

Thursday 10 January 2013 – Afternoon

LEVEL 1/2 CAMBRIDGE NATIONALS IN BUSINESS AND ENTERPRISE

R061/01 Introduction to Business

Candidates answer on the Question Paper.

OCR supplied materials:

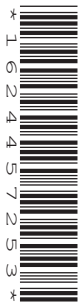
- Clean copy of the pre-release Research Brief (inserted)

Other materials required:

None

Duration: 1 hour

MODIFIED LANGUAGE



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- The Insert will be found in the centre of this document.
- 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**.
- This document consists of **12** pages. Any blank pages are indicated.

Some of the questions in this examination are based on the scenario in the Research Brief and your background research.

Answer **all** questions.

SECTION A

Rachel and Karen set up R&K Sweets as a partnership three years ago.

- 1 (a) Are each of the following characteristics those of a sole trader or of a partnership? Place a tick (✓) in the correct boxes in the table below.

Characteristics	Sole trader (✓)	Partnership (✓)
Owners have joint control		
Two or more owners		

[2]

- (b) Rachel and Karen have thought about changing R&K Sweets into a private limited company.

Explain **one** benefit and **one** drawback to Rachel and Karen of R&K Sweets becoming a private limited company.

Benefit

.....

Drawback

.....

[4]

SECTION B

R&K Sweets is currently located on a side road off the main high street. The shop is small and some stock cannot be displayed properly. Rachel and Karen's main objective for the business is growth. They hope to achieve growth by moving to new premises.

2 (a) (i) Using your research of businesses in your area, explain **two other** business objectives.

1

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2

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[6]

(ii) Explain why it is important for a business such as R&K Sweets to set objectives.

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..... [2]

(b) Rachel and Karen have written a plan for R&K Sweets.

Explain **two** reasons why business planning is important for a business.

1

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2

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[4]

SECTION C

- Purchase of stock is one business cost, identify **three** other costs which a business such as a sweet shop may have to pay.

1

2

3

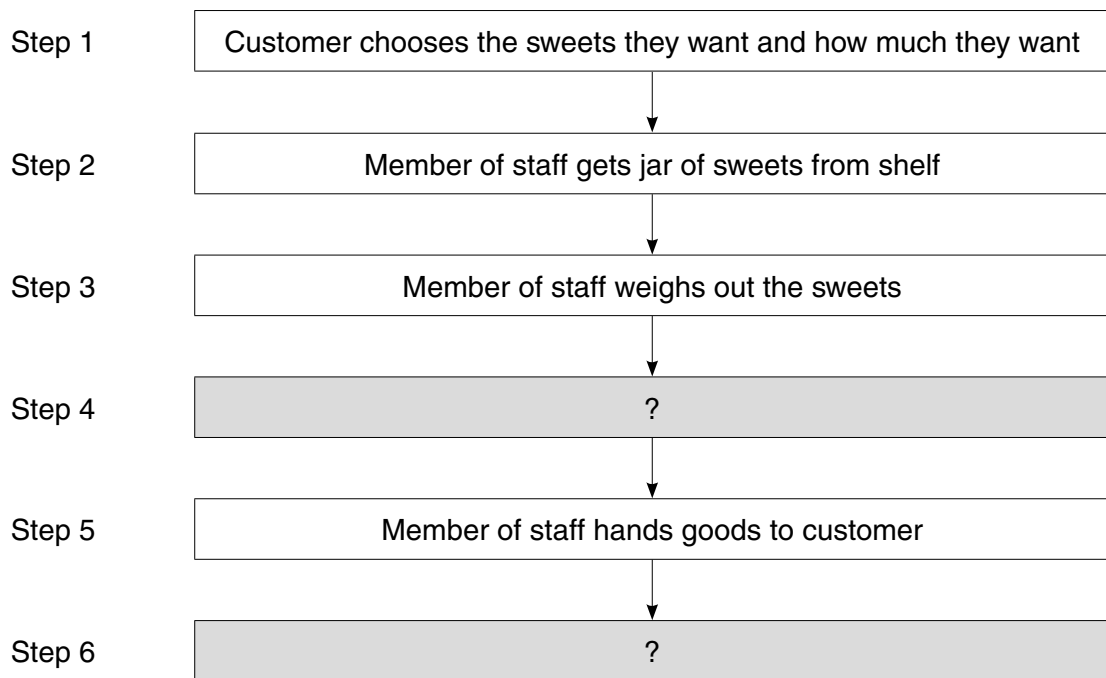
[3]

- Analyse how poor cash flow could affect R&K Sweets.

..... [6

[6]

- 4 Part of the process used by R&K Sweets when selling loose sweets from a jar is shown below.



- (a) Using your research of businesses in your area, identify appropriate steps in boxes 4 and 6 to complete the process.

Step 4

Step 6 [2]

- (b) Explain **one** reason why quality control is important in any sales process.

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..... [2]

- 5** Suggest promotional activities which a shop such as R&K Sweets could use if it were to open in your area. Give reasons for your suggestions. **[10]**

[illegible]

- Using your research of businesses in your area, recommend and justify **one** suitable method of training for the new employees.

Justification

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- [2]

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- This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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END OF QUESTION PAPER

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