

Friday 24 May 2013 – Morning

GCSE APPLIED BUSINESS

A241/01 Business in Action

Candidates answer on the Question Paper.

OCR supplied materials:

None

Other materials required:

- A calculator may be used

Duration: 1 hour 30 minutes

MODIFIED LANGUAGE



Candidate
forename

Candidate
surname

Centre number

Candidate number

INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- 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).
- Do **not** write in the bar codes.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- Your Quality of Written Communication will be assessed in questions marked with an asterisk (*).
- The total number of marks for this paper is **80**.
- This document consists of **16** pages. Any blank pages are indicated.



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

Text 1

Nantwold Hall is a hotel and it is run as a private limited company. It operates under the name Nantwold Hall Ltd. It was bought by the current shareholders a year ago. At that time it had a bad reputation and few guests staying. It needed a large amount of money to be spent on updating. The hotel was closed for six months while this work was done. The shareholders also spent money promoting the re-opening of the hotel and business has now increased. Nantwold Hall offers dinner, bed and breakfast to its guests and is also open to the public for lunch and dinner.

1 Refer to Text 1.

- (a) Identify the type of business activity in which Nantwold Hall is most likely to operate.

..... [1]

- (b) Complete the following sentences by choosing the correct words from the list below.

Bank of England	legal	liability
partners	shareholders	Stock Exchange

A private limited company is owned by its who have limited
 Shares cannot be sold on the

[3]

- (c) The shareholders of Nantwold Hall know that the business environment is uncertain.

State and explain **two** reasons why the business environment is often uncertain.

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[4]

- (d) Grant Knight, the General Manager of Nantwold Hall, is keen to ensure that the updated hotel can be seen to be operating in an ethical manner.

State and explain **two** ways in which a business such as Nantwold Hall could be seen to be operating in an ethical manner.

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[4]

- (e)* The shareholders of Nantwold Hall Ltd took risks in:

- spending a large amount of money updating the hotel
- temporarily closing the hotel while the work was being done
- spending money promoting the re-opening of the hotel

What would have been the likely consequences to the shareholders of Nantwold Hall Ltd of **not** taking these risks?

Which consequence would have had the greatest impact?

[10]

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Text 2

Lucy Morris is currently working at Nantwold Hall and she is also completing a business studies course at college. She thinks the experience of working in the hotel, as well as completing a business course, will be invaluable to her later in her career.

Grant, the General Manager, thinks that it is vital to the success of the hotel that there should be a good working relationship between the employees and the employer.

Lucy has been learning a lot about running Nantwold Hall from Grant. He told Lucy it is important that all businesses have clear objectives.

2 Refer to Text 2.

- (a) (i)** Identify **two** possible objectives for a business which you have studied.

Name of business:.....

Activity of business:

Objective 1

.....

Objective 2

.....

[2]

- (ii)** Explain **two** reasons why it is important for any business to have clear objectives.

1

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[4]

Statement	Requirement of the Equality Act Tick (✓)
Employees are entitled to holiday pay.	
Employees cannot be sexually discriminated against in employment.	
It is illegal to discriminate against someone on the basis of their ethnic background.	
Disabled people have rights in employment.	
Employees must receive a contract of employment.	

(c)* In what different ways has a good working relationship been developed between the employee and the employer in a business which you have studied? Which way has been the most successful? Give reasons for your answer. **[10]**

Activity of business:

[illegible]

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Lucy has been researching how to set up an ice cream parlour. She has found a very successful business which sells franchises of its ice cream parlour.

This image shows a single 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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- (c) Many different stakeholder groups will have an interest in Lucy's ice cream parlour.

For each of the following stakeholder groups, explain **one different** interest they might have in Lucy's ice cream parlour.

Local community:

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Suppliers:

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Competitors:

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(d) Explain why there may be a conflict between Lucy and her customers.

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..... [2]

Text 4

Lucy has now set up her ice cream parlour. She had to arrange a loan from the bank to pay the start-up costs. These costs included buying new ICT equipment.

4 Refer to Text 4.

- (a) (i)** Describe how a business which you have studied has **changed** its use of ICT.

Name of business:

Activity of business:

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[3]

- (ii)** State and explain **two benefits** to the business of the change(s) described in **part 4(a)(i)**.

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[4]

- (iii) State and explain **two drawbacks** to the business of the change(s) described in part 4(a)(i).

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[4]

- (b) State and explain **one** possible impact on Lucy's ice cream parlour if there is an **increase** in interest rates.

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..... [2]

- (c) State and explain **one** possible impact on Lucy's ice cream parlour if there is a **rise** in the rate of inflation.

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..... [2]

- (d) Grant Knight is keen to keep working with Lucy. He has suggested that Lucy should expand her business by supplying Nantwold Hall with her ice cream. This would mean that both businesses would be operating in an enterprising way.

- (i) State and explain **one** benefit to **Lucy** of supplying Nantwold Hall with her ice cream.

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..... [2]

- (ii) State and explain **one** benefit to Nantwold Hall of selling Lucy's ice cream.

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..... [2]

END OF QUESTION PAPER

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