![OCR logo](OCR RECOGNISING ACHIEVEMENT)

SPECIMEN

ENTRY LEVEL

BUSINESS STUDIES   **R343**

Internal Assessment 1 (Test Format)

Business and People

Candidate Forename		Candidate Surname	

Centre Number					Candidate Number					

INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** the questions.

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets **[ ]** at the end of each question or part question.
- The total number of marks for this paper is **40**.
- This document consists of **12** pages. Any blank pages are indicated.

Teacher Use Only:			
1		6	
2		7	
3		8	
4		9	
5		10	
Total			

[Turn over

Section A - Business

Answer **all** questions.

1 **a)** Which **two** of these statements describe a business?

Statements	Tick ✓
Gemma goes to the shop for her grandmother.	
George builds and sells houses.	
A100 Motors provides taxi services.	
John sometimes cuts the grass for his mum.	

[2]

b) Name **one** business that you know. What does this business do?

Name of business: .... [1]

What the business does: .... [1]
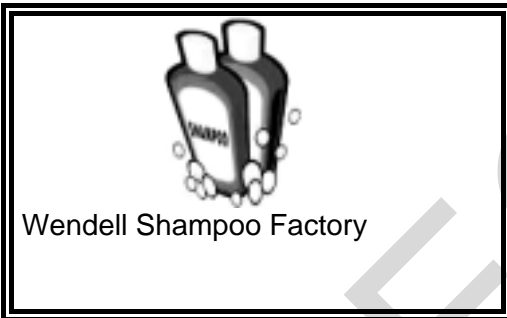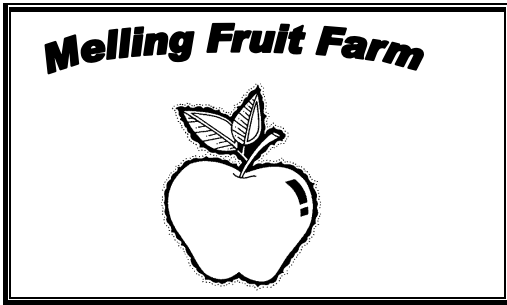
c) Businesses try to be successful. Put a tick next to the statement that is correct.

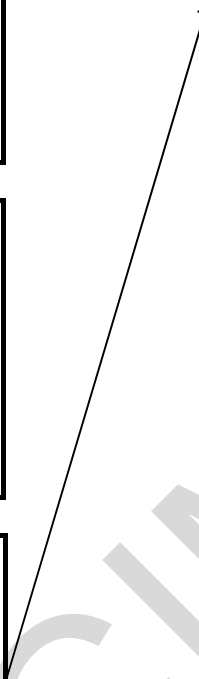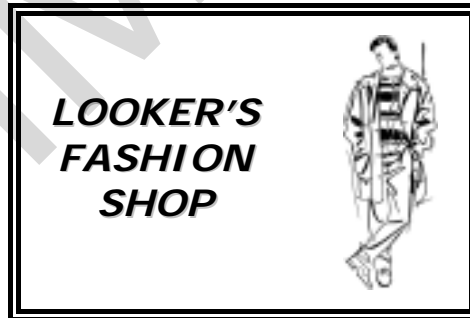| Statement	Tick ✓
A business is successful if it makes a profit.	
A business is successful if it makes a loss.	

[1]

2 Shanley is a town. Some signs for businesses in the town are shown below. Each business in Column A links to a business in Column B.

Column A   Column B

Melling Fruit Farm

Helen's Hairdressers

JENSON'S FASHION SHOP

Gordon's Grocery Shop

Lowest Prices on PRODUCE

TOP CLASS FRUIT AND VEGETABLES

Wendell Shampoo Factory

LOOKER'S FASHION SHOP

(a) Wendell Shampoo links with Helen's Hairdressers. Wendell Shampoo makes shampoo that it sells to Helen's Hairdressers.

From the diagram above

      (i) Which business in Column B links with Melling Fruit Farm?

      .... **[1]**

      (ii) How are these two businesses linked?

      .... **[1]**

From the diagram above

(b) Which **two** businesses sell the same products?

....and .... **[1]**

(c) Name **one** business that sells a service.

.... **[1]**

(d) Name **one** business that makes a product.

