



Tuesday 10 June 2014 – Morning

GCSE APPLIED BUSINESS

A243/01 Working in Business

Candidates answer on the Question Paper.

OCR supplied materials:

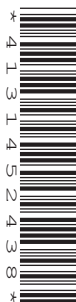
None

Other materials required:

- A calculator may be used

Duration: 1 hour 30 minutes

MODIFIED LANGUAGE



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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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 **80**.
- Your Quality of Written Communication will be assessed in questions marked with an asterisk (*).
- This document consists of **16** pages. Any blank pages are indicated.



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

Text 1

SCHAPP is owned by Billy Schappes and it creates mobile phone applications (apps). Billy's business specialises in producing apps which help GCSE and A Level students to revise for examinations. Billy employs students, who work from home, to develop the apps. He organises his business into teams of three in a matrix organisational structure according to the subject and the level of examination.

1 Refer to Text 1.

- (a) Complete the following sentences about matrix organisational structures. Choose the correct words from the list below. Use each word only **once**.

completed effectively manager specialist task team

A matrix organisational structure requires a to work together for a particular They will only work together until the job is An advantage of this structure is that the group has a wide range of skills. A disadvantage is that it takes time for the group to work together.

[5]

- (b) Explain why a matrix is the best type of organisational structure for *SCHAPP*.

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

Text 2

The employees who develop the apps for *SCHAPP* work from their own homes. Billy Schappes uses ICT as the only form of communication with his employees. The main forms of ICT which he uses are:

- mobile phone text message
- email
- video conferencing/web cam.

2 Refer to Text 2.

From the list in **Text 2**, choose **one** form of ICT communication which Billy Schappes could use in each of the following situations. State **one** advantage and **one** disadvantage of each form of communication which you have chosen. A **different** form of ICT communication must be used for each situation.

- **Sending the requirements for the content of a business studies app to an employee of *SCHAPP*.**

Form of ICT communication

Advantage

.....

.....

Disadvantage

.....

.....

- **Checking the progress of an existing task being created by an employee of *SCHAPP*.**

Form of ICT communication

Advantage

.....

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Disadvantage

.....

.....

[6]

Text 3


Billy Schappes completes all the financial tasks for *SCHAPP*. Billy's financial tasks today are to:

- calculate the pay of an employee. The employee's details are:
 - Selina Hughes
 - Employee Number 27
 - Project 1 took 12 hours
 - Project 2 took 10 hours
 - Hourly rate £7.00
- create the *SCHAPP* cash-flow forecast for July to December 2014
- calculate the break-even point for a proposed revision app for GCSE Physical Education.

3 Refer to Text 3.

(a) Using the information in **Text 3**, complete the six **unshaded** boxes in the payslip below. The payslip is for Selina Hughes. The following parts need to be completed:

- employee name and number
- hours worked and hourly rate of pay
- gross pay
- net pay.

<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;"> <h1 style="margin: 0;">SCHAPP</h1> <h2 style="margin: 0;">PAYSLIP</h2> </div> <div style="text-align: right;">  <b style="font-size: 1.2em;">schapp </div> </div>					
Tax date: 10/06/2014		Employee Name:			Employee No:
Nat Ins No:	Hours	Rate	Gross Pay	Total Deductions	Net Pay
AB123456C				£45.00	

[4]

(b) £45.00 has been deducted from Selina's gross pay. State **two** examples of deductions which could be made from an employee's gross pay.

Deduction 1

Deduction 2

[2]

[5]

