

Wednesday 16 January 2013 – Afternoon

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



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 **80**.
- Your Quality of Written Communication will be assessed in questions marked with an asterisk (*).
- This document consists of **20** pages. Any blank pages are indicated.



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

Text 1

Mestoe High School is a secondary school for 11 to 16 year olds. The school has recently moved from a hierarchical to a functional organisational structure. This means that instead of having 20 departments the school is now divided into six subject faculties. Faculties are groups of similar subject departments. Each of these is managed by a Faculty Head who is assisted by a Deputy Head of Faculty.

1 Refer to Text 1.

- (a) Place a tick (✓) to indicate which **one** of the following is a feature of a hierarchical organisational structure.

Has more than two layers

☐

Chain of command is very short

☐

Span of control is large

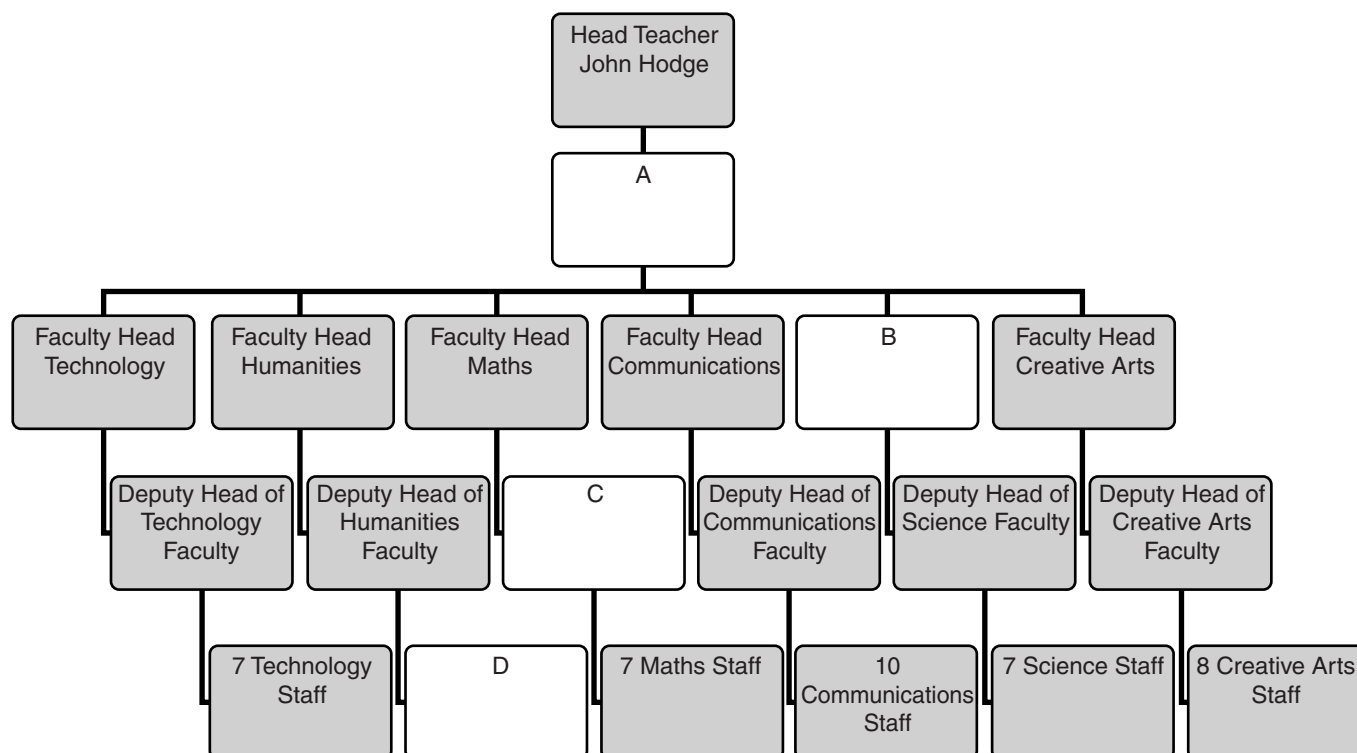
☐**[1]**

3

(b) The diagram below shows the curriculum functional areas within the new organisational structure of *Mestoe High School*. The following people also work in this structure:

- Deputy Head
- 9 Humanities staff
- Deputy Head of Maths Faculty
- Faculty Head Science

Complete the spaces below the diagram identifying the correct job roles.



