

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
GCSE**

A241/01

APPLIED BUSINESS

Business in Action

WEDNESDAY 24 MAY 2017: Morning

**DURATION: 1 hour 30 minutes
plus your additional time allowance**

MODIFIED ENLARGED 24pt

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 front 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.

TEXT 1

Six years ago, with the help of a long term bank loan, Theo and Anya Highgrove started their own business. The business is called Highgrove Chocolates.

Highgrove Chocolates makes luxury hand-made chocolates from the finest ingredients. The business' mission statement is 'to excite the senses of our customers with the most wonderful chocolates in the world'.

The business is profitable. Its chocolates are served in some of the best restaurants in the UK and are sold in high-quality gift shops across the world.

1 Refer to TEXT 1.

(a) Complete the following sentences by choosing the correct words from the list below.

one

customers

two

unlimited

owners

limited

**A partnership is owned by between _____ and
twenty partners. Any profit made must be shared between
the _____ of the business. The partners have
_____ liability. [3]**

(b) Highgrove Chocolates is a partnership.

(i) State and explain ONE ADVANTAGE to Highgrove Chocolates of being a partnership rather than a limited company.

[2]

(ii) State and explain ONE DISADVANTAGE to Highgrove Chocolates of being a partnership rather than a limited company.

[2]

(c) Businesses use aims, objectives and mission statements to provide a framework for their activities.

For a business you have studied:

identify ONE likely business aim

identify ONE possible objective

write an appropriate mission statement.

Name of business _____

Activity of business _____

Aim _____

Objective _____

Mission statement _____

[3]

TEXT 2

Since the business began six years ago, Highgrove Chocolates has grown year on year. The business now has over 50 employees. All employees work at its factory in the south of England.

Each employee is appointed to work in one specific functional area of the business. Theo and Anya have tried hard to develop a good working relationship with all of the employees.

2 Refer to TEXT 2.

- (a) Identify ONE benefit to a business such as Highgrove Chocolates of grouping key tasks into functional areas.

[1]

- (b) Name the functional area of a business which deals with advertising and sales promotion.

[1]

- (c) Which THREE of the following tasks are likely to be done by employees working in Highgrove Chocolates' Human Resources Department?

Show your answer by circling your choices. Circle THREE tasks only. [3]

identify training needs

order stock

recruit staff

issue contracts of employment

buy computer equipment

(d) Identify THREE types of ICT which might be used by employees working in Highgrove Chocolates' Administration Department.

1 _____

2 _____

3 _____

[3]

(e) Describe the role of the operations functional area at Highgrove Chocolates.

[2]

(f) Identify TWO possible consequences to a business such as Highgrove Chocolates if its finance functional area does NOT operate effectively.

1 _____

2 _____

[2]

(g)*Analyse THREE ways in which a good working relationship has been developed between the employer and employees in a business you have studied. Which of the three ways has been the best? Give reasons for your answer. [10]

Name of business _____

Activity of business _____

[illegible]

TEXT 3

A recent report suggests that more shoppers than ever before are choosing to buy from businesses which are seen to operate in a sustainable and ethical manner.

Theo and Anya are keen to be seen to operate Highgrove Chocolates in an ethical manner in order to attract new customers and keep existing ones. They are considering making changes to the way the business operates. In particular they wish to improve how the raw materials such as milk, sugar and cocoa are sourced and how the chocolates are made, packaged and transported.

Both partners know the importance of considering the interests of all of Highgrove Chocolates’ stakeholder groups. This is especially true at the present time because the number of competitors making hand-crafted chocolates is increasing.

3 Refer to TEXT 3.

(a) Which TWO of the following are likely consequences to a business of NOT making changes? Tick (✓) TWO boxes only. [2]

Consequence to a business	Consequence of not making changes Tick (✓)
Being left behind by competitors	
Gaining market share	
Higher profits	
Missing out on opportunities	

(b) Businesses should consider the interests of all of their stakeholder groups.

(i) Identify FOUR stakeholder groups of a business you have studied.

For each of these stakeholder groups, identify a DIFFERENT interest each has in the business. [8]

Name of business _____

Activity of business _____

Stakeholder group 1 _____

Interest _____

Stakeholder group 2 _____

Interest _____

Stakeholder group 3 _____

Interest _____

Stakeholder group 4 _____

Interest _____

(ii) Identify TWO possible consequences to the business you identified in PART (b)(i) of NOT listening to its stakeholders.

1 _____

2 _____

[2]

(c) Describe TWO ways Highgrove Chocolates could act in order to achieve sustainability.

1 _____

2 _____

[4]

(d) Other than sustainability, describe TWO ways Highgrove Chocolates could operate in an ethical manner.

1 _____

2 _____

[4]

[illegible]

[illegible]

TEXT 4

Theo and Anya are aware that economic factors will also have an impact on the future success of Highgrove Chocolates. They believe this is especially true for their business because:

it produces a luxury product

it is still making repayments on a 15-year bank loan

the cocoa and sugar that the business uses is imported from Mexico

imports from Mexico need to be paid for in Mexican currency – the Mexican peso.

4 Refer to TEXT 4.

(a) Draw a line between each economic factor listed below and the description which applies to it. You should only draw THREE lines. [3]

ECONOMIC FACTOR	DESCRIPTION
Interest rates	An increase in the general price level
	The number of people unable to find work
Inflation	Goods bought from foreign countries
	The cost of borrowing money
Unemployment level	A change in customer demand

(b)*Theo and Anya have heard that the following changes in economic factors are predicted to take place in the next few years:

A FALL in interest rates

REDUCED unemployment levels

LOWER inflation.

Analyse how the above THREE changes in economic factors might impact on Highgrove Chocolates. Which of these three factors is likely to have the greatest impact on Highgrove Chocolates? Give reasons for your choice. [10]

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

[illegible]

(c) (i) State what is meant by the term ‘exchange rate’.

[1]

(ii) Explain how Highgrove Chocolates should REACT to a FALL in the British pound to Mexican peso exchange rate.

[4]

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.