

OCR

Oxford Cambridge and RSA

Thursday 19 May 2016 – Afternoon**AS GCE APPLIED BUSINESS****F242/01** Understanding the Business Environment

Candidates answer on the Question Paper.

OCR supplied materials:

- Clean copy Case Study

Other materials required:

- A calculator may be used

Duration: 1 hour 30 minutes

Candidate forename		Candidate surname	
Centre number		Candidate number	

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 **100**.
- Your quality of written communication will be assessed in the question marked with an asterisk (*).
- This document consists of **16** pages. Any blank pages are indicated.



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

2

Answer **all** the questions.

- 1 (a) Freddie Small incorporated his business.

State and explain **two** advantages and **two** disadvantages of incorporation.

Advantage 1

.....

.....

.....

.....

.....

Advantage 2

.....

.....

.....

.....

.....

Disadvantage 1

.....

.....

.....

.....

.....

Disadvantage 2

.....

.....

.....

.....

.....

[8]

- (b)** Freddie is considering changing the legal status of *FFL* from a private limited company to a public limited company.

Evaluate how becoming a public limited company might affect *FFL*'s ability to uphold its ethical practices. [12]

[illegible]

[illegible]

5

2 Freddie wishes to use SLEPT analysis as a marketing tool for *FFL*.

(a) What do the initials SLEPT stand for?

S

L

E

P

T

[5]

(b) Complete a SLEPT analysis of Freddie's proposed car-sharing scheme expansion for *FFL* by filling in each of the unshaded boxes in the table below.

Category	Factor which specifically affects <i>FFL</i> 's proposed expansion	How the identified factor may impact on the success of the proposed expansion
S		
L		
E		
P		
T		

[10]

- 3 (a) State **two internal** sources of finance which could be used to fund *FFL*'s proposed expansion.

Source 1

.....

Source 2

.....

[2]

- (b)* Evaluate the use of a bank loan as a way of funding *FFL*'s proposed expansion. [12]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook 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.

- 4 (a) State **one** advantage and **one** disadvantage of zero-based budgeting.

Advantage

.....

.....

Disadvantage

.....

.....

[2]

- (b) State **one** purpose of budgetary control.

.....

.....

..... [1]

- (c) Freddie has conducted research on Go Car, a rival car-sharing business set up just over a year ago.

The table below shows Go Car's budgeted and actual figures for two items of capital expenditure and its revenue in the first year of trading. Complete the table by filling in the seven unshaded boxes.

Item	Budget £	Actual £	Variance £	Variance %	Adverse/Favourable
Hydrogen-powered cars purchased	25 million			8	Adverse
Mobile app development		1.1 million	0.1 million		Favourable
Revenue in first year of trading	2.5 million	2.2 million			

[7]

(d) Analyse possible reasons why Go Car's revenue in its first year of trading was lower than the budgeted figure. **[9]**

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.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

- 5 (a) Using the information provided below, complete the ten unshaded boxes in the cash-flow forecast for the first four months of *FFL*'s proposed expansion.

- Repairs and maintenance = 2% of sales revenue
- Salaries of £50 000 would be paid each month from October onwards
- September's opening balance is funded by a £20 000 000 bank loan

Cash-flow forecast for *FFL*'s car-sharing scheme

	September £	October £	November £	December £
Cash inflow				
Sales revenue	0	180 000		250 000
Total inflow	0	180 000		250 000
Cash outflow				
Hydrogen-powered fuel-cell cars	20 000 000			
Mobile app	1 000 000			
Repairs and maintenance			4 000	5 000
Insurance		20 000	20 000	20 000
Salaries				
Interest repayment		200 000	200 000	200 000
Total outflow		273 600	274 000	275 000
Net cash-flow	(21 000 000)	(93 600)	(74 000)	
Opening balance	20 000 000	(1 000 000)	(1 093 600)	(1 167 600)
Closing balance		(1 093 600)	(1 167 600)	

[10]

-
- This image shows a full page of white paper with horizontal dotted lines. The lines are evenly spaced and run across the width of the page, providing a guide for handwriting practice. There are no margins, text, or other markings on the page.

[illegible]

6 (a) What is meant by the term 'competitive advantage'?

.....

.....

..... [1]

(b) Explain how modern technology could be used to improve *FFL*'s business efficiency in each of the following areas:

(i) staff performance

.....

.....

.....

.....

.....

.....

.....

.....

.....

(ii) cost management

.....

.....

.....

.....

.....

.....

.....

.....

.....

15

(iii) quality of customer service

.....

.....

.....

.....

.....

.....

.....

.....

.....

[9]

END OF QUESTION PAPER

PLEASE DO NOT WRITE ON THIS PAGE



Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.