

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**  
**GCSE**

**A241/01**

**APPLIED BUSINESS**

**Business in Action**

**MONDAY 2 JUNE 2014: Morning**

**DURATION: 1 hour 30 minutes**  
**plus your additional time allowance**

**MODIFIED ENLARGED**

|                               |  |                              |  |
|-------------------------------|--|------------------------------|--|
| <b>Candidate<br/>forename</b> |  | <b>Candidate<br/>surname</b> |  |
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| <b>Centre<br/>number</b> |  |  |  |  |  | <b>Candidate<br/>number</b> |  |  |  |  |
|--------------------------|--|--|--|--|--|-----------------------------|--|--|--|--|

**Candidates answer on the Question Paper.**

**OCR SUPPLIED MATERIALS:**

**None**

**OTHER MATERIALS REQUIRED:**

**A calculator may be used**

|  |
|--|
| <b>A calculator may be used for this paper</b> |
|--|

**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.**

**Your Quality of Written Communication will be assessed in questions marked with an asterisk (\*).**

**The total number of marks for this paper is 80.**

**Any blank pages are indicated.**

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## **TEXT 1**

**Carr Care is a garage based in Birmingham. It is run by the Carr family and operates as a partnership. The garage services and repairs cars. Joan and her four children are all involved in the business.**

| <b>NAME</b>  | <b>PARTNER OR<br/>EMPLOYEE</b> | <b>JOB ROLE</b>                        |
|--------------|--------------------------------|--|
| <b>Joan</b>  | <b>Partner</b>                 | <b>Manager</b>                         |
| <b>Derek</b> | <b>Partner</b>                 | <b>Mechanic</b>                        |
| <b>Alma</b>  | <b>Partner</b>                 | <b>Marketing</b>                       |
| <b>Lucy</b>  | <b>Employee</b>                | <b>Administration/<br/>ICT/Finance</b> |
| <b>Steve</b> | <b>Employee</b>                | <b>Mechanic</b>                        |

**Joan, the manager of Carr Care, has made Derek and Alma, along with herself, equal partners in the business. Lucy and Steve are employed by Carr Care and both receive an hourly rate of pay. There are no other employees.**

# 1 REFER TO TEXT 1.

- (a) Different types of business organisation have different features. Draw a line between each type of business organisation listed below and the feature which applies to it. You should draw only four lines.

## TYPE OF BUSINESS ORGANISATION

Sole trader

Private limited company

Partnership

Charitable organisation

## FEATURE OF BUSINESS ORGANISATION

Usually run by trustees

Usually owned by up to 20 partners

Shares often sold to family and friends

Shares can be bought and sold on the Stock Exchange

Owned and run by one individual

[4]

**(b) Identify the type of business activity in which Carr Care is most likely to operate.**

\_\_\_\_\_ **[1]**

**(c) Describe TWO tasks likely to be carried out by Lucy at Carr Care.**

**1:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ **[4]**

**(d) Describe TWO tasks likely to be carried out by Alma at Carr Care.**

**1:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[4]**

**(e) Describe ONE purpose of the human resources functional area in a business which you have studied.**

**Name of business** \_\_\_\_\_

**Activity of business** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ **[2]**



**(f) Explain TWO possible consequences to a business if the functional areas DO NOT operate efficiently.**

**1:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[4]**

## **TEXT 2**

**Carr Care has not been very successful in recent years. The business does not have clear aims.**

**There are a number of competitors in the area which have been more successful. Joan thinks that this is because Carr Care's competitors are operating in enterprising ways.**

**Joan, as manager, is keen to encourage the rest of her family to suggest ways in which the business could become more enterprising. Joan also wants any suggestions to be environmentally sustainable.**

**The table below shows the suggestions which have been made.**

| <b>NAME</b>  | <b>SUGGESTION</b>                                      |
|--------------|--|
| <b>Derek</b> | <b>Late night opening</b>                              |
| <b>Alma</b>  | <b>Create a loyalty scheme</b>                         |
| <b>Lucy</b>  | <b>Use more ICT in the business</b>                    |
| <b>Steve</b> | <b>Run basic car maintenance courses for customers</b> |

## **2 REFER TO TEXT 2.**

- (a) (i) Explain ONE reason why it is important for the partners to set aims for Carr Care.**

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**[2]**

- (ii) Suggest ONE possible FUTURE aim for Carr Care.**

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**[1]**

- (b) Explain the meaning of the term ‘sustainable’.**

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**[2]**

**(c) Describe TWO ways in which Carr Care could act in order to achieve sustainability.**

**1:** \_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

**2:** \_\_\_\_\_

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\_\_\_\_\_

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\_\_\_\_\_

**[4]**

**(d) Other than making suggestions, identify TWO ways in which employees can assist a business such as Carr Care to operate in an enterprising way.**

**1:** \_\_\_\_\_

\_\_\_\_\_

**2:** \_\_\_\_\_

\_\_\_\_\_

**[2]**

**(e)\* Listed below are the four suggestions made to Joan about how Carr Care could become more enterprising.**

- 1. Late night opening**
- 2. Create a loyalty scheme**
- 3. Use more ICT in the business**
- 4. Run basic car maintenance courses for customers**

**Recommend which of these four suggestions could have the biggest impact on Carr Care. Give reasons for your recommendation, explaining why you rejected the other three suggestions.**

**[10]**

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\_\_\_\_\_

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\_\_\_\_\_

[illegible]

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### **TEXT 3**

**There are many different stakeholder groups with an interest in Carr Care. These include the partners and employees named in Text 1.**

**Joan is keen to ensure that there is a good working relationship between the partners and the employees so that there is no conflict.**

**Everyone has to work within the legal framework at Carr Care.**



### **3 REFER TO TEXT 3.**

**(a) Explain THREE rights which EMPLOYEES have under the Equality Act.**

**1:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2:** \_\_\_\_\_

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\_\_\_\_\_

**3:** \_\_\_\_\_

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**[6]**

**(b) Explain TWO reasons why there might be conflict between the partners and employees at Carr Care.**

**1:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[4]**

**(c)\* Evaluate the consequences to a business which you have studied of NOT listening to its stakeholder groups. [10]**

**Name of business** \_\_\_\_\_

## Activity of business

[illegible]

[illegible]

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## **TEXT 4**

**All of the suggestions made in Text 2 have been put into practice at Carr Care.**

**Lucy has recently been on an ICT course. She thinks that a number of improvements could be made to the use of ICT at Carr Care.**

**The basic car maintenance courses are very popular. Steve thinks that this is because of the state of the economy. People may not be able to afford to buy a new car, so they want to learn how to look after their current/existing car.**

#### **4 REFER TO TEXT 4.**

**(a) Describe TWO uses of ICT in a business which you have studied.**

**Name of business** \_\_\_\_\_

**Activity of business** \_\_\_\_\_

**1:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2:** \_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[4]**

**[10]**

**Activity of business** \_\_\_\_\_

[illegible]



[illegible]

- (c) (i) Explain ONE way in which the partners of Carr Care could REACT to a DECREASE in interest rates.**

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**[2]**

- (ii) Explain ONE way in which the partners of Carr Care could REACT to an INCREASE in local unemployment.**

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**[2]**

**(d) Putting into practice all of the suggestions made to Joan was a risk.**

**Explain ONE possible consequence to a business such as Carr Care of NOT taking risks.**

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[2]

**END OF QUESTION PAPER**



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