.... **[1]**

3 Below is a map of the town of Talbot.
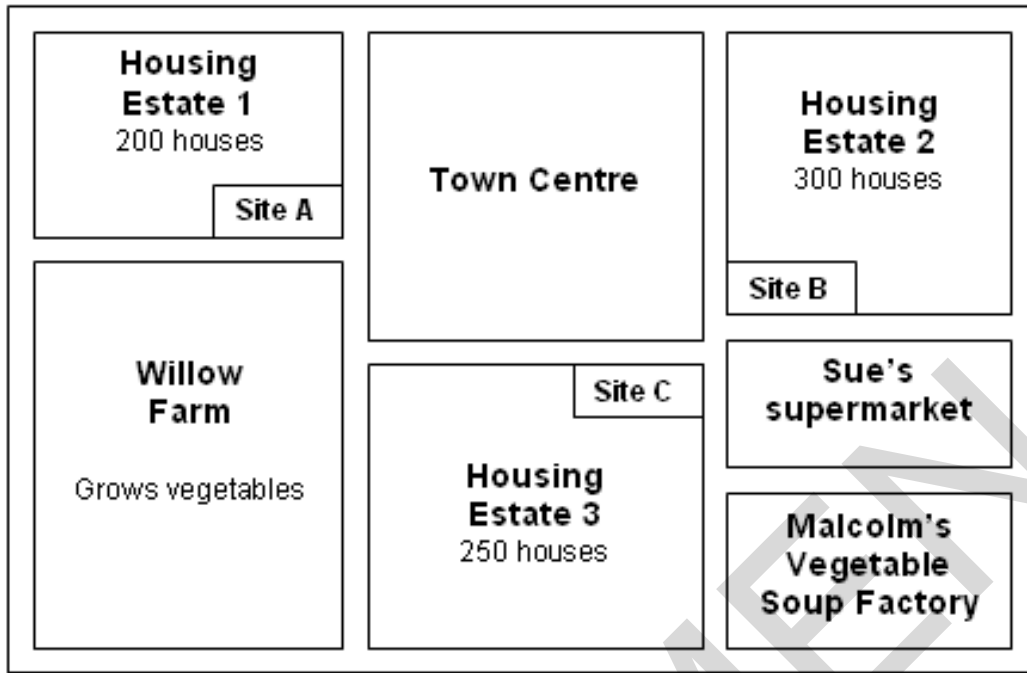
Housing Estate 1 200 houses Site A	**Town Centre**	**Housing Estate 2** 300 houses Site B
Willow Farm Grows vegetables	Site C **Housing Estate 3** 250 houses	**Sue's supermarket** **Malcolm's Vegetable Soup Factory**

(a) Willow Farm, Sue's Supermarket and Malcolm's Vegetable Soup Factory are linked. Write the names of the businesses in the boxes below to show how they are linked.
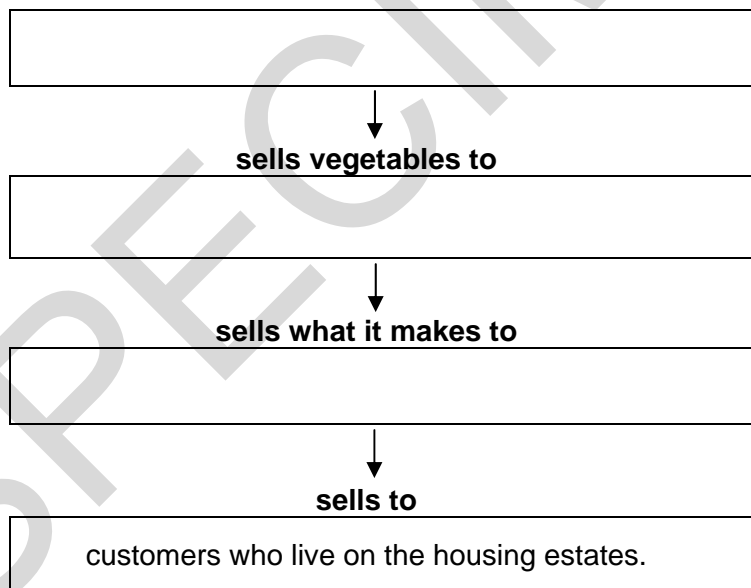
> ↓
> **sells vegetables to**
> ↓
> **sells what it makes to**
> ↓
> **sells to**
> customers who live on the housing estates.

[3]

(b) Jane wants to open a grocery shop selling fruit and vegetables. Which **one** of the sites on the map, A, B or C, would be the best?

Site:...

Explain your answer.

....

....**[2]**

4 Jane buys a grocery shop. Ricardo works in the shop.

Use the words below to complete the sentences.

Owner   Profit   Wage   Tax   Employee

(a) Jane is the .... of the shop. **[1]**

(b) She will hope to make a .... **[1]**

(c) Ricardo is an .... of Jane. **[1]**

(d) Jane pays Ricardo a .... **[1]**

5 One aim of Jane's business is to make a profit. Name one other aim that a business may have.

.... **[1]**

Section A Total: [20]

Section B – People

Answer **all** questions.

