

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
GCSE

A292/01

BUSINESS STUDIES

Business and People

TUESDAY 21 MAY 2013: Morning

DURATION: 1 hour
plus your additional time allowance

MODIFIED ENLARGED

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:

Calculators may be used.

<p>A calculator may be used for this paper</p>

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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.**
- **The total number of marks for this paper is 60.**
- **Your Quality of Written Communication will be assessed in questions marked with an asterisk (*).**
- **Any blank pages are indicated.**

BLANK PAGE

Answer ALL questions.

- 1 Goodchids is a social enterprise which sells fair trade products, such as bananas, to supermarkets and independent shops.**

- (a) (i) Choosing from the list below, tick (✓) ONE box to correctly identify the statement which is a feature of a social enterprise. [1]**

STATEMENT	TICK (✓)
A social enterprise aims to maximise earnings for shareholders.	
A social enterprise is always owned by one person.	
A social enterprise has ethical values central to its business practices.	

- (ii) Explain how Goodchids depends on other businesses in:**

the same sector of the economy

a different sector of the economy

[4]

(b) (i) Explain ONE likely objective of a social enterprise such as Goodchids.

[2]

(ii) Goodchids is in competition with some public limited companies.

Explain ONE likely objective of a public limited company.

[2]

- (c) (i) The table below shows some examples of communication used by Goodchilds. Tick (✓) ONE box next to each example of communication to show whether it is an example of internal communication or external communication. [3]

COMMUNICATION METHODS WITHIN GOODCHILDS

EXAMPLE OF COMMUNICATION	INTERNAL COMMUNICATION (✓)	EXTERNAL COMMUNICATION (✓)
The Human Resources Manager discussing a staffing matter with the Managing Director.		
The Sales Manager telling customers about discounts.		
The employees discussing with their manager ways to improve efficiency.		

- (ii) **Good communication is an important aspect of business success. However, many businesses are not good at communicating with their customers.**

Explain TWO possible effects on Goodchilds of having poor communication with its customers.

1 _____

2 _____

[4]

(d) Goodchilds has many functional areas in its organisation. One such area is Human Resources.

(i) Explain ONE possible way in which the Human Resources functional area contributes to the running of Goodchilds.

[2]

(ii)* Goodchilds needs a new Marketing Manager. It is going to recruit EXTERNALLY.

Explain whether this is a good way to recruit a new Marketing Manager. You should refer to both the ADVANTAGES and DISADVANTAGES of external recruitment in your answer. [6]

(e) For all new employees, Goodchilds uses both 'ON-THE-JOB' and 'OFF-THE-JOB' training.

(i) Explain ONE advantage to a business such as Goodchilds of providing 'ON-THE-JOB' training.

[2]

(ii) Explain TWO reasons why all new employees at Goodchilds need some form of training.

1

2

[4]

2 Stones Ltd is a large private limited company which makes and fits kitchens throughout the United Kingdom (UK).

(a) (i) From the list below, tick (✓) ONE box which is a feature of a private limited company. [1]

FEATURE	TICK (✓)
Shares can be sold on the stock exchange	
Income tax must be paid on profit	
The owners have limited liability	

(ii) Unlike a sole proprietor, a private limited company has CONTINUITY.

Explain what is meant by the term ‘continuity’.

[2]

(iii) Explain ONE way in which Stones Ltd may ALLOCATE ITS PROFIT.

[2]

(iv) Explain ONE reason why businesses such as Stones Ltd exist.

[2]

(b) Stones Ltd has a number of objectives which include:

providing an excellent service

making a profit.

Explain how these two objectives may be in conflict with each other.

[3]

- (c) Fig. 1 below shows the change in the level of UK employment in the primary, secondary and tertiary sectors between 1990 and 2012.

