

Wednesday 20 May 2015 – 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



Candidate forename		Candidate surname	
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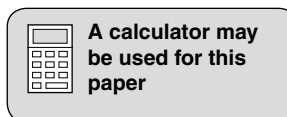
Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- 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.
- The 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.



Text 1

David and Teresa have been running their chain of ten supermarkets for 20 years. The business is called First Fresh Ltd. David and Teresa are the only shareholders and they each have an equal share.

The supermarkets are all based in London and the South East of England. The mission statement of First Fresh Ltd is ‘to provide high standard supermarkets which exceed customers’ expectations’.

The supermarkets are successful but David and Teresa are aware that the continued success of the business depends on conditions in the economy as a whole.

1 Refer to Text 1.

(a) Identify the type of business activity in which First Fresh Ltd is most likely to operate.

..... [1]

(b) State **one** possible reason why David and Teresa **started** First Fresh Ltd.

.....
..... [1]

(c) (i) State **one** likely **business** objective which First Fresh Ltd could have after 20 years of trading.

..... [1]

(ii) Explain **one** reason why it is important for First Fresh Ltd to have **business** objectives.

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..... [2]

(d) Explain **two** advantages to David and Teresa of setting up and operating First Fresh Ltd as a private limited company.

1

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2

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[4]

(e) (i) State **two** economic factors which could have an impact on a business such as First Fresh Ltd.

1

2

[2]

(ii) Explain the possible impact on First Fresh Ltd of a change in **each** of the economic factors stated in **part (i)**.

Economic factor 1

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Economic factor 2

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[4]

Text 2

Each First Fresh Ltd supermarket is run by a Store Manager. The supermarkets are divided into departments based on what each sells; for example, fruit and vegetables, bakery, meat and fish. Each department has a manager with a number of full-time and part-time employees reporting to him/her.

David and Teresa are based at First Fresh Ltd's Head Office in central London. The Head Office has all the main functional areas required to support the running of the supermarkets, including administration/ICT.

2 Refer to Text 2.

- (a) State **two** different types of ICT likely to be used in a First Fresh Ltd supermarket and explain the purpose of each of these.

Type of ICT 1

Purpose of ICT 1

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Type of ICT 2

Purpose of ICT 2

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[6]

(b) Describe **one** finance task which is likely to be carried out within the Head Office of First Fresh Ltd.

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[2]

(c) Describe **one** human resources task which is likely to be carried out within the Head Office of First Fresh Ltd.

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[2]

(d) (i) Identify **two** expectations which **employers** have of their employees.

1

2

[2]

(ii) Identify **two** expectations which **employees** have of their employers.

1

2

[2]

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Text 3

David and Teresa are keen to change the existing business practices of First Fresh Ltd as they think that the business environment is uncertain.

David and Teresa are wondering whether First Fresh Ltd should offer a delivery service. They are aware that some of First Fresh Ltd's competitors have done this with great success.

David and Teresa know that they need to consider the interests of all stakeholder groups involved when thinking about making any changes to First Fresh Ltd's business practices.

3 Refer to Text 3.

(a) Other than economic factors, state **two** possible reasons why First Fresh Ltd's business environment is uncertain.

- 1
-
- 2
-

[2]

(b) Identify **three** different stakeholder groups in First Fresh Ltd and explain the interest each group has in First Fresh Ltd.

Stakeholder group 1

Interest

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Stakeholder group 2

Interest

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Stakeholder group 3

Interest

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[9]

(c) Other than offering a delivery service, describe **two** ways in which a business you have studied could change its existing business practices.

Name of business

Activity of business

1

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2

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[4]

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Text 4

David and Teresa have always been keen to ensure that First Fresh Ltd operates in an ethical manner.

First Fresh Ltd does this in many ways, for example, by selling a wide range of Fair Trade goods.

4 Refer to Text 4.

(a) Explain the meaning of the term 'ethics'.

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[2]

(b) Other than by selling Fair Trade goods, describe **two** ways in which First Fresh Ltd could operate in an ethical manner.

1

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2

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[4]

(c)* First Fresh Ltd may suffer the following consequences by **not** operating in an ethical manner:

- loss of customers
- poor reputation
- de-motivated employees
- competitors who promote their own ethical practices may be more successful.

Which of these consequences would have the greatest impact on First Fresh Ltd? Give reasons for your answer. [10]

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END OF QUESTION PAPER



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