

**Wednesday 30 May 2012 – 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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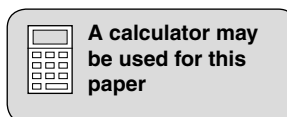
Centre number						Candidate number				
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**INSTRUCTIONS TO CANDIDATES**

- 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.
- 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**

Orion Designs was established five years ago by Amita Patel and her friend, Yi Ling, after they both finished Art and Design courses. Orion Designs is run as a partnership between the two women. There are currently no other partners.

Amita and Yi create hand drawn designs in their studio which is located on an industrial estate. These designs are then sent to another business where a computer is used to put the designs onto transfers.

When Amita and Yi get these transfers back, they are put onto mugs and plates purchased from a separate pottery company.

Orion Designs then sells the finished mugs and plates as souvenirs.

Orion Designs has been making increased profits each year. Amita and Yi now want to expand the business. They could increase the range of items onto which they put the transfers (eg. mousemats), or perform all of the production processes at Orion Designs.

Amita and Yi are aware of the risks involved in expanding the business. Even though they have already invested their own money in the business, there may be a need for additional finance as well as more employees.

**1 Refer to Text 1.**

(a) State the business activity in which Orion Designs is mainly involved.

..... [1]

(b) State **two** possible reasons why Amita and Yi decided to start their business.

1: .....

.....

.....

2: .....

.....

..... [2]

(c) Amita and Yi decided **not** to draw up a Deed of Partnership when they started their business.

Explain **one** reason why this was possibly **not** the best decision at that time.

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..... [2]

(d)\* Amita and Yi have recently had a meeting with a local business advisor about their plans for the expansion of Orion Designs.

They were given three possible options:

- **option 1** – stay as they are;
- **option 2** – take on additional partners;
- **option 3** – turn the business into a private limited company.

Recommend the best option for Amita and Yi, explaining why the other options were not chosen.

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(e) Changes in the external environment can impact on business activities.

Explain how each of the following factors could impact on the activities of a business you have studied:

- an increase in consumer spending;
- new competitors entering the market.

Name of business: .....

Activity of business: .....

- an increase in consumer spending;

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- new competitors entering the market.

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..... [4]

[Total: 19]

**Text 2**

There are many different stakeholder groups in Orion Designs as there are in all businesses.

Each stakeholder group has a different interest in the business and this can lead to conflict between the groups.

**2 Refer to Text 2.**

- (a) Identify **three** different stakeholder groups with a likely interest in Orion Designs. **[9]**

For each of these stakeholder groups, explain their interest in Orion Designs.

Name of stakeholder group	Explanation of interest of stakeholder group in Orion Designs
1: .....	
2: .....	
3: .....	

**(b) (i)** Describe **one** possible conflict between **two** stakeholder groups in a business you have studied.

Name of business: .....

Activity of business: .....

Stakeholder group 1: .....

Stakeholder group 2: .....

Description of possible conflict: .....

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..... [2]

**(ii)** Explain the impact the conflict described in **part 2(b)(i)** could have on the business you have studied.

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..... [2]

**[Total: 13]**

**Text 3**

Amita and Yi are thinking about changing the methods of production used at Orion Designs in order for the business to become more efficient. Currently, designs are drawn out by hand and then sent to another business which transfers the designs onto a computer. The computer generated transfers are then put onto the mugs and plates.

**3 Refer to Text 3.**

- (a) There are a number of types of ICT which could be used to improve efficiency at Orion Designs. These include:

- A** Email
- B** E-commerce
- C** Database
- D** Spreadsheet
- E** Local area network (LAN)
- F** Internet

Complete the table below by identifying which type of ICT is the most appropriate example of each purpose. Write the correct **letter** from the list above in the table below. **[5]**

Purpose of ICT	Type of ICT
To research competitors	
To communicate with customers and suppliers	
To keep a record of customer information	
To link all computers at Orion Designs	
To monitor stock levels	

- (b) Identify **two** health and safety needs which employees might have when using a computer.

1: .....

2: ..... **[2]**

- (c) Name the functional area in a business which deals with employee contracts.

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



(d) Describe **two** operational tasks likely to be carried out by the operations functional area of a business such as Orion Designs.

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2: .....  
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..... [4]

(e) Describe **two** operational tasks likely to be carried out by the administration functional area of a business such as Orion Designs.

1: .....  
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2: .....  
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..... [4]







(c) Amita and Yi want to ensure that ethics are considered in Orion Design’s business practices.

Complete the following definition of the term ethics. [2]  
Use **two** of the words from the list below:

- code;
- law;
- moral;
- owners.

Ethics are a written or unwritten ..... of principles and ..... values.

(d) Explain **two** ways in which a business you have studied can be seen to be operating in an ethical manner.

Name of business: .....

Activity of business: .....

1: .....

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2: .....

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..... [4]





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