6 Joe owns the Long Lane Newsagents shop. He employs some boys and girls to deliver newspapers. He also employs a shop assistant and a cleaner.

Draw a line from the person who does the job to the description of their job.

Person who does the job	**Description of the job**

Paper boys and girls	Deliver papers to houses.
Shop assistant	Keeps the shop clean and tidy.
Cleaner	Serves customers in the shop.

[3]

7 Why do you think that Joe, as the owner of the business, employs people to deliver newspapers for him rather than deliver the papers himself?

.... **[1]**

8 Joe wants **two** teenagers – boys or girls – to deliver newspapers in the mornings.

He is designing an advertisement. This is what he has done so far.

Long Lane Newsagents

Wanted

Newspaper Boys for Morning Deliveries

(a) Joe has advertised for newspaper **boys**. What is wrong with this?

.... **[1]**

(b) Tick **one** box to show what else Joe should put in the advert.

☐ Shop closes at 8 p.m.

☐ If interested, phone Joe on 03185 574747

[1]

(c) Tick **two** ways in which Joe is **likely** to advertise for the newspaper boys and girls.

Way of advertising	Tick ✓
On television	
In a national newspaper like the Daily Mirror	
In the shop window	
By asking friends and family	

[2]

(d) Tick **two** things that Joe should look for in his newspaper delivery boys or girls.

☐ Honesty

☐ Ability to use a computer

☐ Ability to get to work on time

☐ Ability to swim

[2]

(e) Joe gives bicycle lights to the boys and girls who deliver the papers.

Give **two** reasons why this a good idea?

Reason 1 ....

Reason 2 .... **[2]**

(f) Joe pays the newspaper boys and girls £3 for every round that they do. How much would someone be paid if they did five rounds? Write down the sum that you must do before you give the answer.

.... **[2]**

9 Chris owns a shop selling clothes. He wants a new worker. He has written this advertisement.

CC Fashions

Wanted

Shop Assistant

Must be smartly dressed

Must be good at talking to people

Send for an Application Form

(a) Give **two** reasons why Chris wants the worker to be smartly dressed.

Reason 1 ....

Reason 2 .... **[2]**

(b) Alan wants to work for Chris. Chris gives Alan an application form to fill in.

Write down **one** question that Chris should ask on the form.

....

.... **[1]**

(c) Tick **one** thing that Chris will find out about Alan at the interview.

	Tick ✓
If he looks smart	
If he always gets to work on time	
If he works hard whilst he is at work	

[1]

10 Chris has asked his workers why they go to work. The graph shows the answers they gave.

Why People go to Work
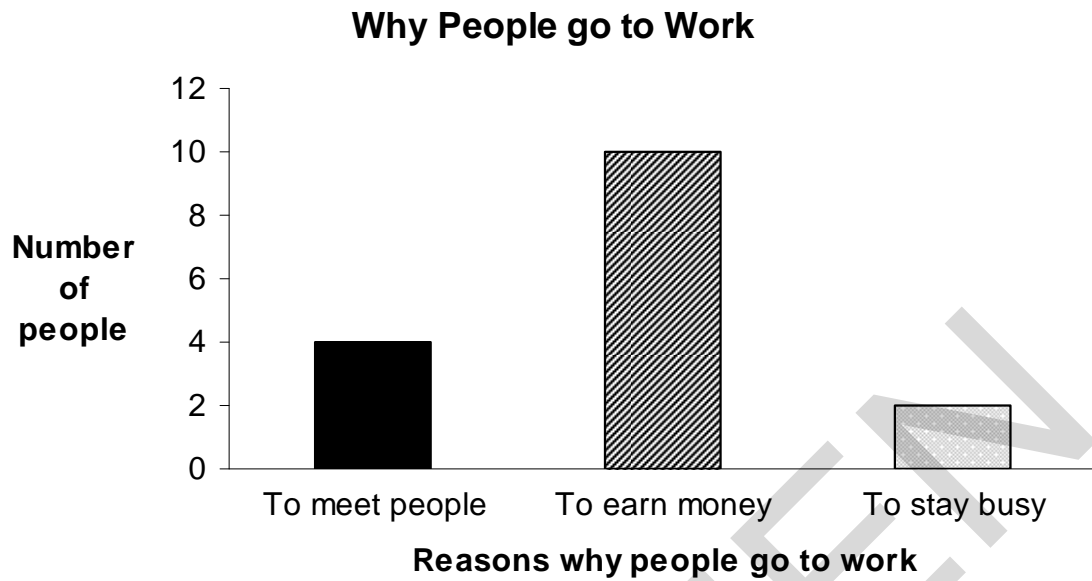
(a) How many people said they go to work to meet other people?

