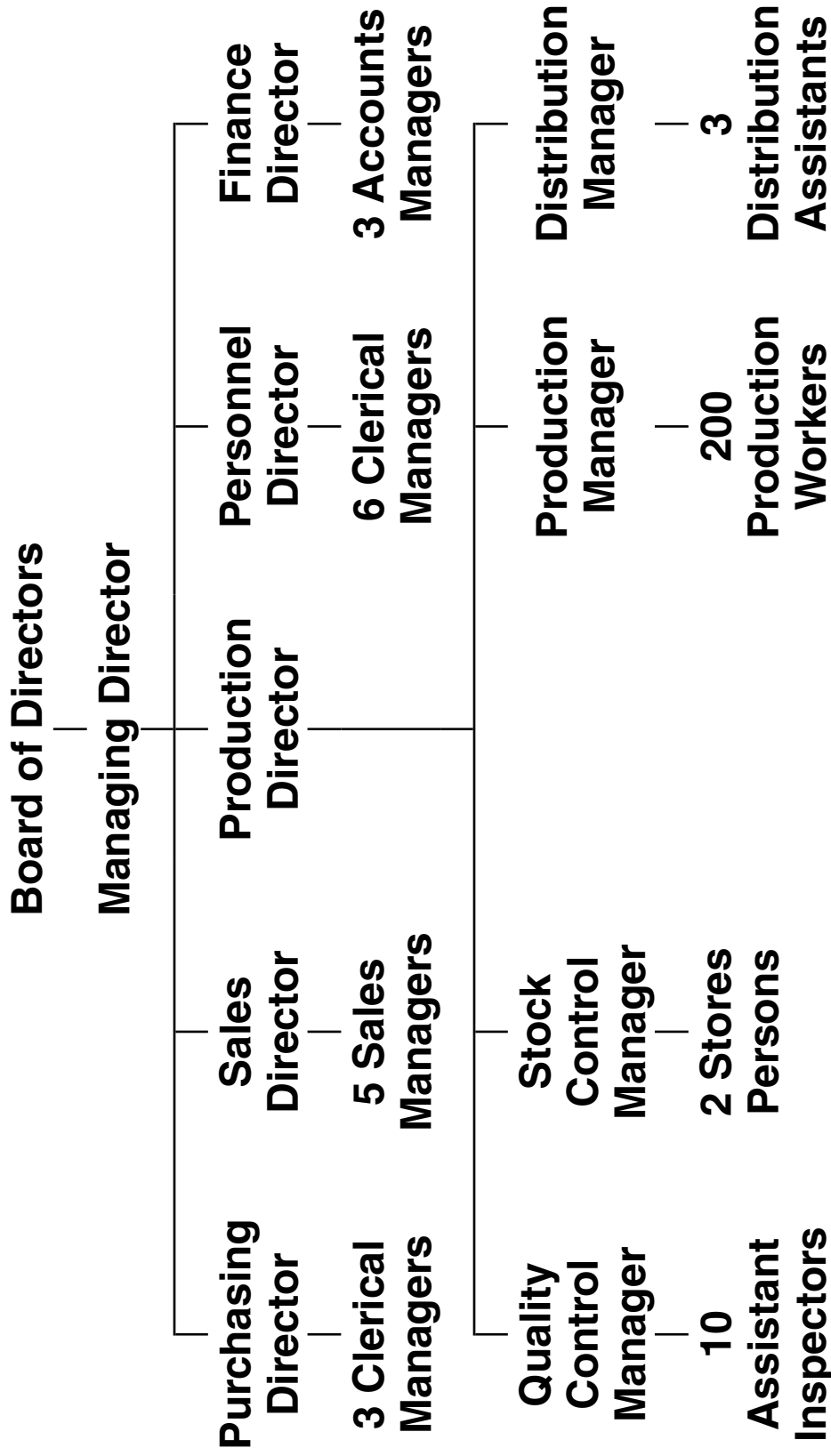
(ii) Explain ONE reason why the internal organisation of Cocoa plc may have changed since it started as a partnership in 1970.

[2]

(iii) Using an example from Fig. 1, explain the meaning of the term 'SPAN OF CONTROL'.

[2]

FIG. 1 EXTRACT FROM THE INTERNAL ORGANISATION CHART OF COCOA PLC



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

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

1 _____

2 _____

[4]

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.

(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) Explanations of three types of training are given below.

Draw two lines which correctly match EACH TRAINING STYLE with its explanation.

On-the-job-training

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.

Off-the-job training

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]

[6]

(e) Throughout 2010 there had been speculation in the media that Cocoa plc may be the target of a takeover by a large American multinational company called Worldwide Chocolate Corporation (WCC). The speculation about WCC taking-over Cocoa plc caused concern amongst Cocoa plc's employees.

Explain ONE way in which Cocoa plc might have responded to these concerns.

[2]

(f) In January 2011, WCC took over Cocoa plc. WCC wanted to relocate Cocoa plc's factories outside the UK.

(i) State and explain TWO possible reasons why WCC wanted to relocate Cocoa plc's factories outside the UK.

1 _____

2 _____

_____ **[4]**

(ii) In November 2011, WCC closed Cocoa plc's UK factories.

State and explain ONE way in which the local communities around each of the factories might be affected.

_____ **[2]**

[Total marks: 30]

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

(a) (i) Complete the following three sentences by CROSSING OUT THE INCORRECT box in each sentence.

SENTENCE ONE

On its profits Minerals plc pays

INCOME TAX OR **CORPORATION TAX** .

SENTENCE TWO

When the Managing Director retires, Minerals plc will

CLOSE OR **CONTINUE TO OPERATE** .

SENTENCE THREE

When Minerals plc mines for gold, it is said that the business is a part of the

TERTIARY SECTOR OR **PRIMARY SECTOR** .

[3]

(ii) Minerals plc operates as a large public limited company (plc). Plc's have many advantages and these include:

- 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) One possible problem for a business such as Minerals plc is the availability of its own financial information to anyone who wants that information.**

Explain why the availability of its own financial information 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]

[6]

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

(i) State and explain ONE suitable method which the Managing Director of Minerals plc should use in order to send a brief but urgent message to one of its overseas directors.

[2]

(ii) The Managing Director often wants to discuss common issues with all 10 overseas directors at the same time. In order to do this he uses video conferencing.

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

ADVANTAGE _____

DISADVANTAGE _____

_____ **[4]**

(d) Minerals plc has a number of 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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