

GENERAL CERTIFICATE OF SECONDARY EDUCATION

BUSINESS STUDIES A (SHORT COURSE)

1051/04

Case Study – Paper 4 (Higher Tier)

Candidates answer on the Question Paper

OCR Supplied Materials:

- Clean copy Case Study

Other Materials Required:

- Calculator may be used

**Thursday 20 May 2010
Morning**

Duration: 1 hour



Candidate
Forename

Candidate
Surname

Centre Number

Candidate Number

INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- 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.
- Do **not** write in the bar codes.
- 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).
- Make sure that all your answers relate to the pre-released case study material.

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 when marking your answers to questions labelled with an asterisk (*).
- This document consists of **12** pages. Any blank pages are indicated.



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

Answer **all** questions.

MAKE SURE THAT ALL YOUR ANSWERS RELATE TO THE PRE-RELEASED CASE STUDY MATERIAL.

- 1 (a) (i) Explain **one** benefit to Gus of using his own money and a grant from the government (lines 23-24) to set up his business in 1996.

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..... [3]

- (ii) Explain **one** advantage to GTD plc of being a public limited company.

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..... [3]

- (b) How do the objectives of GTD plc, a business in the private sector, differ from those of an organisation in the public sector? Give reasons for your answer.

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..... [3]

- [4+2]

- [2]

Turn over

- 2 (a) Use **Resource Sheet 3** and the case study to answer the following question.

Explain **one** way in which the marketing strategy at GTD plc might have to change if the business established a new factory in India.

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- (b) Fig. 1 shows the Product Life Cycle of the turbine blades in the UK.

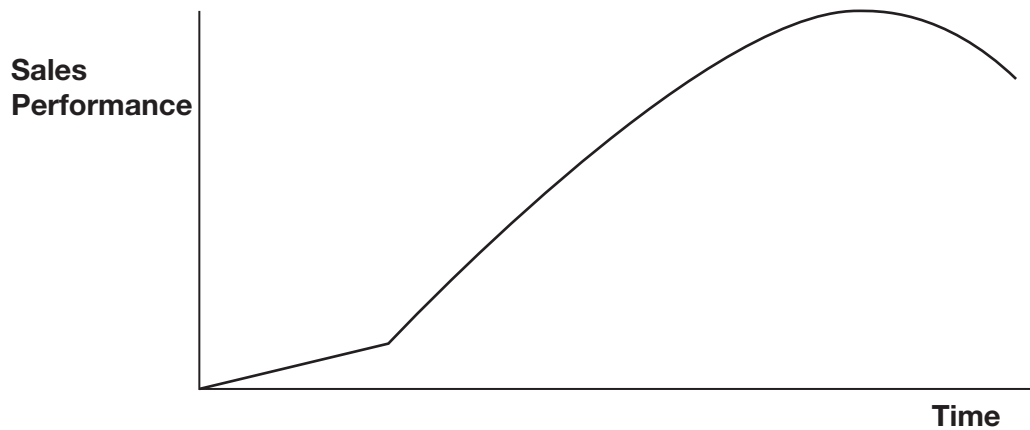


Fig. 1

- (i) Indicate on Fig. 1, using a cross (X) where the turbine blades are currently positioned on the Product Life Cycle. [1]

- (ii) Discuss the importance of the Product Life Cycle in helping GTD plc to predict the future sales of wind turbines.

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- (c) Analyse **two** ways in which GTD plc might be affected by the actions of other businesses.

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- (d) The Board of Directors is considering changing some of the production to flow production in order to increase output. What effect might this have on **staff training**?

Give reasons for your answer.

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..... [4]

[Total mark: 17]

3 ***(a)** Ahmed has three immediate staff problems at GTD plc to deal with (lines 82-89):

- skin complaints
- deadlines not met
- petrol issues.

Which of these issues is **most likely** to have a direct effect on the motivation of the workforce? Give reasons for your answer.

..... [6+2]

(b) Use **Resource Sheet 4** to answer the following question.

Total sales revenue increased from £6m in 2010 to £8m in 2011. Calculate the % increase in **total** sales revenue. Show your working.

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..... **[3]**

- (c) Use **Resource Sheet 5** to help answer the following question.

Explain **one** way in which companies not paying GTD plc within three months would affect the Balance Sheet.

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- (d) How useful is the Balance Sheet in helping GTD plc to make a decision about future plans?

Give reasons for your answer.

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..... [4]

[Total mark: 18]

- 4 Use the information in the case study and all the Resource Sheets to answer the following question.

The Board of Directors must make a decision about which of the following courses of action they should take to ensure the long term success of GTD plc. They could:

- establish an additional factory in India supplying complete wind turbine units
- relocate in the UK and supply complete units
- continue to run the business without any changes.

Recommend the most suitable course of action, mentioning any additional information the Board of Directors may require to make a more informed decision. Give reasons for your recommendation.

[8]

[Total mark: 8]

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