.... **[1]**

(b) Why did most people say they go to work?

.... **[1]**

Section B Total [20]

Paper Total [40]

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OXFORD CAMBRIDGE AND RSA EXAMINATIONS

ENTRY LEVEL

BUSINESS STUDIES   R343

Internal Assessment 1 (Test Format)

Business and People

Specimen Mark Scheme

The maximum mark for this paper is **40**.

Section A		
Question Number	**Answer**	**Max Mark**
1(a)	**Which two of these statements describe a business?** The correct answers are: 	

Statements	Tick ✓
Gemma goes to the shop for her grandmother.	
George builds and sells houses.	✓
A100 Motors provides taxi services.	✓
John sometimes cuts the grass for his mum.	

[2]

(b) **Name one business that you know. What does this business do?**

Name of any known business

[1]

Any appropriate description of what it does (what it makes, sells, who it sells to etc.)

[1]

(c) **Businesses try to be successful. Put a tick next to the statement that is correct.**

The correct answer is:

Statement	Tick ✓
A business is successful if it makes a profit.	✓
A business is successful if it makes a loss.	

[1]

2(a)

(i) **Wendell Shampoo links with Helen's Hairdressers. Wendell Shampoo makes shampoo that it sells to Helen's Hairdressers. Which business in Column B links with Melling Fruit Farm?**

Business linked with Melling Fruit Farm – Gordon's Grocery Shop

[1]

Section A		
Question Number	**Answer**	**Max Mark**
2(a)(ii)	**How are these two businesses linked?**	
	Melling Fruit Farm sells fruit to Gordon's	**[1]**
(b)	**Which <u>two</u> businesses sell the same products?**	
	One from: Jenson's and Lookers (both sell fashion goods) Melling Fruit Farm and Gordon's Grocery Shop (both sell fruit)	**[1]**
(c)	**Name <u>one</u> business that sells a service.**	
	Helen's Hairdressers	**[1]**
(d)	**Name <u>one</u> business that makes a product.**	
	Wendell Shampoo Factory	**[1]**
3(a)	**Willow Farm, Sue's supermarket and Malcolm's Vegetable Soup Factory are linked. Write the names of the businesses in the boxes to show how they are linked.** Willow Farm **sells vegetables to** Malcolm's Vegetable Soup Factory **sells what it makes to** Sue's Supermarket **sells to customers who live on the housing estates.**	**[3]**
(b)	**Jane wants to open a grocery shop selling fruit and vegetables. Which <u>one</u> of the sites on the map, A, B or C, would be the best? Explain your answer.** Marks are for appropriately justifying the choice of site – no marks for the statement of the site itself. Site A – It is not near the supermarket [1] so will not be in competition with it [1] Site B – It is on a big housing estate [1] so there will be lots of customers [1] Site C – It is on a big housing estate [1] so there will be lots of customers [1]	**[2]**

Section A		
Question Number	**Answer**	**Max Mark**
4	**Jane buys a grocery shop. Ricardo works in the shop.** **Use the words below to complete the sentences.**	
(a)	Jane is the <u>owner</u> of the shop.	**[1]**
(b)	She will hope to make a <u>profit.</u>	**[1]**
(c)	Ricardo is an <u>employee</u> of Jane.	**[1]**
(d)	Jane pays Ricardo a <u>wage.</u>	**[1]**
5	**One aim of Jane's business is to make a profit. Name one other aim that a business may have.** Accept any appropriate answer: Survival, growth, eliminate/beat the competition.	**[1]**
	Section A Total	**[20]**

Section B		
Question Number	**Answer**	**Max Mark**
6	**Joe owns the Long Lane Newsagents shop. He employs some boys and girls to deliver newspapers. He also employs a shop assistant and a cleaner.** **Draw a line from the person who does the job to the description of their job.** Paper boys and girls ⟶ deliver papers to houses. Shop assistant ⟶ serves customers in the shop. Cleaner ⟶ keeps the shop clean and tidy.	**[3]**
7	**Why do you think that Joe, as the owner of the business, employs people to deliver newspapers for him rather than deliver the papers himself?** One mark for an appropriate reason that relates to his role as the owner or manager of the shop: • It saves him time. • He serves customers in the shop (while the deliverers deliver the newspapers). • So he can look after the business/so he can keep an eye on the shop.	**[1]**
8 **(a)**	**Joe wants <u>two</u> teenagers – boys or girls – to deliver newspapers in the mornings.** **He is designing an advertisement. This is what he has done so far.** **Joe has advertised for newspaper <u>boys</u>. What is wrong with this?** One appropriate reasons suggested, for example: • It is wrong because he wants either a boy or a girl • It is wrong because it is against the law • It is wrong because he should not advertise for just a boy or a girl. • It is wrong to advertise that a job is only for a young person (implied by the word boy).	**[1]**

