OCR
Oxford Cambridge and RSA

Tuesday 23 May 2023 – Afternoon

Level 3 Cambridge Technical in Business

05834/05835/05836/05837/05878 Unit 2: Working in business

Time allowed: 1 hour 30 minutes
C422/2306

You can use:
- a calculator

INSTRUCTIONS
- Use black ink.
- Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.
- Answer **all** the questions.

INFORMATION
- The total mark for this paper is **60**.
- The marks for each question are shown in brackets **[ ]**.
- This document has **16** pages.

ADVICE
- Read each question carefully before you start your answer.

Text 1

Beth Johnson is a keen cyclist and a member of an environmental pressure group. She is the founder of Beth's Bikes, a bicycle-sharing business, located in the city of Southampton on the south coast of England.

The business offers individuals the opportunity to have short-term use of one of its bicycles, for an hourly fee. Beth's Bikes allows customers to collect bicycles from, and return bicycles to, any one of its bicycle stations located across the city. Beth believes that this business concept is an excellent way to reduce our carbon footprint, paving the way to a cleaner and greener environment.

Beth started the business five years ago, with the help of crowd-funding. Beth used social media and press releases to help launch the business. The city's first bicycle-sharing business has been very successful: beginning with just 10 bicycle stations and 100 bicycles, the business now has 30 bicycle stations and over 600 bicycles.

1   Use Text 1.

(a) Explain **two** likely reasons why Beth used social media to help launch her business.

1 ....

....

....

....

2 ....

....

....

....

[4]

(b) What is a press release?

....

....

....

.... **[2]**

(c) Explain **one** advantage to Beth's Bikes of using crowd-funding.

....

....

....

.... **[2]**

Turn over for the next question

Turn over

Text 2

Beth's Bikes is a community interest company (CIC). The main objective of Beth's Bikes is to encourage the general public to cycle. Any profit made is reinvested into the business to enable it to achieve this objective. It is important that all Beth's Bikes bicycles are checked on a daily basis.

Beth's Bikes requires prospective customers to register their personal details on the firm's website. Once approved, registered customers can pay for the use of the bicycles online. Beth's Bikes accepts payment by credit card and debit card.

Beth's Bikes runs a paperless office, as far as this is possible. Strict protocols are in place to protect the confidentiality of its customers' data, which it stores electronically.

2   Use Text 2.

(a) Identify **one** advantage to Beth's Bikes of being a community interest company (CIC) rather than a registered charity.

....

.... **[1]**

(b) Beth has the following tasks to prioritise:

- repairing broken bicycles
- ordering a new filing cabinet
- updating the company's website.

Complete the table below by ranking the tasks according to their **importance** to the success of the business. You should only assign each priority once.

Tasks	Priority: high, medium or low?
Ordering a new filing cabinet	....
Repairing broken bicycles	....
Updating the company's website	....

[3]

(c) (i) Identify **one** benefit to Beth's Bikes' customers of paying by credit card rather than paying by debit card.

....

.... **[1]**

(ii) Identify **one** benefit to Beth's Bikes of receiving payment by debit card rather than by credit card.

....

.... **[1]**

(d) Identify **two** ways Beth's Bikes can maintain the confidentiality of its customers' data.

1 ....

2 ....

[2]

Text 3

Beth's Bikes has recently secured funding from the government to introduce a bicycle-hire scheme in five local primary schools. Each primary school will have 40 bicycles which pupils can use for a fee of 80p a day.

To promote this scheme, Beth has decided to organise a poster-designing event. Pupils at the five local primary schools will be invited to design a poster to promote the bicycle-hire scheme, emphasising the importance of leading an active, healthy lifestyle. The winning posters will be professionally reproduced and distributed to all five schools. There will be three prize winners. Each winner will get free use of a bicycle for one year.

3   Use Text 3.

(a) Identify **two** consumables involved in the reproduction of the winning posters.

1 ....

2 ....

[2]

(b) Calculate the total amount of potential revenue which will be lost by providing the prizes for the poster-designing event.

Show your workings

£ ....

[2]

(c) The funding from the government has been given to Beth's Bikes on the condition that the bicycle-hire scheme is up and running in all five local primary schools by 1 December 2023.

Evaluate likely impacts on Beth's Bikes of missing this deadline.

[12]

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

Text 4

Twenty pupils from each of the five local schools will be invited to take part in the poster-designing event. The event is to run from 10 am to 3 pm and include a buffet lunch. Beth is currently looking for a suitable venue.

Documentation to support the poster-designing event still needs to be prepared and additional stationery will need to be ordered.

4 **Use Text 4.**

(a) Identify and explain **three** factors that Beth needs to consider when choosing the venue for the poster-designing event.

1 ....

....

....

....

2 ....

....

....

....

3 ....

....

....

....

[6]

Turn over

(b) Beth confirms that she has booked the Wheels Park Leisure Centre, Cartwright Road, Southampton SO33 9AE for the poster-designing event, which is to be held on 15 November 2023.

Compose a letter on behalf of Beth's Bikes informing parents about the poster-designing event. In your letter:

- state the purpose of the letter

- inform parents of all necessary information for the poster-designing event

- request parents to confirm that their child will be attending by completing and returning a reply slip

- the reply slip should allow Beth to easily locate the name and year group of the child, any special dietary requirements and a parental signature.

You will be assessed on the content, tone and layout used in your letter.

Use the letterhead on the **opposite page** to write your letter. You may use the space below to draft your letter. You will not receive marks for the draft.

[12]

You may use this box to draft your letter.

Beth's Bikes

324 Parkside Avenue, Southampton SO29 9EP   **Tel: 0777 9809201**

Reply slip

(c) It is important for Beth to check the letter before it is sent out to parents.

Explain **one** implication to Beth's Bikes of poor checking.

....

....

....

.... **[2]**

(d) Complete the purchase order form below to include all the stationery required for the poster-designing event. Each pupil is to have five sheets of A3 paper, one pack of colouring pencils, one pencil and one eraser.

Beth's Bikes

324 Parkside Avenue, Southampton SO29 9EP   **Tel: 0777 9809201**

To
ABC Stationery   **Purchase Order 2201**
11 Stationery Close
Southampton
SO9 9OL

Description	Quantity	Unit price	Total
A3 paper (1 ream = 500 sheets)	1	£7.50	£7.50
Colouring pencils (pack of 12 assorted)	100	£1.50	....
Pencils (box of 12)	....	£1.50	....
Erasers (box of 24)	....	£2.00	....
		Subtotal	....
		VAT @20%	....
		Total	....

[8]

END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined pages. The question numbers must be clearly shown in the margins – for example, 2(a) or 3(b).