

Modified Enlarged 24 pt

**OXFORD CAMBRIDGE AND RSA
EXAMINATIONS**

Wednesday 11 January 2023 – Morning

Level 3 Cambridge Technical in Business

05834/05835/05836/05837/05878

Unit 2: Working in business

**Time allowed: 1 hour 30 minutes plus your
additional time allowance**

**You can use:
a calculator**

Please write clearly in black ink.

**Centre
number**

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**Candidate
number**

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First name(s) _____

Last name _____

**Date of
birth**

D	D	M	M	Y	Y	Y	Y
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READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS

Use black ink.

Write your answer to each question in the space provided. If you need extra space use the lined page(s) at the end of this booklet. The question numbers must be clearly shown.

Answer ALL the questions.

INFORMATION

The total mark for this paper is 60.

The marks for each question are shown in brackets [].

ADVICE

Read each question carefully before you start your answer.

Answer ALL the questions.

TEXT 1

Unicorn Tech plc is a manufacturer of smartphones. The company is well known for producing a range of smartphones designed for the older population.

Unicorn Tech plc is based in the north of England. Following its flotation on the London Stock Exchange just over a year ago, the company expanded its product range to include smartphones specifically designed for people with disabilities.

The company's Research and Development department relies heavily on 3-D printers to design and develop new smartphone models. The department is currently running low on some essential supplies.

1 REFER TO TEXT 1.

- (a) (i) Complete the purchase order form opposite to obtain the supplies needed by the Research and Development department. Use today's date. [7]**

Unicorn Tech plc Unit 2 Unicorn Park Sheffield S13 3OP Tel: 0114 222 3389 To: Shilong Tech Shilong Industrial Park Shenzhen China				Purchase order form number: 3289 Date: _____	
DESCRIPTION	QUANTITY	UNIT PRICE (£)	TOTAL (£)		
Waterproof coating machine	10	550.00			
Battery coating machine	20	230.00			
Charging port flex	1000	0.10			
		SUBTOTAL			
		VAT @20%			
		TOTAL			

- (ii) The completed purchase order form will need to be approved by someone in the organisation with sufficient authority.**

Identify TWO reasons why this approval is necessary.

1

2

[2]

- (b) (i) One of the 3-D printers has stopped printing. Complete the 'Request for repair' form opposite to report the problem. Mark the repair as urgent. [5]**

REQUEST FOR REPAIR**Date:** _____**Department:** _____**Equipment type:** _____**Description of problem:** _____

Urgent?

- (ii) Identify the functional area of the business the 'Request for repair' form should be sent to after completion.**

[1]

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TEXT 2

Unicorn Tech plc 's latest smartphone model, the UT88, is designed to help disabled users lead a fuller life.

The UT88 has the following features:

an alert button, for contacting friends and family in case of emergency

a voice recognition feature, enabling users to operate the device by speaking into the smartphone

a screen reader setting, allowing the phone to read aloud the content of the screen

connectivity to specialist disability devices, e.g. hearing aids, Braille keyboards, etc.

The board of directors has decided to issue a press release ahead of the launch of the UT88.

Ariel Ali has been appointed the key contact for the press release. She can be contacted by email at the following address:

aali@unicorntech.net. The press release is to be published exactly a week from today.

2 REFER TO TEXT 2.

(a) Identify TWO different purposes of a press release.

1

2

[2]

- (b) Write a press release for the launch of Unicorn Tech plc's new product.**

You will be assessed on the content, tone and layout of your press release. Your press release should include an introduction to the company, the name and features of the product it is launching, contact details and any other relevant information.

Use the space provided on page 14 to write your press release.

You MAY use the space opposite to draft your press release. You will not receive marks for your draft. [12]

You may use this box to draft your press release.

Press release**Title** _____**Date** _____

(c) The press release will need to be checked to ensure that it is fit for purpose.

(i) Identify the functional area of the business that would be responsible for checking the press release.

[1]

(ii) Identify TWO implications to the business of poor checking.

1

2

[2]

(d) Identify TWO types of electronic communication Unicorn Tech plc could use to communicate with potential users of its new UT88 smartphone.

1

2

[2]

TEXT 3

In addition to the press release, the board of directors has decided to hold a launch event featuring a multi-media presentation about the UT88. Journalists, social media influencers, electronic goods wholesalers and mobile phone retailers from the UK and abroad will be invited. During the launch event, attendees will also be able to:

test the features of the new phone

have any queries answered

collect promotional materials for display.

The event is scheduled to take place in exactly one month's time. The estimated number of attendees is 150. The event will start at 10 am and end at 5 pm.

Refreshments and snacks will be served throughout the day.

3 REFER TO TEXT 3.

- (a) Identify TWO items that should be included in the resource pack for attendees.**

1 _____

2 _____

[2]

- (b) Evaluate factors which Unicorn Tech plc should consider when choosing the venue for the launch event. [12]**

- (c) (i) Identify TWO REASONS why Unicorn Tech plc should protect any electronic data it holds about the attendees from unauthorised access.**

1 _____

2 _____

[2]

- (ii) Identify THREE METHODS that Unicorn Tech plc could use to protect any electronic data it holds about the attendees from unauthorised access.**

1 _____

2 _____

3 _____

[3]

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TEXT 4

Ben Stopes, Unicorn Tech plc 's Marketing Manager, has been put in charge of organising the launch event for the UT88. Ben still has the following tasks to complete:

Task 1 Prepare a request for the approval of the funds needed to cover the cost of the launch event. The deadline for the submission of this request is in five days' time. Ben needs to gather all relevant information about the launch event from his team before the cost can be finalised and the request submitted to his line manager.

Task 2 Finalise the list of attendees. This involves contacting all those who have not replied to their invitations.

Task 3 Inform the venue of the number of attendees to organise catering for, so that the total cost for the use of the venue can be obtained.

4 REFER TO TEXT 4.

- (a) (i) Identify which of the tasks described in TEXT 4 is NOT suitable for delegation.**

[1]

- (ii) Using an example from the tasks described in TEXT 4, explain what is meant by 'interactivity of tasks'.**

[2]

(b) If Ben FAILS to submit the request for the approval of the funds to his line manager by the deadline, explain TWO likely impacts on the success of the UT88 smartphone.

1

2

[4]

END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined page(s). The question numbers must be clearly shown in the margins – for example, 1(a)(i) or 2(b).

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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