	Section B	
Question Number	**Answer**	**Max Mark**
(b)	**Tick one box to show what else Joe should put in the advert.** If interested, phone Joe on 03185 574747	**[1]**
(c)	**Tick two ways in which Joe is likely to advertise for the newspaper boys and girls.** The two correct answers are: | **Way of advertising**	**Tick ✓**
---	---
On television	
In a national newspaper like the Daily Mirror	
In the shop window	✓
By asking friends and family	✓		**[2]**
(d)	**Tick two things that Joe should look for in his newspaper delivery boys or girls.** The two correct answers are: Honesty Ability to get to work in time	**[2]**
(e)	**Joe gives bicycle lights to the boys and girls who deliver the papers. Give two reasons why this a good idea?** Two appropriate reasons suggested, for example: • It will be safer for them • People/motorists will be able to see them more easily • The deliverers may not have their own lights • Joe is responsible for them	**[2]**
(f)	**Joe pays the newspaper boys and girls £3 for every round that they do. How much would someone be paid if they did 5 rounds? Write down the sum that you must do before you give the answer.** 5 x £3 Correct answer: £15	**[2]**

Section B		
Question Number	**Answer**	**Max Mark**
9(a)	Chris owns a shop selling clothes. He wants a new worker. He has written this advertisement. Give **two** reasons why Chris wants the worker to be smartly dressed. Two appropriate reasons suggested, for example • It will impress customers • Customers are more likely to buy from his shop • They will think the clothes sold by the shop look good	**[2]**
(b)	Alan wants to work for Chris. Chris gives Alan an application form to fill in. Write down **one** question that Chris should ask on the form. Two appropriate questions suggested, for example • Biographical details such as age, address, sex, name • Previous experience • Interests • Why they want to work in Chris' shop	**[1]**
(c)	Tick **one** thing that Chris will find out about Alan at the interview. The correct answer is: <table><tr><td></td><td>**Tick ✓**</td></tr><tr><td>If he looks smart</td><td>✓</td></tr><tr><td>If he always gets to work on time</td><td></td></tr><tr><td>If he works hard whilst he is at work</td><td></td></tr></table>	**[1]**

Section B		
Question Number	**Answer**	**Max Mark**
10(a)	**Chris has asked his workers why they go to work. The graph shows the answers they gave.** **How many people said they go to work to meet other people?** 4	**[1]**
(b)	**Why did most people say they go to work?** To earn money	**[1]**
	Section B Total	**[20]**
	Paper Total	**[40]**

LEVELS GRID - TEST NUMBER 1

Question Number	Level 1 Marks	Level 2 Marks	Level 3 Marks	Total for Question
Section A				
1(a)	2			2
1(b)	2			2
1(c)	1			1
2(ai)		1		1
2(aii)			1	1
2(b)			1	1
2(c)			1	1
2(d)			1	1
3(a)		3		3
(b)			2	2
4(a)	1			1
(b)		1		1
(c)	1			1
(d)		1		1
5			1	1
SECTION TOTALS	*7*	*6*	*7*	*20*
Section B				
6	3			3
7	1			1
8(a)			1	1
(b)		1		1
(c)	2			2
(d)		2		2
(e)			2	2
(f)		2		2
9(a)			2	2
(b)			1	1
(c)	1			1
10(a)		1		1
(b)		1		1
SECTION TOTALS	*7*	*7*	*6*	*20*
ASSESSMENT TOTAL	**14**	**13**	**13**	

Assessment Objectives Grid Test 1

Question	AO1	AO2	AO3	Total
1(a)	2			2
1(b)	2			2
1(c)	1			1
2(ai)		1		1
2(aii)		1		1
2(b)		1		1
2(c)		1		1
2(d)		1		1
3(a)		3		3
3(b)			2	2
4(a)		1		1
4(b)		1		1
4(c)		1		1
4(d)		1		1
5	1			1
6	3			3
7			1	1
8(a)	1			1
8(b)			1	1
8(c)			2	2
8(d)			2	2
8(e)			2	2
8(f)		2		2
9(a)			2	2
9(b)	1			1
9(c)	1			1
10(a)		1		1
10(b)		1		1
Totals	12	16	12	40