A:

B:

C:

D:

[4]

(c) Using an example from the organisational structure of *Mestoe High School*, explain what is meant by the term 'span of control'.

.....

.....

..... [2]

4

- (d) Explain **two** ways in which **the functional areas** of *Mestoe High School* will be affected by the change from a hierarchical structure to a functional organisational structure.

1

.....

.....

.....

2

.....

.....

.....

[4]

5

BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

Text 2

Mestoe High School needs to appoint a new Faculty Head of Maths. Three people have been shortlisted for interview. Some information about the three applicants is given below.

Curriculum Vitae

Name: Jenny Urso

Qualifications: 8 GCSEs, 2 A Levels and a Degree in Accountancy

Present employment: Maths teacher for 6 years.

Skills: I have been an acting Head of Maths for one term in my current school.

Personal qualities: I love working with other people and I am able to get them to work for me. I make good decisions and am able to plan my work well. Get on well with pupils.

Curriculum Vitae

Name: Ben French

Qualifications: 10 GCSEs, 3 A Levels, and a Degree in Maths

Present employment: Maths teacher for one year.

Skills: I am a brilliant teacher and I would make a fantastic Head of Department. I prepare and mark work, and I am quite good at rugby.

Personal qualities: Good at meeting deadlines, good at making people do what I want. I am very honest and resourceful.

Curriculum Vitae

Name: Francis Napier

Qualifications: 10 GCSEs, 2 A Levels and a Degree in Maths and Computing.

Present employment: Deputy Head of Maths (teaching 10 years).

Skills: I am an excellent teacher who always tries to get the best out of my students. I have had experience in planning and leading meetings.

Personal qualities: I will make a good Head of Faculty as people follow me. I am also able to accept ideas from others and support my fellow workers when they have difficulties.

All three applicants have a relevant teaching qualification.

[8]

Text 3

You are a student studying Applied Business at *Mestoe High School* and you have been given an “in-tray” exercise to complete. This exercise relates to business documents which would be used in any business.

You have been asked to complete a payslip, a cheque and a profit and loss statement.

The information which needs to be added to the payslip is for employee Benny Santiago whose employee number is M345. He has worked for 36 hours at £6 an hour.

3 Refer to Text 3.

- (a) Using the information in **Text 3**, complete the unshaded portions of the payslip shown below. The following information will need to be entered:

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

PAYSリップ						
Tax date: 16th January 2013			Employee Name:			
National Insurance Number: HD3950686	Tax code: BR				Employee Number:	
	Hours	Rate	Gross Pay	Tax Amount	National Insurance	Total Deductions
Basic pay		£	£	£30.00	£12.00	£
Net Pay:						

[5]

9

- (b) You need to fill in the blank cheque below for the amount which should be paid to Benny Santiago as calculated in **part (a)**. Use **today's** date. You are **not** allowed to sign cheques.

	Mestoe Bank plc 2 High Street Mestoe ME2 9JT	02-13-54 Date _____
Pay _____ _____ _____ £		
Cheque Number 002341234	Sort Code 02-13-54	Account Number 40898709

[5]

- (c) Describe why Benny Santiago may not be able to spend his pay as soon as the cheque has been paid into his bank account.

.....

.....

.....

..... [2]

10

- (d) Using the figures below, complete the unshaded boxes in the following Profit and Loss Statement for the period ended 31 December 2012:

	£
Raw materials	70 000
Wages	20 000
Sales	150 000
Advertising	5 000
Utilities	7 000
Insurance	3 000

Profit and Loss Statement for the period ended 31 December 2012		
Sales		£
Cost of Sales		£
Gross Profit		£
Expenses		
1.	£	
2.	£	
3.	£	
4.	£	£
Net Profit/Loss		£

[6]

(e*) Is it a good idea for the administrative functional area of a business to use ICT when preparing financial statements such as a profit and loss statement? Give the advantages and disadvantages of using ICT to support your answer.

[8]

Text 4

Mestoe High School has surveyed its students about use of the school dining hall at lunchtime. Six hundred and fifty students were asked to complete a questionnaire. Four hundred completed questionnaires were returned and analysed.

