

OCR

Oxford Cambridge and RSA

Wednesday 7 June 2017 – Afternoon

GCSE APPLIED BUSINESS

A243/01 Working in Business

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.
- The total number of marks for this paper is **80**.
- Your Quality of Written Communication will be assessed in questions marked with an asterisk (*).
- This document consists of **16** pages. Any blank pages are indicated.

Text 1

PerPicts Ltd produces personalised items which are based on customers' own digital photographs. The customers email their digital photographs to *PerPicts Ltd* which then produces personalised items such as mugs, coasters and fridge magnets.

The business has a flat organisational structure. It has a number of functional areas.

1 Refer to Text 1.

(a) *PerPicts Ltd* has a flat organisational structure.

What other type of organisational structure could be used by *PerPicts Ltd*?

..... [1]

(b) Describe **two** features of a flat organisational structure.

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[4]

(c) The Marketing and Sales Director at *PerPicts Ltd* wants to promote a new product range.

(i) Other than Production, identify **one** functional area which needs to work with Marketing and Sales to promote a new product range.

..... [1]

(ii) Explain how the Production functional area will work with the Marketing and Sales functional area to promote the new product range.

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..... [3]

Text 2

Hannah Heming is the current Marketing and Sales Director at *PerPicts Ltd*. Hannah will be retiring soon and the board of directors will need to appoint a new Marketing and Sales Director.

2* Refer to Text 2.

The board of directors of *PerPicts Ltd* will need to consider the qualifications, skills and personal qualities of the applicants when appointing a new Marketing and Sales Director.

Evaluate which of the following requirements is most important for the board of directors to consider when appointing the new Marketing and Sales Director:

- qualifications
- skills and personal qualities.

Give reasons for your recommendation, explaining why the other requirement is less important.

[8]

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Text 3

PerPicts Ltd uses various forms of communication.

PerPicts Ltd gets its raw materials from a number of suppliers located both in the United Kingdom and overseas. The Production Director, Brett Morgan, is not happy with the quality of the materials that are being supplied from China. Brett wishes to speak to the supplier directly rather than using written communication.

3 Refer to Text 3.

(a) *PerPicts Ltd* uses various forms of written communication. From the list below draw a line to link each form of communication with its correct use. You must draw **three** lines.

Newsletter	An advertising leaflet about some of <i>PerPicts Ltd's</i> products which is often distributed from house to house.
Invoice	A regularly published document which gives information about the business to its employees.
Memorandum	An internal note stating that some employees will be working overtime.
	A document which shows the amount of money that is owed by <i>PerPicts Ltd</i> to its supplier.

[3]

(b) Other than video conferencing, explain **two** different forms of ICT communication which are likely to be used by the Production functional area of a business such as *PerPicts Ltd*.

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2

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[4]

Text 4

Mark Kidner is one of the financial assistants at *PerPicts Ltd*. He has been asked to complete the following documents:

- a credit note
- a cheque
- a monthly profit and loss statement.

4 Refer to Text 4.

Order No			Delivery Date		Terms	
POI 12			15 May 2017		25 days net	
Quantity	Item Code	Description	Unit Price		Total Price	
			£	p	£	p
25	W456	Picture fridge magnet	3	00	75	00
20	W234	Picture coasters	2	00	40	00
30	W444	Picture mugs	5	00	150	00

Customers – Please check the delivery note and record any comments below.

Comments

*There were 5 picture coasters missing.
20 picture mugs were scratched.*

- (a) Using information in the Delivery Note on page 8, complete the Credit Note which will be sent from *PerPicts Ltd* to Sunnyville Primary Academy.

Credit Note				No: 4531		
<i>PerPicts Ltd</i> Frog Way Cord GH5 5TG				Date: 7 June 2017		
To: Sunnyville Primary Academy West Street Shrewsbury SY5 1JZ						
Delivery Note No		Delivery Date		Terms		
458		15 May 2017		25 days net		
Quantity	Item Code	Description	Unit Price		Total Price	
			£	p	£	p
			Sub Total			
			VAT @ 20%			
			Total			

[7]

- (b) Explain why it is important to *PerPicts Ltd* that financial documents such as a credit note are always checked for errors.

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..... [3]

(c) *PerPicts Ltd* uses cheques to pay its suppliers.

Describe the procedures which a financial assistant such as Mark Kidner would follow when preparing a cheque to pay a supplier.

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..... [3]

(d) Using the figures below, create a monthly Profit and Loss Statement for *PerPicts Ltd* for the month ending 31 May 2017.

- Raw materials £20 000
- Salaries and wages £50 000
- Other costs £24 000
- Sales £108 500

Profit and Loss Statement for <i>PerPicts Ltd</i> for the month ending 31 May 2017		
	£	£
Sales		
Purchases		
Gross Profit		
Expenses		
1 Salaries and Wages		
2 Other costs		
Total expenses		
Net Profit/Loss		

[6]

(e) The board of directors of *PerPicts Ltd* is considering increasing the salaries and wages it pays to its employees.

This would mean that each month the salaries would now cost £53 000. How would this change affect net profit?

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..... [2]

Text 5

The Administration and ICT functional area keeps records of *PerPicts Ltd's* past and current customers.

The functions of the Customer Service functional area at *PerPicts Ltd* are to:

- give information about the products
- advise customers about specific needs
- give after-sales care
- accept a variety of methods of payment
- keep its customers happy.

5 Refer to Text 5.

(a) Identify **four** pieces of information which the Administration and ICT functional area would keep in each customer's record.

- 1
- 2
- 3
- 4

[4]

(b) Identify **three** reasons why *PerPicts Ltd* wants to keep its customers happy.

- 1
- 2
- 3

[3]

- (c) A customer has complained because the pictures on the set of mugs which they recently received were printed upside down.

Explain how the Customer Service functional area should respond to this complaint.

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..... [4]

Text 6

PerPicts Ltd wants to start making personalised jigsaws from customers' own digital photographs. In order to do this it has undertaken market research about the size of jigsaw customers would want to buy. The results were:

Size of jigsaw which customers would buy	%
Small	36
Medium	44
Large	20

6 Refer to Text 6.

- (a) Using the data in the table above, identify which size of jigsaw would be the most popular with potential customers.

..... [1]

- (b) Explain **two** benefits to *PerPicts Ltd* of undertaking market research **before** starting to make personalised jigsaws.

1

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2

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[4]

(c) *PerPicts Ltd* will use job production to make the personalised jigsaws.

Explain why it will use job production to make the personalised jigsaws.

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..... [3]

END OF QUESTION PAPER

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