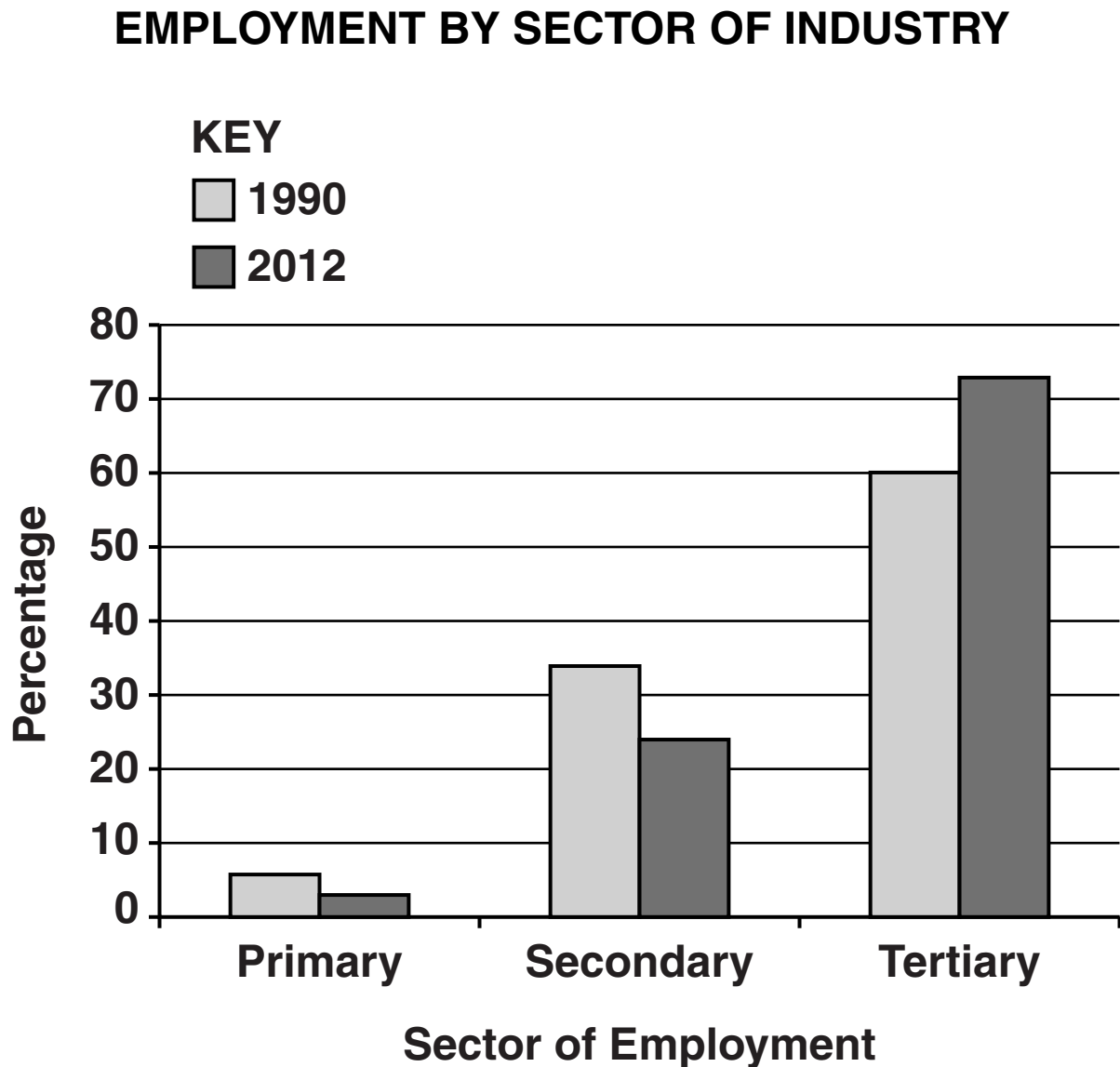


FIG. 1

- (i) Using the information in Fig. 1, state which sector had the **HIGHEST** percentage of employment in 2012.

[1]

(ii) Explain TWO possible reasons for the change in SECONDARY SECTOR employment between 1990 to 2012.

1 _____

2 _____

[4]

- (d) Daniel is employed by Stones Ltd to fit kitchens. Stones Ltd pays Daniel using a piece rate system.**

Explain ONE advantage and ONE disadvantage to STONES LTD of paying Daniel using a piece rate system.

Advantage _____

Disadvantage _____

[4]

Discuss how the WTD may affect businesses such as Stones Ltd.

[illegible]

- (f) The government gives money to Stones Ltd as the company promotes 'LIFE LONG LEARNING' for its employees.

Explain the meaning of the term 'life long learning'.

[2]

- (g) Fig. 2 below shows information regarding one of Stones Ltd's suppliers, Delightful Kitchens Partners, and another possible local supplier, Kitchen Units Ltd, which Stones Ltd DOES NOT USE.

LOCAL KITCHEN SUPPLIERS

	DELIGHTFUL KITCHENS PARTNERS	KITCHEN UNITS LTD
Price of identical kitchen units	£500 per kitchen	£600 per kitchen

FIG. 2

Delightful Kitchens Partners has just informed Stones Ltd that it has filed for ‘BANKRUPTCY’.

(i) Explain the meaning of the term ‘bankruptcy’.

[2]

(ii) Using Fig. 2, explain how the bankruptcy of Delightful Kitchens Partners may affect Stones Ltd.

[3]

END OF QUESTION PAPER

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