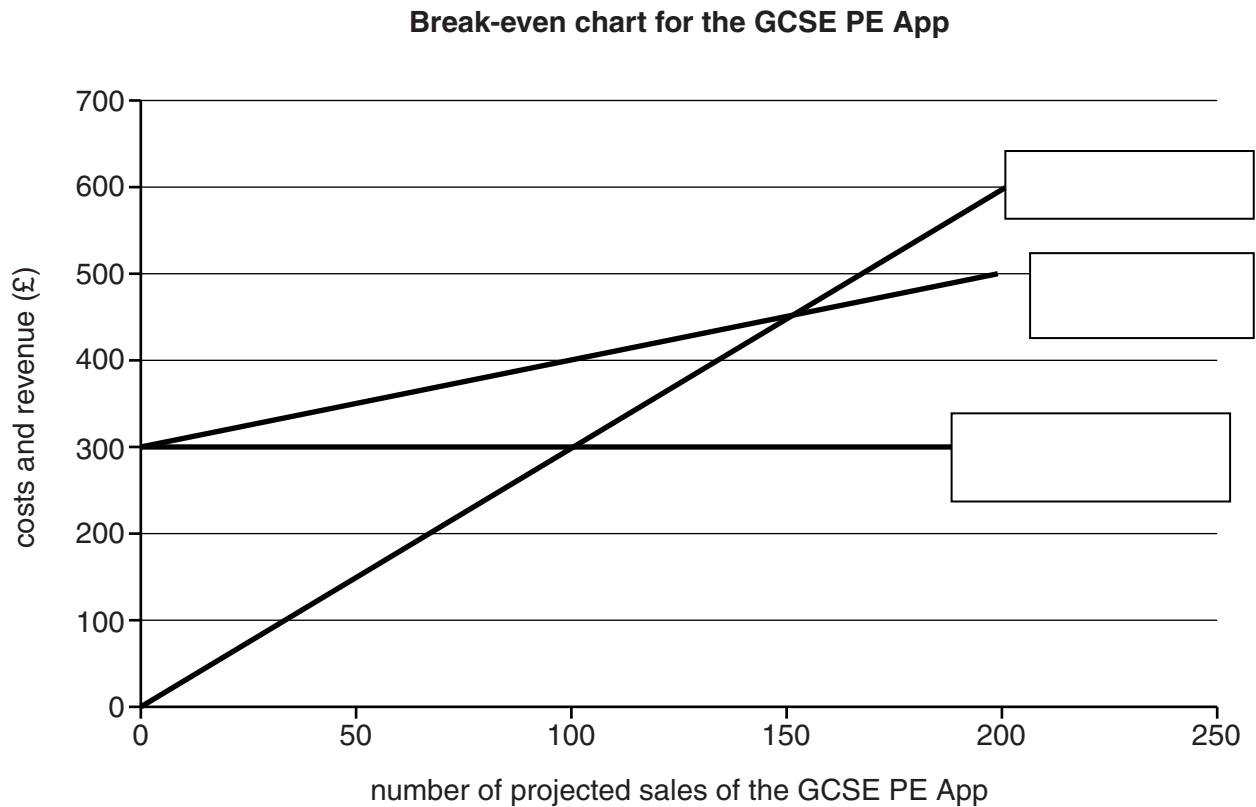
- [4]

This image shows a full page of white paper with horizontal dashed lines, typical of primary school writing paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

- (e) Billy Schappes is considering whether to develop a new app for GCSE Physical Education (PE). It is intended that this new app will sell at £3.00. He is creating a break-even chart for this proposed new app.

Complete the break-even chart by labelling the:

- fixed costs line
- total costs line
- sales revenue line
- break-even point.



[4]

(f) Using the information and the formula given below, calculate the break-even point for the GCSE PE app.

- The fixed costs are given on the break-even chart in **part e**.
- The variable costs per app are **now** £1.25.
- The selling price of the GCSE PE app is **now** £2.50 per app.

Break-Even Point for the GCSE PE App

$$\text{Break-even point} = \frac{\text{Fixed costs}}{(\text{Price of PE App} - \text{Variable cost per app sold})}$$

You must show your workings:

Break-even point = PE apps sold

[3]

[8]

1) Do you think that the A level apps you bought from *SCHAPP* have helped you to achieve higher grades?

Mathematics	21%
English Literature	20%
History	6%
Geography	5%
Engineering	3%
Other subjects	45%

..... [2]

- 1
- 2
- 3

1

2

3

(d)* Do you think that *SCHAPP* should expand its business to include university and college apps? Use the information in **Text 4** and any other information to justify your recommendation. [8]

This image shows a full page of a handwriting practice worksheet. It consists of multiple sets of three horizontal dashed lines, providing a guide for letter height and placement. The lines are evenly spaced across the entire page, which is otherwise blank.

- [4]

Text 5

SCHAPP has become much busier. Billy now realises that he cannot effectively manage all of the app developers on his own. He therefore wants to appoint an App Development Manager. The new manager, as with the developers, will work from their own home.

5 Refer to Text 5.

- (a) Explain **two** skills which the new App Development Manager should have.

Skill 1

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Skill 2

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[4]

- (b) Explain **two** personal qualities which the new App Development Manager should have.

Personal quality 1

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Personal quality 2

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[4]

Text 6

Billy Schappes thinks that, in addition to selling apps, it would be a good idea to sell examination practice questions in a booklet. He would use another business to print the booklets. There would be one booklet for each of the subjects and levels available as apps.

6* Refer to Text 6.

Recommend which method of production would be the most appropriate for printing the examination practice question booklets. Give reasons for your recommendation, explaining why you did not recommend other methods of production. **[8]**

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END OF QUESTION PAPER

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