

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
GCSE

A241/01

APPLIED BUSINESS

Business in Action

WEDNESDAY 20 MAY 2015: 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

<p>A calculator may be used for this paper</p>

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.

The 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.

TEXT 1

David and Teresa have been running their chain of ten supermarkets for 20 years. The business is called First Fresh Ltd. David and Teresa are the only shareholders and they each have an equal share.

The supermarkets are all based in London and the South East of England. The mission statement of First Fresh Ltd is ‘to provide high standard supermarkets which exceed customers’ expectations’.

The supermarkets are successful but David and Teresa are aware that the continued success of the business depends on conditions in the economy as a whole.

1 Refer to TEXT 1.

- (a) Identify the type of business activity in which First Fresh Ltd is most likely to operate.**

_____ **[1]**

- (b) State ONE possible reason why David and Teresa STARTED First Fresh Ltd.**

[1]

- (c) (i) State ONE likely BUSINESS objective which First Fresh Ltd could have after 20 years of trading.**

_____ **[1]**

- (ii) Explain ONE reason why it is important for First Fresh Ltd to have BUSINESS objectives.**

[2]

(d) Explain TWO advantages to David and Teresa of setting up and operating First Fresh Ltd as a private limited company.

1 _____

2 _____

[4]

- (e) (i) State TWO economic factors which could have an impact on a business such as First Fresh Ltd.**

1 _____

2 _____ **[2]**

- (ii) Explain the possible impact on First Fresh Ltd of a change in EACH of the economic factors stated in PART (i).**

Economic factor 1 _____

Economic factor 2 _____

_____ **[4]**

BLANK PAGE

TEXT 2

Each First Fresh Ltd supermarket is run by a Store Manager. The supermarkets are divided into departments based on what each sells; for example, fruit and vegetables, bakery, meat and fish. Each department has a manager with a number of full-time and part-time employees reporting to him/her.

David and Teresa are based at First Fresh Ltd's Head Office in central London. The Head Office has all the main functional areas required to support the running of the supermarkets, including administration/ICT.

2 Refer to TEXT 2.

- (a) State TWO different types of ICT likely to be used in a First Fresh Ltd supermarket and explain the purpose of each of these. [6]

Type of ICT 1 _____

Purpose of ICT 1 _____

Type of ICT 2 _____

Purpose of ICT 2 _____

(b) Describe ONE finance task which is likely to be carried out within the Head Office of First Fresh Ltd.

[2]

(c) Describe ONE human resources task which is likely to be carried out within the Head Office of First Fresh Ltd.

[2]

(d) (i) Identify TWO expectations which EMPLOYERS have of their employees.

1 _____

2 _____

[2]

(ii) Identify TWO expectations which EMPLOYEES have of their employers.

1 _____

2 _____

[2]

(e)* Suggest ways in which a Store Manager could develop good working relationships with the employees in their supermarket. Which one of your suggested ways is likely to have the greatest impact on developing good working relationships? Give reasons for your answer. [10]

[illegible]

[illegible]

TEXT 3

David and Teresa are keen to change the existing business practices of First Fresh Ltd as they think that the business environment is uncertain.

David and Teresa are wondering whether First Fresh Ltd should offer a delivery service. They are aware that some of First Fresh Ltd's competitors have done this with great success.

David and Teresa know that they need to consider the interests of all stakeholder groups involved when thinking about making any changes to First Fresh Ltd's business practices.

3 Refer to TEXT 3.

- (a) Other than economic factors, state TWO possible reasons why First Fresh Ltd's business environment is uncertain.**

1 _____

2 _____

[2]

(b) Identify THREE different stakeholder groups in First Fresh Ltd and explain the interest each group has in First Fresh Ltd. [9]

Stakeholder group 1 _____

Interest _____

Stakeholder group 2 _____

Interest _____

Stakeholder group 3 _____

Interest _____

- (c) Other than offering a delivery service, describe TWO ways in which a business you have studied could change its existing business practices.**

Name of business _____

Activity of business _____

1 _____

2 _____

[4]

Name of business _____

Activity of business _____

[illegible]

[illegible]

TEXT 4

David and Teresa have always been keen to ensure that First Fresh Ltd operates in an ethical manner.

First Fresh Ltd does this in many ways, for example, by selling a wide range of Fair Trade goods.

4 Refer to TEXT 4.

(a) Explain the meaning of the term ‘ethics’.

[2]

(b) Other than by selling Fair Trade goods, describe TWO ways in which First Fresh Ltd could operate in an ethical manner.

1 _____

2 _____

[4]

(c)* First Fresh Ltd may suffer the following consequences by not operating in an ethical manner:

loss of customers

poor reputation

de-motivated employees

competitors who promote their own ethical practices may be more successful.

Which of these consequences would have the greatest impact on First Fresh Ltd? Give reasons for your answer. [10]

[illegible]

END OF QUESTION PAPER
23

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.

