

Level 3 Cambridge Technical in Business

Time allowed: 1 hour 30 minutes

C422/2401

- a calculator



Centre number

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First name(s)

Last name

Date of birth

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- 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.

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

- Read each question carefully before you start your answer.

Text 1

Gabi's Insect Farm is situated in a village about 20 miles from Cardiff, Wales. Gabi Gardner, the insect farm's sole owner, lives in the farmhouse. Currently there are two part-time employees who help Gabi with the day-to-day work on the farm. The farm's main source of revenue comes from supplying insects to local farmers for use as animal feed.

Gabi is considering new ways forward for her business. She is keen to explore the possibility of supplying the insects for human consumption, either as ingredients for healthcare supplements or as ready-to-eat products.

Gabi is a member of the Sustainable Agriculture Association. The Sustainable Agriculture Association is a not-for-profit organisation. Membership of the association costs £50 per year. Gabi has received publicity material from the association about a conference it is organising. Gabi thinks that attending the conference might help her decide on the next steps for the business.

1 Use Text 1.

- (a) Explain **two** factors which the conference organisers should have considered when designing the publicity material.

1

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2

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.....

.....

[4]

- (b) Identify **two** consumables needed to produce hard copies of the publicity material.

1

2

[2]

- (c) Analyse **three** likely consequences for the Sustainable Agriculture Association of issuing conference publicity material that had been poorly checked.

Which would be the most serious consequence? Justify your view.

[12]

This image shows a full page of white paper with horizontal dashed lines, typical of primary school writing paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Identify **two** documents Gabi should expect to receive from the conference organiser.

1

2

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Turn over for the next question

Text 2

The conference is to be held in central London at a venue 10 minutes' walk from London King's Cross Station. The conference starts at 10 am and finishes at 5 pm. Gabi wants to spend as much time at the conference as possible. She will park her car at Cardiff railway station and use public transport to, from and in London. Gabi needs to be back in Cardiff no later than 8 pm.

Train timetables for travel between Cardiff Station and London Paddington Station are shown below, together with the fares.

	Outward – Cardiff (CAR) to London Paddington (PAD)			Return – London Paddington (PAD) to Cardiff (CAR)		
Depart	CAR 07:23	CAR 07:55	CAR 08:17	PAD 17:08	PAD 17:28	PAD 18:08
Arrive	PAD 09:12	PAD 09:44	PAD 10:11	CAR 18:58	CAR 19:33	CAR 20:07
Fare	£64.20	£84.00	£66.20	£105.00	£74.50	£66.60

The following methods of travel are available between London Paddington Station and London King's Cross Station. Buses and underground trains run every five minutes.

Method of travel	Duration and fare for a single journey
Underground train	12 minutes, £4.10
Bus	25 minutes, £2.00

2 Use Text 2.

- (a) The budget for the return journey between Cardiff and the conference in London is £145.

Taking into consideration time and cost constraints, recommend an itinerary for Gabi's journey by completing the information in the table on the **opposite page**.

[8]

You may use this box for your workings:

Journey:	Time of departure	Mode of transport	Fare (£)
Cardiff to London Paddington	Train
London Paddington to London King's Cross	
London King's Cross to London Paddington	
London Paddington to Cardiff	Train

- (b) The distance between the farm and the conference venue is 160 miles. Using HMRC's approved rate of 45p per mile, calculate the maximum mileage claim Gabi could have included on her travel expense claim form if she had chosen to drive to and from the conference.

Workings:

Maximum mileage claim £

[3]

- (c) Other than mileage identify **two** costs that Gabi could include on her travel expense claim form.

1

2

[2]

- (d) Other than cost considerations, explain **two** benefits to Gabi of taking the train rather than driving from Cardiff to London.

1

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2

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[4]

Text 3

During the conference Gabi learned that there is a growing trend for using insects in the production of protein powder for human consumption. Gabi considers this a good investment opportunity for her business.

Gabi has decided to invite Purchasing Managers from national protein powder manufacturers to a face-to-face meeting at the farm. She hopes to find out which insects she should invest in, to help her prioritise her resources.

During the meeting she would like to use presentation software to present information about the farm and how she could meet the growing demand for insect protein.

3 Use Text 3.

- (a) Identify with a tick (✓) the information Gabi is hoping to find out from the protein powder manufacturers to help her prioritise her resources.

You should only tick **one** box.

Changes in the economy

☐

Corporate social responsibilities

☐

External stakeholders' requirements

☐

[1]

- (b) Identify **two** internal pieces of information that Gabi should use to inform her investment priorities.

1

2

[2]

- (c) As the farm takes its next steps Gabi's workload will increase.

State **one** benefit to the farm of Gabi delegating tasks to her employees.

..... [1]

- (d) Identify **two** documents that Gabi could produce to help her deliver her presentation. In each case, state the purpose of the document you have identified.

Document 1

Purpose

.....

.....

Document 2

Purpose

.....

.....

[4]

- (e) In her presentation Gabi will be using external data produced by a third party.

Name the legislation that protects the rights of the third party and state **one** action Gabi must take to comply with this law.

Legislation

Action

.....

[2]

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Turn over for the next question

Text 4

The face-to-face meeting with the Purchasing Managers of national protein powder manufacturers is to take place at the farmhouse exactly two months from today. The meeting will start at 10 am and finish at 12 noon. Light refreshments will be served.

4 Use Text 4.

- (a) Identify **one** other form of meeting Gabi could use to obtain information from the protein powder manufacturers.

..... [1]

- (b) Write a letter inviting Purchasing Managers to the meeting. Your letter should include as much information as possible, bearing in mind Gabi needs to produce an attendance register in advance of the meeting. Ensure your letter clearly indicates where the address of the recipient should be written.

You will be assessed on the content, tone and layout of 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 your draft.

[12]

You may use this box to draft your letter.

Gabi's Insect Farm
Buttercup Lane Lichwedd CF55 4QQ

Tel: 01716 445 776

END OF QUESTION PAPER

EXTRA ANSWER SPACE

If you need extra space use these lined pages. You must write the question numbers clearly in the margin.

A series of horizontal dotted lines for writing answers, spanning the width of the page.



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