

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

Candidate forename		Candidate surname	
-----------------------	--	----------------------	--

Centre number						Candidate number				
------------------	--	--	--	--	--	---------------------	--	--	--	--

Candidates answer on the Question Paper.

OCR SUPPLIED MATERIALS:

None

OTHER MATERIALS REQUIRED:

A calculator may be used

A calculator may be used for this paper

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.

BLANK PAGE

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.

NAME	PARTNER OR EMPLOYEE	JOB ROLE
Joan	Partner	Manager
Derek	Partner	Mechanic
Alma	Partner	Marketing
Lucy	Employee	Administration/ ICT/Finance
Steve	Employee	Mechanic

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 opposite 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]

BLANK PAGE

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.

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

2 REFER TO TEXT 2.

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

[2]

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

[1]

(b) Explain the meaning of the term 'sustainable'.

[2]

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

1: _____

2: _____

[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]

[illegible]

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: _____

3: _____

[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]

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: _____

[4]

(b)* Evaluate the potential benefits and drawbacks to a business which you have studied of UPGRADING its ICT provision. [10]

Name of business _____

Activity of business _____

[illegible]

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

[2]

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

[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.

[2]

END OF QUESTION PAPER

BLANK 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.

