



**Wednesday 21 May 2014 – Morning**

**LEVEL 1/2 CAMBRIDGE NATIONALS IN BUSINESS AND ENTERPRISE**

**R061/01** Introduction to Business

**INSERT**

**Duration:** 1 hour



**INFORMATION FOR CANDIDATES**

- This is a clean copy of the Research Brief which you should already have seen.
- You may **not** take your previous copy of the Research Brief into the examination.
- You may **not** take notes into the examination.
- This document consists of **2** pages. Any blank pages are indicated.

**INSTRUCTIONS TO TEACHERS**

- Do not send this Research Brief for marking; it should be retained in the centre or recycled. Please contact OCR Copyright should you wish to re-use this document.

## Research Brief

**Context:** A public limited company (plc) which operates a number of garden centres around the United Kingdom (UK).

**Business objectives:** The current objectives of the company include increasing profits and using some of these profits to benefit society.

**Finance:** The business intends to achieve these objectives by starting to grow and sell a range of organically produced plants. The business needs to assess the costs and benefits of making this change.

**Marketing:** The plc uses local and national media to market its garden centres. It sells its plants directly to customers in its garden centres. The business needs to investigate ways in which it can market itself as an organic plant producer.

**Production and operations:** Most of the plants each garden centre sells have been grown in its own on-site nursery.

**Human resources management:** Each garden centre is run by its own manager who makes decisions about local market research, staffing, etc. Each garden centre employs approximately 40 staff. Twenty are permanent full-time staff, the remainder are temporary staff employed at busy times of the year such as spring and Christmas.



### 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](http://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.