

Thursday 10 January 2013 – Afternoon

GCSE APPLIED BUSINESS

A241/01 Business in Action

Candidates answer on the Question Paper.

OCR supplied materials:

None

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.
- Your Quality of Written Communication will be assessed in questions marked with an asterisk (*).
- The total number of marks for this paper is **80**.
- This document consists of **16** pages. Any blank pages are indicated.



A calculator may
be used for this
paper

Text 1

Malcolm Davis lives in a small village in the South of England. Twenty years ago he set up a haulage business when he bought a lorry. At the start he operated his business as a sole trader. Malcolm used the lorry to transport goods around the South of England. Businesses would pay him to come to their premises, load up with stocks of raw materials or finished goods and transport these to their customers.

Malcolm's business was very successful and expanded over the years. He is now Managing Director of MD Transport Ltd. The business currently owns 60 lorries and transports goods throughout the United Kingdom. MD Transport Ltd employs 80 lorry drivers. Its head office is based in the village where Malcolm still lives. The head office has employees working in all the main functional areas. There is also a workshop/maintenance depot on this site.

1 Refer to Text 1.

(a) State the form of business ownership represented by the abbreviation 'Ltd'.

..... [1]

(b) Identify the type of business activity in which MD Transport Ltd is most likely to operate.

..... [1]

(c) (i) State **one** likely aim for Malcolm when the business was first set up 20 years ago.

..... [1]

(ii) State **one different** aim which MD Transport Ltd could now have.

..... [1]

3

(d) Below is MD Transport Ltd's mission statement.

M D Transport Ltd Mission Statement <i>To provide professional, fast and reliable haulage services</i>

Explain why it is important for MD Transport Ltd to have a mission statement.

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..... [4]

(e) There are a number of different functional areas at MD Transport Ltd. These are listed below.

Finance
Human Resources
Marketing
Operations
Administration/ICT

Each functional area has a different responsibility. Complete the table below by identifying which functional area is most likely to be responsible for each task.

Functional area	Task
	Keeping records of all accounts
	In charge of reception area
	Ensuring all employees are trained
	Deciding on methods of promotion

[4]

[illegible]

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Text 2

MD Transport Ltd operates in an enterprising way.

- It has bought more lorries which are different sizes, so that if a customer only wants a small load delivering, money and resources will not be wasted. A big lorry would use more fuel than a small lorry.
- MD Transport Ltd has also bought refrigerated lorries so that it can attract new customers who want to transport frozen or cold food.
- Customers can now make bookings over the Internet.

2 Refer to Text 2.

(a) (i) State and explain two benefits to MD Transport Ltd of taking bookings over the Internet.

1

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2

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.....

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[4]

(ii) State and explain two drawbacks to MD Transport Ltd of taking bookings over the Internet.

1

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.....

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2

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[4]

(b)* Recommend which of the enterprising ways outlined in **Text 2** would offer the most benefits to MD Transport Ltd:

- Buying lorries of different sizes
- Buying refrigerated lorries
- Allowing customers to make bookings over the Internet.

Give reasons for your recommendation, explaining why you rejected the other two ways. **[10]**

[illegible]

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(c) As well as operating in an enterprising way, businesses can change their existing business practices in order to be more successful.

(i) Describe **two** ways in which a business you have studied might change its existing business practices in order to become more successful.

Name of business

Activity of business

1

.....

.....

.....

2

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.....

.....

[4]

9

- (ii) Explain **two** possible consequences to the business you have named in **part 2(c)(i)** of **not** having made these changes.

1

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.....

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2

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[4]

Text 3

Buying extra lorries has meant that the depot in Malcolm's village has become a lot busier with more lorries moving around. MD Transport Ltd needs to buy more land to make its lorry parking area bigger and to build extra office space. Malcolm is keen to ensure that any expansion is undertaken in ways which are sustainable to the environment.

3 Refer to Text 3.

- (a)** Explain the meaning of the term 'sustainable'.

.....

.....

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..... [2]

- (b)** Identify **two** ways in which MD Transport Ltd can be sustainable when **expanding** the business.

1

.....

2

.....

[2]

- (c)** Identify **three** different stakeholder groups which would have an interest in a business such as MD Transport Ltd.

1

2

3

[3]

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Text 4

As Managing Director, Malcolm is always keen for employees to come up with new ideas for MD Transport Ltd. At a recent staff meeting the following ideas were suggested. These were that MD Transport Ltd should:

Idea 1:

Work with a charity to deliver goods for free to very poor countries.

Idea 2:

Start doing deliveries to Europe.

Idea 3:

Open another depot in the North of England.

Before using any of these ideas, MD Transport Ltd would need to undertake detailed research and consider various economic factors.

4 Refer to Text 4.

- (a) Other than suggestion schemes and offering ideas, identify **two** ways in which employees can assist a business such as MD Transport Ltd to operate in an enterprising way.

1

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2

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[2]

- (b) Explain how working with a charity may benefit MD Transport Ltd.

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..... [4]

(c) State **one** likely aim of a charity.

..... [1]

(d) Explain **two** different ways in which an **increase** in interest rates could impact on MD Transport Ltd's decision to open another depot in the North of England.

1

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2

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[4]

(e) Explain **two** different ways in which **changes** in the exchange rate between the pound (£) and the Euro (€) could impact on MD Transport Ltd starting to deliver to Europe.

1

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2

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[4]

15
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END OF QUESTION PAPER

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