

Tuesday 10 January 2012 – Afternoon

GCSE BUSINESS STUDIES

A292/01 Business and People

Candidates answer on the Question Paper.

OCR supplied materials:

None

Other materials required:

- Calculators may be used.

Duration: 1 hour



Candidate forename		Candidate surname	
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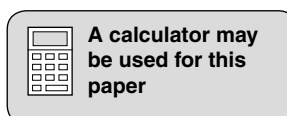
Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- 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 total number of marks for this paper is **60**.
- Your Quality of Written Communication will be assessed in questions marked with an asterisk (*).
- This document consists of **12** pages. Any blank pages are indicated.



Answer **all** questions.

1 Cocoa plc is a well-known company which makes and sells chocolate to customers around the world.

(a) (i) State and explain **one** reason why a business such as Cocoa plc may exist.

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..... [2]

(ii) Two aims of Cocoa plc are:

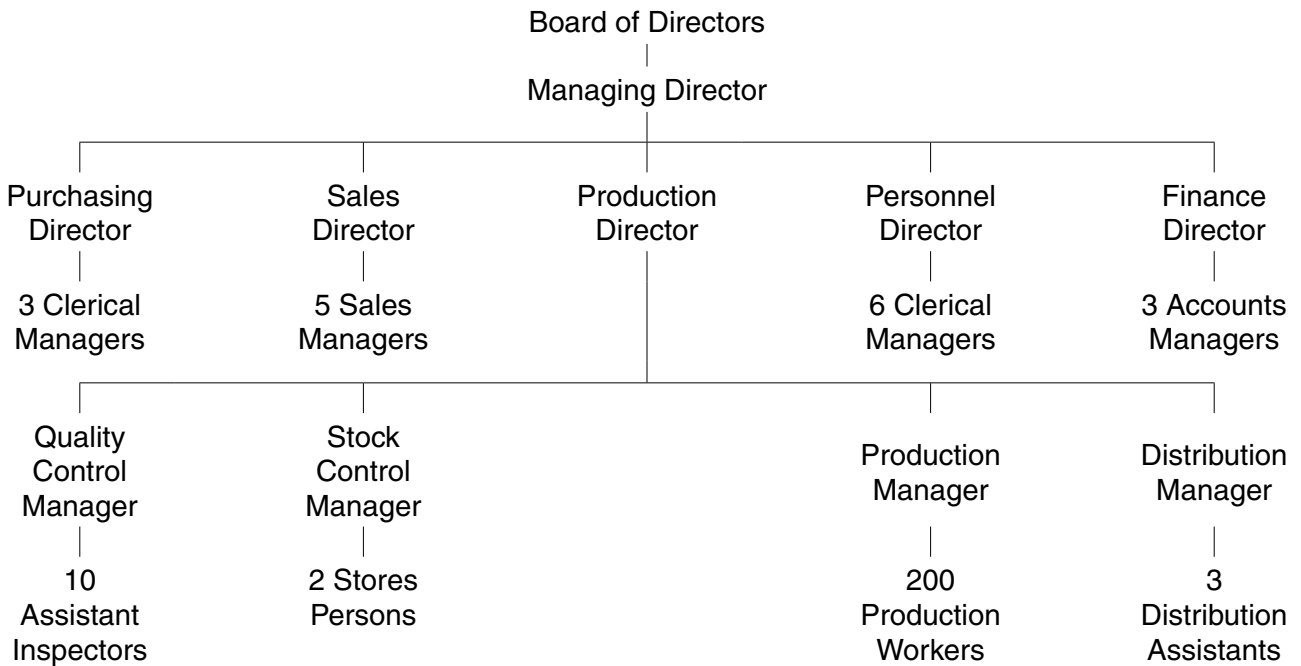
- 1. **improving the motivation of its employees;**
- 2. **maximising profit.**

Explain how these two aims may conflict with each other.

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..... [2]

(b) The internal organisation of Cocoa plc has many layers. An extract from its internal organisation chart is shown in Fig. 1 below.

Fig. 1 Extract from the internal organisation chart of Cocoa plc



(i) State and explain **one** benefit to Cocoa plc of having an internal organisation chart.

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..... [2]

(ii) Explain **one** reason why the internal organisation of Cocoa plc may have changed since it started as a partnership in 1970.

