



Oxford Cambridge and RSA

**Wednesday 25 May 2016 – Morning**

**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	
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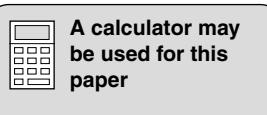
Centre number						Candidate number			
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**INSTRUCTIONS TO CANDIDATES**

- 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.



**Text 1**

The Fennech family have owned *Jarrahd Mill* in the North of England for five years. Marc, Sue and their daughter, Georgia, fell in love with the mill when they were on holiday. They had to spend most of their savings to restore the mill so that they were able to grind wheat purchased from local farmers to make flour. They sell the flour to people at local farmers' markets.

*Jarrahd Mill* is currently run as a partnership with Marc and Sue being the only partners. Twenty-year-old Georgia is a paid employee of the business. There are no specific functional areas within the current organisation of the business. Everyone is involved in all aspects of the business.

Georgia is keen to explore new enterprising ways for *Jarrahd Mill* to make money and has been on a fact-finding trip to a mill in Wales.

**1 Refer to Text 1.**

**(a)** Identify the type of business activity in which *Jarrahd Mill* is most likely to operate.

..... [1]

**(b)** Identify **two** possible reasons why Marc and Sue wanted to run their own business.

1 .....

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2 .....

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**(c)** Identify **two** ways in which Georgia, as an employee, could assist Marc and Sue to operate *Jarrahd Mill* in enterprising ways.

1 .....

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2 .....

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[2]

(d) Explain **two** ways in which a business that you have studied could be seen to operate in enterprising ways.

Name of business .....

Activity of business .....

1 .....

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2 .....

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[4]

(e) Explain **two** possible benefits to *Jarra Mill* of operating in enterprising ways.

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2 .....

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[4]

(f) Explain **three** reasons why it is important for *Jarrahd Mill* to have a mission statement.

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3 .....

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[6]

**Text 2**

Georgia's fact-finding trip to Nantwood Mill in Wales was very successful. She found out that the owners make their own bread and cakes. They have opened a tea shop at Nantwood Mill which offers customers eat-in or take-away food and drinks. As customers often ask to have a look round Nantwood Mill, the owners are thinking of offering guided tours to show customers how their bread is made.

If additional products and services are offered at *Jarra Mill*, Marc and Sue will need to establish functional areas within the business.

**2 Refer to Text 2.**

(a) Explain **two** ways in which Marc and Sue could act in order to achieve sustainability at *Jarra Mill*.

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[4]

**(b)\*** Having used most of their savings when restoring *Jarra Mill*, Marc and Sue need to look at the organisation of their business. Their business adviser, Alan, has suggested turning the partnership into a private limited company.

Recommend whether Marc and Sue should continue to operate *Jarra Mill* as a partnership or turn it into a private limited company. In your answer you must consider the advantages and disadvantages of **both** forms of ownership. [10]

(c) *Jarrahd Mill* would need to establish functional areas if additional products and services are to be provided.

(i) Describe the role of the Finance functional area in a business which you have studied.

Name of business .....

Activity of business.....

[2]

(ii) Describe the role of the Operations functional area in a business which you have studied.

Name of business .....

Activity of business.....

[2]

**(d)\*** Most businesses have a number of functional areas.

Evaluate the consequences for a business which you have studied if the functional areas do **not** operate efficiently. Explain which of these consequences will have the greatest impact on the business. [10]

Name of business .....

Activity of business .....

Question 3 begins on page 10

**Text 3**

Alan, Marc and Sue's business adviser, has told them that there is a lot of uncertainty and risk involved in their plans for *Jarra Mill*. He also says that changes in the external environment will impact on the decisions which Marc and Sue make about the expansion of *Jarra Mill*.

**3 Refer to Text 3.**

(a) Describe **three** possible changes in the external environment which might affect a business.

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**Text 4**

Marc and Sue have decided to expand *Jarra Mill* by opening a tea shop and offering guided tours of the Mill. There are a number of stakeholder groups which will have an interest in these expansion plans.

Marc and Sue are also keen to investigate how ICT could be used to benefit the business.

**4 Refer to Text 4.**

(a) Name **three** different stakeholder groups which might have an interest in the expansion of *Jarra Mill*. For **each** group state and explain their interest in the expansion.

One example has been completed for you.

Name of stakeholder group	Interest	Explanation of interest
Owners	Profit	Get money back on their investment

[9]

13

(b) Describe **one** possible conflict that might occur between **two** of the stakeholder groups named in part (a).

Name of stakeholder group 1 .....

Name of stakeholder group 2 .....

Conflict .....

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[2]

(c) Other than a website, identify **two** types of ICT which could be used at *Jarra Mill*.

1 .....

2 .....

[2]

(d) Describe **two** ways in which *Jarra Mill* could benefit from developing its own website.

1 .....

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[4]

**END OF QUESTION PAPER**

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