The following results have been selected from the analysis.

	Never	Once a month	Once a week	Every day
How often do you eat in the school dining hall?	20%	45%	25%	10%

	Less than £1	£1–£2	£3–£5	More than £5
How much do you spend?	40%	30%	20%	10%

	Healthy options	Sandwiches	Drinks	3 course meal
What choices would you like to see on the dining hall menu?	30%	40%	10%	20%

	Yes	No
If you could, would you order your meal on the Internet?	75%	25%

4 Refer to Text 4.

(a) What is the purpose of market research?

.....

.....

.....

..... [2]

- (b)** What type of market research did *Mestoe High School* use in order to obtain the data about the use of the school dining hall? Tick (✓) the correct type of market research.

Looking on the Internet

□

Primary research

Secondary research

[1]

- (c) *Mestoe High School* needs to make some changes to its lunchtime options. Using the data in **Text 4**, identify the changes which *Mestoe High School* should make. Give reasons for your answer.

[6]

Text 5

Cherry Boyle is one of the Administration Assistants at *Mestoe High School*. She is in charge of keeping the student database up to date.

The following is a list of new records which she needs to enter onto the database.

First Name	Surname	Address	Town	PostCode
Bertie	Brent	3 More Close	Mestoe	ME34 8LO
Jimmy	Coleman	64 More Close	Mestoe	ME34 8LO
Bryony	Brent	3 More House	Mestoe	ME36 8KM
Tariq	Islam	77 High Road	Mestoe	ME34 8KJ

5 Refer to Text 5.

- (a) The following entries to the student database have been made by Cherry. Circle the **three** errors she has made.

First Name	Surname	Address	Town	PostCode
Bertie	Brent	3 More Close	Mestoe	ME34 8LO
Jimmy	Coleman	63 More Close	Mestoe	ME34 8LO
Bryoie	Brent	3 More House	Mestoe	ME36 8KM
Tariq	Islam	77 High Road	Mestoe	MP37 8KJ

[3]

- (b) Explain **two** reasons why it is important to *Mestoe High School* that Cherry always checks the accuracy of the documents which she produces.

Reason 1

.....

Explanation

.....

.....

.....

Reason 2

.....

Explanation

.....

.....

.....

[4]

- (c) Draw lines to match each of the **three** job roles in the administration and ICT functional area of *Mestoe High School* to its most appropriate work task.

Job Role
Business Manager
Administration Assistant
ICT Technician

Task
Word processing letters to the parents of the students at <i>Mestoe High School</i> .
Washing up in the school kitchen.
Plan the <i>Mestoe High School</i> yearly budget.
Updating the software on <i>Mestoe High School</i> ICT system.

[3]

(d) Cherry has been asked to construct an email which is to be sent to all *Mestoe High School* parents about student absence. A blind carbon copy (bcc) must be sent to John Hodge, the Head Teacher. The parents need to be told the following points:

- the website address is www.mestoe.co.sch.org
- students must make sure that they catch up on any work missed
- if parents require work for the student, then they need to look on the school website
- on return to school each student must have an absence note in their planner
- when students are absent, parents must ring in before the start of the school day.

Construct the email using the form on the opposite page. You may use the space below to draft the email. You will **not** receive marks for the draft.

Working space for draft:

To:	allparents@mestoe.co.sch.org
Cc:	
Bcc:	
Subject:	

--

[4]

Text 6

Emily Dickson, the Business Manager of *Mestoe High School*, has put together some data about how parents feel about the quality of the reception service provided by the school. The data below is the result of an online survey.

Customer service features	Very satisfied	Satisfied	Quite satisfied	Not at all satisfied
Greeting visitors	5%	5%	30%	60%
Quality of the reception area	10%	10%	20%	60%
Passing on messages	40%	30%	20%	10%
Answering the telephone	5%	5%	10%	80%

Emily is aware that the results of this survey are not very positive, but she only has a limited amount of money available to pay for any improvements.

6 Refer to Text 6.

- (a) Identify **four** reasons why businesses such as *Mestoe High School* need to keep their customers happy.

Reason 1

Reason 2

Reason 3

Reason 4

[4]

(b*) Using the customer service results in **Text 6**, evaluate how customer service in the reception area could be improved at *Mestoe High School*.

[8]

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.