

Candidate Forename						Candidate Surname					
Centre Number						Candidate Number					

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
ADVANCED SUBSIDIARY GCE
F291
BUSINESS STUDIES
An Introduction to Business

MONDAY 17 MAY 2010: Afternoon
DURATION: 1 hour

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the Question Paper

OCR SUPPLIED MATERIALS:

None

OTHER MATERIALS REQUIRED:

A calculator may be used

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- **Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes on the first page.**
- **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.**
- **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 (*)**

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WHIPSDADE 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.

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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.

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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.

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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.

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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 5,000m² enclosure was an investment of

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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 14).**

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 (lines 33–34).**

Outline the likely relationship between risk and reward.

[4]

[6]

8

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Discuss how these trends might affect WZ.

[illegible]

[illegible]

[illegible]

[14]

- [illegible]

[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]**

[illegible]

[illegible]

[illegible]

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