

Candidate Forename						Candidate Surname					
Centre Number						Candidate Number					

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
ADVANCED SUBSIDIARY GCE
F292
BUSINESS STUDIES
Business Functions

MONDAY 17 MAY 2010: Afternoon
DURATION: 2 hours

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the Question Paper

OCR SUPPLIED MATERIALS:

Clean copy Case Study

OTHER MATERIALS REQUIRED:

Calculators 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.
- You must answer **ALL** the questions. You should not need to spend more than 30 minutes on Section A.
- 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**.
- The quality of your written communication will be taken into account in marking your answer to the question labelled with an asterisk (*). Marks will be awarded for spelling, punctuation and grammar, use of appropriate form and style of writing, and for organising work clearly and coherently.

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SECTION A

Answer ALL questions.

Question 1 does NOT relate to the SRCL case study.

1 (a) State TWO needs in Maslow's 'hierarchy of needs'.

1 _____

2 _____ [2]

(b) Define the term 'job production'.

_____ [2]

(c) Identify TWO investment appraisal techniques.

1 _____

2 _____ [2]

(d) Parker's Fish Bar is one of 20 fish and chip shops in Evesham.

	Annual sales revenue of Parker's (£)	Total annual sales revenue of all fish and chip shops in Evesham (£)
2009	87,276	2,493,600
2008	83,120	2,074,823

(i) Calculate Parker's percentage increase in sales revenue from 2008 to 2009.

_____ [2]

(ii) Calculate Parker's market share in 2009.

_____ [2]

(e) Outline TWO advantages to a firm of having a centralised management structure.

1 _____

2 _____

_____ [4]

(f) Explain TWO types of economies of scale from which a business may benefit.

1 _____

2 _____

_____ **[4]**

Section A Total [18]

SECTION B

Answer ALL questions.

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

- 2 (a) During the year 2009–2010, a total of 23 employees left SRCL.**

Calculate the labour turnover for this year.

_____ **[4]**

- (b) Assess how the recent increase in labour turnover may affect SRCL.**

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

To what extent will promotion be the most important component of SRCL's marketing mix if it decides to become a main contractor in the house building industry? (Lines 224-229).

[illegible]

[illegible]

[illegible]

[illegible]

Section B Total: [72]

Paper Total [90]

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