

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**  
**GCSE**  
**A241/01**  
**APPLIED BUSINESS**  
**Business in Action**  
**WEDNESDAY 25 MAY 2016: Morning**  
**DURATION: 1 hour 30 minutes**  
**plus your additional time allowance**  
**MODIFIED ENLARGED 24pt**

Candidate forename		Candidate surname	
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Centre number						Candidate number				
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**Candidates answer on the Question Paper.**

**OCR SUPPLIED MATERIALS:**  
**None**

**OTHER MATERIALS REQUIRED:**  
**A calculator may be used**

<b>A CALCULATOR MAY BE USED FOR THIS PAPER</b>
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**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.**

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## **TEXT 1**

**The Fennech family have owned ‘Jarrah 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.**

**‘Jarrah 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 ‘Jarrah 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 ‘Jarrah Mill’ is most likely to operate.**

\_\_\_\_\_ **[1]**

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

**1** \_\_\_\_\_

\_\_\_\_\_

**2** \_\_\_\_\_

\_\_\_\_\_

**[2]**

**(c) Identify TWO ways in which Georgia, as an employee, could assist Marc and Sue to operate ‘Jarrah Mill’ in enterprising ways.**

**1** \_\_\_\_\_

\_\_\_\_\_

**2** \_\_\_\_\_

\_\_\_\_\_

**[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 ‘Jarrah Mill’ of operating in enterprising ways.**

**1** \_\_\_\_\_  
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**2** \_\_\_\_\_  
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**[4]**

**(f) Explain THREE reasons why it is important for ‘Jarrah Mill’ to have a mission statement.**

**1** \_\_\_\_\_

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**2** \_\_\_\_\_

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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 'Jarrah 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 ‘Jarrah Mill’.**

**1** \_\_\_\_\_

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**2** \_\_\_\_\_

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**[4]**

**Recommend whether Marc and Sue should continue to operate 'Jarrah 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]**

[illegible]

[illegible]

**(c) ‘Jarrah 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** \_\_\_\_\_

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**[2]**

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

**Name of business** \_\_\_\_\_

**Activity of business** \_\_\_\_\_

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**[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** \_\_\_\_\_

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**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 ‘Jarrah Mill’. He also says that changes in the external environment will impact on the decisions which Marc and Sue make about the expansion of ‘Jarrah Mill’.

**3 Refer to TEXT 3.**

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

1

2

3

**[6]**



**(b)\* Evaluate possible CONSEQUENCES to ‘Jarrah Mill’ of changes in the external environment. You may use your answer in part (a) to help you.**

**Which consequence will have the greatest impact on ‘Jarrah Mill’? Give reasons why you have rejected the other consequences.**

**[10]**

[illegible]

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**TEXT 4**

**Marc and Sue have decided to expand ‘Jarrah 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 ‘Jarrah Mill’. For EACH group state and explain their interest in the expansion.**

**One example has been completed for you.**

<b>NAME OF STAKEHOLDER GROUP</b>	<b>INTEREST</b>	<b>EXPLANATION OF INTEREST</b>
<b>Owners</b>	<b>Profit</b>	<b>Get money back on their investment</b>

**[9]**

**(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** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**[2]**

**(c) Other than a website, identify TWO types of ICT which could be used at ‘Jarrah Mill’.**

**1** \_\_\_\_\_

**2** \_\_\_\_\_

**[2]**

**(d) Describe TWO ways in which ‘Jarrah Mill’ could benefit from developing its own website.**

**1** \_\_\_\_\_

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**2** \_\_\_\_\_

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**[4]**

**END OF QUESTION PAPER**

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