

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
LEVEL 1/2
R061/01
CAMBRIDGE NATIONALS IN BUSINESS
AND ENTERPRISE
Introduction to Business
INSERT

TUESDAY 21 MAY 2013: Morning
DURATION: 1 hour
plus your additional time allowance
MODIFIED ENLARGED

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RESEARCH BRIEF

CONTEXT: An independent cinema with only one screen, which shows a range of new release, Bollywood and 'art house' movies.

BUSINESS OBJECTIVE: The Board of Directors has never set business objectives.

FINANCE: The business would like an additional cinema screen but does not currently have the £500 000 required for such a project.

MARKETING: Many customers choose to go to a multi-screen cinema in the next town. Research will need to be carried out in order to create an effective marketing mix to compete against this multi-screen cinema.

PRODUCTION AND OPERATIONS: The independent cinema has three showings a day, seven days a week. The cinema sells pre-packaged drinks and sweets, as well as popcorn. The popcorn is cooked in batches by the staff each morning.

HUMAN RESOURCES MANAGEMENT: The independent cinema employs ten full-time staff and six part-time staff. There are two shifts per day; 10 am–5 pm and 4.30 pm–11.30 pm. Full-time staff work one shift per day, five days a week. The part-time staff work three shifts per week. Overtime is sometimes available.

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