

**ADVANCED SUBSIDIARY GCE**  
**BUSINESS STUDIES**  
An Introduction to Business

**F291**

Candidates answer on the Question Paper

**OCR Supplied Materials:**  
None

**Other Materials Required:**  
• A calculator may be used

**Monday 17 May 2010**  
**Afternoon**

**Duration: 1 hour**



Candidate  
Forename

Candidate  
Surname

Centre Number

Candidate Number

**MODIFIED LANGUAGE**

**INSTRUCTIONS TO CANDIDATES**

- Write your name clearly 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.
- Do **not** write in the bar codes.
- 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**.
- The quality of your written communication will be taken into account in marking your answer to the question labelled with an asterisk (\*)
- This document consists of **12** pages. Any blank pages are indicated.



**A calculator may  
be used for this  
paper**

**WHIPSNADE ZOO (WZ)**

Wild animals have been kept in captivity for thousands of years, often as a sign of wealth and power. However, over time, most zoos have changed their focus due to a decline in wildlife, caused mainly by loss of natural habitat. Ethical zoos do much more than simply display animals. They play a vital role in education and conservation, through breeding species at risk of extinction in the wild. WZ is part of an international community of zoos running animal breeding programmes.

5

WZ is recognised as an internationally successful zoo; however, the market for “family days out” is competitive. WZ knows that there is always the possibility of a successful entrepreneur opening a new attraction and taking some of its market. As a charity, WZ obtains its revenue from several sources including the entry ticket, from the sale of complementary products, and also donations. WZ is keen to attract more customers and so the monitoring of income and spending, demographics and other social trends is, therefore, very important.

10

A modern zoo such as WZ is a complex organisation, with specialists in many different areas including animal welfare, health, and behaviour. Each area of the zoo has at least one Senior Keeper who has some management responsibility. Their span of control can vary.

15

In 2008 WZ opened ‘Cheetah Rock’ – an area of the zoo devoted to the world’s fastest land animal. This allows visitors to get a really close-up view of the animals. The 5,000m<sup>2</sup> enclosure was an investment of over £1 million. There was, of course, an opportunity cost to this and making such an investment involved taking a risk.

Adapted from Whipsnade Zoo website. Accessed 19.4.08

Answer **all** questions.

- 1 (a) State **two** characteristics of an 'entrepreneur' (line 7).

Characteristic 1 .....

Characteristic 2 ..... [2]

- (b) Identify **two** examples of complementary products that Whipsnade Zoo (WZ) is likely to sell.

Product 1 .....

Product 2 ..... [2]

- (c) WZ was aware that making an investment in 'Cheetah Rock' involved taking a risk (line 18).

Outline the likely relationship between risk and reward.

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..... [4]

**2** Analyse the likely effect of a rise in consumers' income on WZ.

*You may draw a diagram as part of your answer, but it is not necessary in order to gain full marks.*

[6]

- 3** The monitoring of income and spending, demographics and other social trends is, therefore, very important (line 10).

Discuss how these trends might affect WZ.

This image shows a single sheet of white paper with horizontal dotted lines. The lines are evenly spaced and run across the width of the page, providing a guide for handwriting or typing. There are no margins, text, or other markings on the paper.



- 4 (a)** Analyse how the concept of opportunity cost could be used by WZ to decide which part of the zoo to develop next.

[10]

(b) Senior Keepers have a management role at WZ.

Outline **two** factors that can affect the span of control of a manager.

Factor 1 .....

.....

.....

Factor 2 .....

.....

..... [4]



**5\*** WZ is a successful zoo.

Evaluate how the stakeholders in WZ might benefit from its success.

[illegible]





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