

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
AS GCE**

F292/01

BUSINESS STUDIES

Business Functions

THURSDAY 4 JUNE 2015: Morning

DURATION: 2 hours

plus your additional time allowance

MODIFIED ENLARGED 24pt

Candidate forename		Candidate surname	
-------------------------------	--	------------------------------	--

Centre number						Candidate number				
--------------------------	--	--	--	--	--	-----------------------------	--	--	--	--

Candidates answer on the Question Paper.

OCR SUPPLIED MATERIALS:

Clean copy Case Study (F292/01/CS)

Loose sheet for Appendix 2

OTHER MATERIALS REQUIRED:

A calculator may be used

A calculator may be used for this paper
--

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. You should not need to spend more than 30 minutes on Section A.

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 90.

Your Quality of Written Communication will be assessed in the question marked with an asterisk (*).

Any blank pages are indicated.

SECTION A

Answer ALL questions

Question 1 does NOT relate to the QRL case study.

1 (a) State what is meant by ‘market segmentation’.

[2]

(b) Identify TWO non-monetary methods of motivating a workforce.

1 _____

2 _____

[2]

(c) State TWO problems of using break-even analysis.

1 _____

2 _____

[2]

(d) A flower shop normally sells bunches of flowers for £2.50 per bunch. Direct costs are £1.70 per bunch and overheads are £7 000 per month.

(i) Calculate the monthly profit if the shop sells 10 000 bunches of flowers.

[2]

(ii) The shop receives a special order for 5 000 bunches of flowers from a new customer who is only willing to pay £2 per bunch.

Calculate the total contribution from this special order.

[2]

(e) Explain TWO disadvantages to a firm of using batch production.

1 _____

2 _____

[4]

(f) Outline TWO functions of a wholesaler.

1 _____

2 _____

[4]

SECTION B

Answer ALL questions

Questions 2–5 are based on the QRL case study. Your answers should make specific reference to the issues facing QRL.

- 2 (a) Refer to Table 1. The labour turnover for the London & South region in Quarter 3 (Q3) was as forecast. The Quarter 4 (Q4) figure, however, was actually 21%. The average total number of staff employed during 2014 in the London & South region was 550.**

Calculate the total number of staff who left the London & South region during the whole of 2014. [4]

(b) Evaluate how QRL's labour turnover figures for 2014 may affect its future success. [16]

[illegible]

[illegible]

[illegible]

[illegible]

3 QRL is considering two alternative investment projects (Table 2 & lines 146–173).

Discuss how investment appraisal may be used by QRL when making a decision between the two alternative projects.

[16]

[illegible]

[illegible]

[illegible]

- 4 QRL's board has now confirmed the three new corporate objectives (lines 239–248).**

To what extent may these new corporate objectives affect QRL's marketing activities? Justify your answer.

[16]

[illegible]

[illegible]

[illegible]

[illegible]

[20]

[illegible]

[illegible]

[illegible]

[illegible]

END OF QUESTION PAPER

BLANK PAGE

Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.