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(iii) Using an example from Fig. 1, explain the meaning of the term ‘span of control’.

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..... [2]

- (c) Cocoa plc needs to recruit a receptionist. The following job advertisement, Fig. 2, has been drafted and the job will be advertised externally.

Fig. 2 Draft job advertisement

COCOA PLC
FULL-TIME RECEPTIONIST REQUIRED

We need a full-time receptionist. Reception duties include answering the telephone, filing and other general receptionist duties.

You will be joining an all-British team so preference will be given to British applicants. You must be aged between 20 and 30. Previous experience is desirable.

The successful applicant will be paid £8 per hour.

Explain **two** different ways in which Cocoa plc will be breaking the law in the UK if it uses this advertisement.

1

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2

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..... [4]

- (d) After a period of time, Sharon was selected as the new receptionist. The training planned for her included **on-the-job** and **off-the-job** training.

(i) Draw a line to correctly match **each type of training** with its explanation.

On the job	Occurs when the employee is away from their job. It may still be at the place of work, or the employee may be sent somewhere else for the training.
	Occurs at the place of work and while the employee is doing their job.
Off the job	Occurs when a line manager appraises the work of a member of the team. They may discuss targets for the team member to achieve.

[2]

(ii)* Recommend whether Sharon should be given **on-the job** or **off-the-job** training. In your answer you should make reference to the advantages of **both** types of training.

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[6]

- (e) Throughout 2010 there had been speculation in the media that Cocoa plc may be the target of a takeover by a large American multinational company called Worldwide Chocolate Corporation (WCC). The speculation about WCC taking-over Cocoa plc caused concern amongst Cocoa plc's employees.

Explain **one** way in which Cocoa plc might have responded to these concerns.

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..... [2]

- (f) In January 2011, WCC took over Cocoa plc. WCC wanted to relocate Cocoa plc's factories outside the UK.

- (i) State and explain **two** possible reasons why WCC wanted to relocate Cocoa plc's factories outside the UK.

1

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2

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..... [4]

- (ii) In November 2011, WCC closed Cocoa plc's UK factories.

State and explain **one** way in which the local communities around each of the factories might be affected.

.....
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..... [2]

[Total marks: 30]

2 Minerals plc operates as a large global company involved in the mining of gold.

(a) (i) Complete the following three sentences by **crossing out the incorrect** box in each sentence.

Sentence one

On its profits Minerals plc pays

INCOME TAX

 OR

CORPORATION TAX

Sentence two

When the Managing Director retires, Minerals plc will

CLOSE

 OR

CONTINUE TO OPERATE

Sentence three

When Minerals plc mines for gold, it is said that the business is a part of the

TERTIARY SECTOR

 OR

PRIMARY SECTOR

[3]

(ii) Minerals plc operates as a large public limited company (plc). Plc's have many advantages and these include:

- **limited liability for the owners;**
- **the ability to raise large amounts of capital.**

Explain how important **each** of the above advantages is to a plc.

limited liability for the owners

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the ability to raise large amounts of capital

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[4]

- (iii) One possible problem for a business such as Minerals plc is the availability of its own financial information to anyone who wants that information.

Explain why the availability of its own financial information might be a problem for a business such as Minerals plc.

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..... [2]

- (iv) One of Minerals plc's stakeholders is the **global community**.

Explain why the global community may have an interest in Minerals plc.

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..... [3]

(c) Minerals plc is a global business and has mines in 10 countries. There is a director located in each of these countries.

(i) State and explain **one** suitable method which the Managing Director of Minerals plc should use in order to send a brief but urgent message to one of its overseas directors.

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..... [2]

(ii) The Managing Director often wants to discuss common issues with all 10 overseas directors at the same time. In order to do this he uses video conferencing.

State and explain **one** advantage and **one** disadvantage to Minerals plc of using video conferencing to communicate with its overseas directors.

Advantage
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Disadvantage
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..... [4]

(d) Minerals plc has a number of administrative employees who work from home.

(i) State and explain **one** advantage and **one** disadvantage to these **employees** of working from home.

Advantage

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Disadvantage

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..... [4]

(ii) State and explain **one** advantage to **Minerals plc** of its employees working from home.

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..... [2]

[Total marks: 30]

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