

FOR OFFICIAL USE

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F

KU DM

Total

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4200/401

NATIONAL
QUALIFICATIONS
2009

TUESDAY, 19 MAY
9.00 AM – 10.00 AM

**BUSINESS
MANAGEMENT
STANDARD GRADE**
Foundation Level

Fill in these boxes and read what is printed below.

Full name of centre

Town

Forename(s)

Surname

Date of birth

Day Month Year

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Scottish candidate number

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Number of seat



- 1 Read each question carefully.
- 2 Attempt **all** the questions.
- 3 All answers are to be written in this answer book.
- 4 Do **not** write in the margins.
- 5 Before leaving the examination room you must give this book to the invigilator. If you do not, you may lose all the marks for this paper.



Marks

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1.

  <p>Sir Alan Sugar employs an apprentice who is paid £100,000 a year.</p>

(a) Suggest **2** reasons why people choose to work.

Reason 1 _____

Reason 2 _____

2

(b) Identify **2** qualities or skills an employer would look for in a new employee.

Quality/Skill 1 _____

Quality/Skill 2 _____

2

Marks

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1. (continued)

(c) Suggest **one** place where a job vacancy can be advertised.

1

(d) Suggest **3** separate pieces of information which could be contained in a job advertisement for the apprentice.

1 _____

2 _____

3 _____

3

(e) From the following, identify **2** documents used during the recruitment and selection process.

	Tick (✓) the correct answer
Business Plan	
Application Form	
Interview Checklist	
Cash Budget	

2

(f) Name the type of training given to **new** employees.

1

[Turn over

2.




Sold throughout the World

Allan McLaughlin is one of Scotland's successful young entrepreneurs. He sells male beauty products from the TV shopping channel QVC.

Source: Adapted from The Sunday Post, 20 May 2007

Marks

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2		
1		
2		

- (a) Suggest **2** sources where Allan McLaughlin could get advice for his business.

Source 1 _____

Source 2 _____

- (b) Allan McLaughlin completed a **Business Plan** before setting up his business.

Suggest **one** reason for Allan McLaughlin preparing a Business Plan.

- (c) Other than on TV, suggest **2** ways that a business could sell its products.

Suggestion 1 _____

Suggestion 2 _____

Marks

KU	DM
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2. (continued)

(d) Suggest **2** reasons why Allan McLaughlin's products are popular.

Reason 1 _____

Reason 2 _____

2

[Turn over

3.

AA

SAGA

The AA and SAGA agreed to join to become one large business.

Source: Radio Scotland, 21 June 2007

Marks

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1		
1		
2		

(a) The type of growth shown above is:

	Tick (✓) the correct answer
takeover	<input type="checkbox"/>
merger.	<input type="checkbox"/>

(b) Other than by joining with another business, suggest **one** other way a business can grow in size.

(c) Suggest **2** benefits of growth for AA or SAGA.

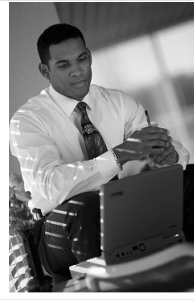
Benefit 1 _____

Benefit 2 _____

Marks

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4.



For many years a “nine-to-five” working day was the norm.

Nowadays people are working different hours.

Source: Adapted from Sunday Herald, 20 May 2007

Match the following terms with the definitions shown below.

Use each term only once.

The first one has been done for you.

Full-time

Part-time

Permanent

Temporary

Flexi-time

Job Share

Definition	Term
Employment is for a short period.	<i>Temporary.</i>
Employee has the job for as long as they want it.	
Employees choose the hours they work.	
Working “nine-to-five”.	
Working only mornings.	
Two employees sharing one job.	

5

[Turn over

Marks

KU	DM
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5.

 <p>The Highland Council Comhairle na Gàidhealtachd</p> <hr/> <p>The Highland Council area ('Sgìre Comhairle na Gàidhealtachd' in Gaelic) is the largest local government area in Scotland.</p> <p>Source: www.wikipedia.org</p>	
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- (a) Suggest **2** different methods The Highland Council could use to communicate with its employees.

Method 1 _____

Method 2 _____

- (b) Give **one** reason why The Highland Council would want to communicate with their employees.

2

1

[Turn over for Question 6 on *Pages ten and eleven*

Marks

6.

MARS made a decision to change its recipe in its chocolate bars.






Source: Adapted from Daily Mail, 21 May 2007

(a) Suggest 2 risks MARS took when it changed its recipe for its chocolate bars.

Risk 1 _____

Risk 2 _____

(b) Study the pictures below which show the **input, process, output (IPO)** system for MARS.

Picture A	Picture B	Picture C
		
Production	Raw Materials	Finished Product

Complete the table to identify which picture shows **input, process** or **output**.

Picture A	
Picture B	
Picture C	

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2

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3

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Marks

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6. (continued)

(c) MARS is in the **Private Sector**. This means they aim to:

	Tick (✓) the correct answer
make a profit	
not make a profit.	

1

(d) From the list below, choose **2** reasons why a business might locate where it does.

	Tick (✓) the correct answer
Near a supply of skilled labour.	
Where costs of premises are high.	
Good transport links.	
Far from its customer.	

2

[Turn over

7.

<p>Another successful year for The Royal Bank of Scotland.</p> <div style="text-align: right;">  <p>RBS</p> <p><i>The Royal Bank of Scotland</i></p> <p>Source: BBC News, 16 April 2007</p> </div>

Marks

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2		
1		

(a) Suggest **2** ways a business can measure success.

