

OCR

Oxford Cambridge and RSA

Level 3 Cambridge Technical in Business**05834/05835/05836/05837/05878****Unit 2: Working in business****Friday 25 May 2018 – Afternoon****Duration: 1 hour 30 minutes****C422/1806****You may use:**

- a calculator

First Name

Last Name

Centre
NumberCandidate
NumberDate of
Birth

D

D

M

M

Y

Y

Y

Y

INSTRUCTIONS

- Use black ink.
- Complete the boxes above with your name, centre number, candidate number and date of birth.
- Answer **all** the questions.
- Write your answer to each question in the space provided.
- If additional answer space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.

INFORMATION

- The total mark for this paper is **60**.
- The marks for each question are shown in brackets [].
- This document consists of **16** pages.

**FOR EXAMINER
USE ONLY**

Question No	Mark
1	/10
2	/20
3	/21
4	/9
Total	/60

Answer **all** the questions.

Text 1

Vortech Ltd is a software company based in Manchester. It specialises in designing and creating programs for the education sector. It is well-known for its bespoke programs that target the needs of different schools and colleges, especially those which improve communication between educational establishments and parents.

Vortech Ltd's revenue and profit have been increasing year-on-year. However, whenever the company takes on a new contract, large capital investments in software, hardware and human resources are usually needed at the outset. Consequently the Managing Director and founder, Sam McCloud, has discovered that maintaining a healthy cash flow is of vital importance.

Sam is in charge of meeting with potential clients to discuss their individual needs. First, he provides them with a quote for the services required. He then oversees tasks to try and ensure that the company meets the deadlines set for the delivery of the programs. *Vortech Ltd* must pay an agreed penalty if it fails to deliver the programs on time.

1 Refer to Text 1.

- (a) State **two** fixed costs and **two** variable costs which *Vortech Ltd* is likely to have.

Fixed costs	Variable costs
1	1
2	2

[4]

- (b) Explain **one** reason why maintaining a healthy cash flow is vitally important for *Vortech Ltd*.

.....

.....

.....

.....[2]

Text 2

Sam has been invited to give a speech at an education conference in London in exactly two weeks' time. In addition to giving the speech, he has decided to book a stall at the conference to showcase the company's programs. Laptops with sample programs that the company has produced will allow potential clients to discover how the programs could be used in their schools and colleges. Leaflets, posters and banners advertising *Vortech Ltd* will be displayed around the stall. This will be a good opportunity to gain details of potential clients.

2 Refer to Text 2.

(a) Sam has produced some prompt cards for his speech.

Identify and explain **two** benefits to Sam of having presenter documentation, such as prompt cards, during his speech.

Benefit 1

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.....

Benefit 2

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.....

[4]

(b) Explain **two** reasons why the leaflets, posters and banners should be checked before they are printed.

Reason 1

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.....

.....

Reason 2

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.....

.....

[4]

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PLEASE DO NOT WRITE ON THIS PAGE

Turn over for the next question

- (c) Design a data collection form to capture information from potential clients who visit the stall. Sam would like to be able to contact them in the near future to promote his products and services.

Your form should allow Sam to collect:

- contact details of potential clients
- their main area(s) of interest
- their budget
- their preferred method(s) of communication.

You will be assessed on the content and layout of your form.

Use the proforma on the **opposite page** to produce your form.

You **may** use the space below to draft your form. You will not receive marks for the draft.

[12]

Draft

Vortech Ltd

Data collection form

Text 3

Sam has decided to drive to London the day before the education conference. Deborah, *Vortech Ltd's* IT manager, will also be attending the conference to explain technical details to potential clients. Sam will give Deborah a lift to and from the conference in his car. The conference is scheduled to start at 10am and finish at 3pm on the same day.

For his speech, Sam has decided to do a PowerPoint presentation. Besides the usual equipment needed to deliver a PowerPoint presentation, Sam requires an Internet connection to let him connect to a Youtube channel.

On the stall, marketing materials will be displayed along with 10 laptops loaded with sample programs that *Vortech Ltd* has produced. Potential clients will be offered the opportunity to have a hands-on experience of the functionality and ease-of-use of these programs.

3 Refer to Text 3.

- (a) Identify and explain **two** factors which might have led Sam to decide to drive to London rather than use other methods of transport.

Factor 1

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.....

.....

Factor 2

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.....

.....

[4]

- (b) Evaluate likely factors which should be taken into account when choosing accommodation in London for Sam and Deborah.

[12]

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.....

A series of horizontal dotted lines for writing.

- (c) The staff at the conference venue need to know what IT support Sam needs for his speech.

Fill in the unshaded boxes on the IT requisition form below to request the IT support Sam needs for his speech.

[5]

The QED Camberley Park Road London WC1 1HH	
IT requisition form	
Date of request: 25 May 2018	Name (please print):
Date required:	
Description	Number required
Approved by Date:	

Text 4

Sam would like to work out the cost to his company of the whole trip. The cost of the hotel, including breakfast and evening meal for one night, is £200.00 per person. Hotel parking is free. Sam estimates the outward journey to be 200 miles. *Vortech Ltd's* mileage reimbursement rate is 45p per mile. Sam and Deborah are going straight back to the office after the conference ends. Other costs include congestion charges of £11.50 per day, for both days, and parking fees of £8 an hour for 7 hours at the conference venue.

4 Refer to Text 4.

- (a) Calculate the total cost (including accommodation and travel expenses) to *Vortech Ltd* of the whole trip.

[5]

Working

Total cost = £.....

- (b) Identify the form that Sam should use to claim reimbursement for his travel expenses.

.....[1]

- (c) Other than personal details, identify **one** item that needs to be checked on the form you identified in **question 4(b)**.

.....[1]

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A large rectangular area containing 25 horizontal dotted lines, intended for writing or drawing.

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