

Wednesday 25 May 2016 – 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	
-----------------------	--	----------------------	--

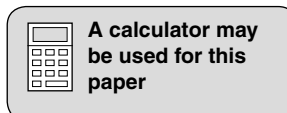
Centre number						Candidate number				
---------------	--	--	--	--	--	------------------	--	--	--	--

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.



Text 1

The Fennech family have owned *Jarrah Mill* in the North of England for five years. Marc, Sue and their daughter, Georgia, fell in love with the mill when they were on holiday. They had to spend most of their savings to restore the mill so that they were able to grind wheat purchased from local farmers to make flour. They sell the flour to people at local farmers' markets.

Jarrah Mill is currently run as a partnership with Marc and Sue being the only partners. Twenty-year-old Georgia is a paid employee of the business. There are no specific functional areas within the current organisation of the business. Everyone is involved in all aspects of the business.

Georgia is keen to explore new enterprising ways for *Jarrah Mill* to make money and has been on a fact-finding trip to a mill in Wales.

1 Refer to Text 1.

(a) Identify the type of business activity in which *Jarrah Mill* is most likely to operate.

..... [1]

(b) Identify **two** possible reasons why Marc and Sue wanted to run their own business.

1

.....

2

.....

[2]

(c) Identify **two** ways in which Georgia, as an employee, could assist Marc and Sue to operate *Jarrah Mill* in enterprising ways.

1

.....

2

.....

[2]

(d) Explain **two** ways in which a business that you have studied could be seen to operate in enterprising ways.

Name of business

Activity of business

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

[4]

(e) Explain **two** possible benefits to *Jarrah Mill* of operating in enterprising ways.

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

[4]

(f) Explain **three** reasons why it is important for *Jarrah Mill* to have a mission statement.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

3

.....

.....

.....

.....

.....

.....

[6]

.....

.....

.....

.....

.....

.....

.....

.....

(c) *Jarrah Mill* would need to establish functional areas if additional products and services are to be provided.

(i) Describe the role of the Finance functional area in a business which you have studied.

Name of business

Activity of business.....

.....

.....

.....

.....

.....

.....

.....

.....

[2]

(ii) Describe the role of the Operations functional area in a business which you have studied.

Name of business

Activity of business.....

.....

.....

.....

.....

.....

.....

.....

.....

[2]

.....

.....

.....

.....

.....

.....

.....

.....

.....

Question 3 begins on page 10

Text 3

Alan, Marc and Sue’s business adviser, has told them that there is a lot of uncertainty and risk involved in their plans for *Jarrah Mill*. He also says that changes in the external environment will impact on the decisions which Marc and Sue make about the expansion of *Jarrah Mill*.

3 Refer to Text 3.

(a) Describe **three** possible changes in the external environment which might affect a business.

- 1
 - 2
 - 3
- [6]**

(b)* Evaluate possible **consequences** to *Jarrah Mill* of changes in the external environment. You may use your answer in part **(a)** to help you.

Which consequence will have the greatest impact on *Jarrah Mill*? Give reasons why you have rejected the other consequences. **[10]**

.....

.....

.....

.....

.....

.....

Text 4

Marc and Sue have decided to expand *Jarrah Mill* by opening a tea shop and offering guided tours of the Mill. There are a number of stakeholder groups which will have an interest in these expansion plans.

Marc and Sue are also keen to investigate how ICT could be used to benefit the business.

4 Refer to Text 4.

- (a) Name **three** different stakeholder groups which might have an interest in the expansion of *Jarrah Mill*. For **each** group state and explain their interest in the expansion.

One example has been completed for you.

Name of stakeholder group	Interest	Explanation of interest
Owners	Profit	Get money back on their investment

[9]

(b) Describe **one** possible conflict that might occur between **two** of the stakeholder groups named in **part (a)**.

Name of stakeholder group 1

Name of stakeholder group 2

Conflict

.....

.....

.....

.....

.....

[2]

(c) Other than a website, identify **two** types of ICT which could be used at *Jarrah Mill*.

1

2

[2]

(d) Describe **two** ways in which *Jarrah Mill* could benefit from developing its own website.

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

[4]

END OF QUESTION PAPER

14
BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

15
BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

PLEASE DO NOT WRITE ON THIS PAGE



Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.