1 _____

2 _____

(b) The Royal Bank of Scotland sells **insurance**. This is an example of:

	Tick (✓) the correct answer
a good	<input type="checkbox"/>
a service.	<input type="checkbox"/>

1

Marks





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8. Identify each type of organisation from the following list.

The first one has been done for you.

Public Limited Company	Private Limited Company
Partnership	Sole Trader
Charity	

Use a different example for each one.

<i>Organisation</i>	<i>Type of organisation</i>
Baxter's Ltd 	Private Limited Company
Marks and Spencer plc (company) 	
Sharon Brown Plumber 	
Due to copyright restrictions the charity logo has been removed.	
Singh & Patel Florist 	

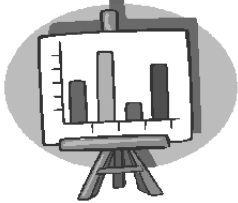

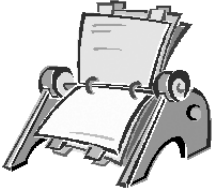

4

[Turn over

Marks

9. (a) Suggest a suitable **software application** that can be used to carry out the following tasks.

Use a different software application for each task.

<i>Task</i>	<i>Software application</i>
Carry out calculations and produce a graph 	
Prepare a business letter 	
Store names and addresses of customers 	
Produce a presentation for a meeting 	

4

- (b) Suggest **one** advantage and **one** disadvantage of using ICT in a business.

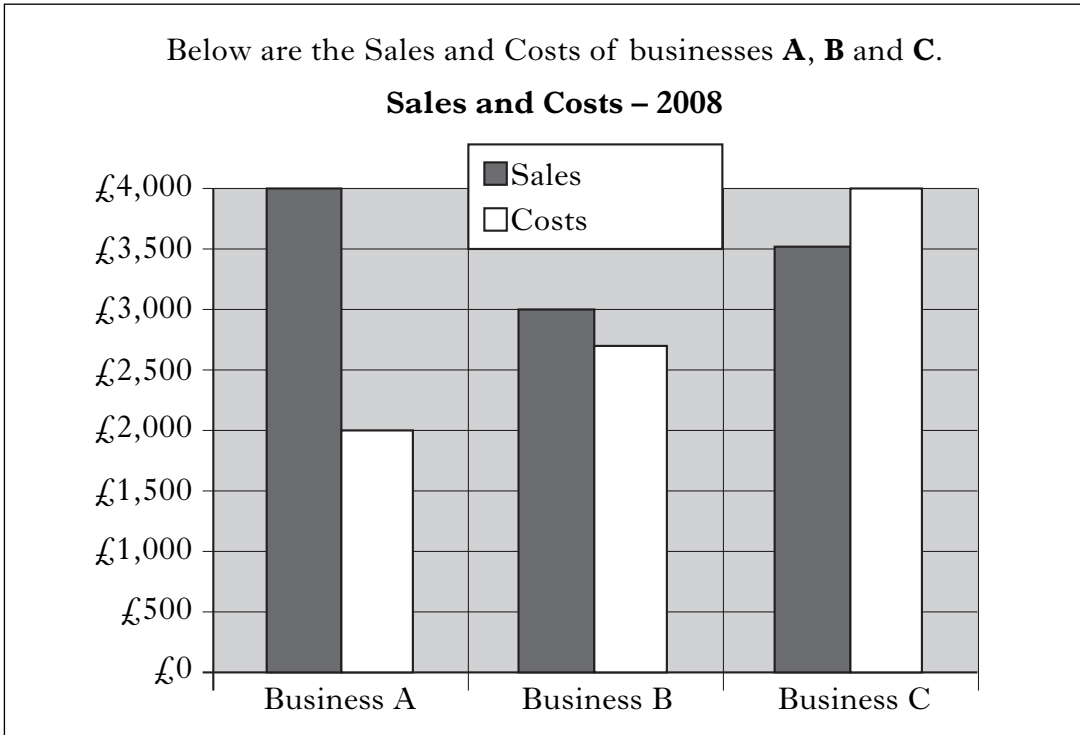
Advantage _____

Disadvantage _____

2

Marks

10.



(a) Identify which business is making a **loss** in 2008.

1

(b) Identify which business is making the **most** profit in 2008.

1

[Turn over

KU	DM

11.



The Michelin factory in Dundee is saving costs by using wind turbines to produce electricity for its factory.

Source: The Scotsman, 7 April 2006

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(a) Suggest **2** other ways Michelin could reduce costs.

Suggestion 1 _____

Suggestion 2 _____

2

(b) The table below shows the Functional Areas.

Complete the table by identifying **one** activity carried out in **Finance** and **one** activity in **Human Resources**.

<i>Functional Area</i>	<i>Activity</i>
Marketing	<i>Market Research</i>
Finance	
Operations	<i>Production</i>
Human Resources	

2

Marks

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2		
1		

12.

Black Eyed Peas singer Fergie signed a £2 million deal to advertise a clothing range called Candies. This is known as celebrity endorsement.



Source: Metro, Monday 2 July 2007

- (a) Other than celebrity endorsement, suggest **2** ways that a business can advertise its products.

Suggestion 1 _____

Suggestion 2 _____

- (b) In a recession sales will normally:

	Tick (✓) the correct answer
rise	
fall.	

[END OF QUESTION PAPER]

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