

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

LEVEL 4 CERTIFICATE IN MANAGEMENT CONSULTING **10331**

UNIT 4 BUSINESS ENVIRONMENT

WEDNESDAY 15 JUNE 2016

9.30 AM

TIME: 2 HOURS 30 MINUTES

INSTRUCTIONS TO CANDIDATES

Fill in all the boxes below. Use CAPITAL LETTERS.

CENTRE DETAILS

Centre Number	Centre Name

COMPUTER REF

6	1	6	1	0	3	3	1
---	---	---	---	---	---	---	---

CANDIDATE DETAILS

Surname or Family Name	First Name	Initials of Other Forenames	DATE OF BIRTH							
			D	D	M	M	Y	Y	Y	Y

- Do **NOT** open the booklet until told to do so by the Invigilator.
- Answer **ALL** questions.
- Write your answers in the spaces provided on the question paper.
- Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- Use black ink.
- You have 30 minutes reading time at the start of the examination.

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 **90**

FOR EXAMINERS' USE ONLY			
1		7	
2		8	
3		9	
4		10	
5		11	
6		12	
TOTAL =			

1 Using evidence in the case study, identify **one** business purpose of *MMS Ltd*.

[1]

2 Using evidence in the case study, describe **one** way in which *MMS Ltd*'s objectives differ from the objectives of its bank.

[3]

3 Using evidence in the case study, explain how *MMS Ltd* could meet:

- its legal responsibilities
- its responsibilities to stakeholders.

Legal responsibilities _____

[3]

its responsibilities to stakeholders _____

[3]

4 Explain how a command economy allocates resources.

[4]

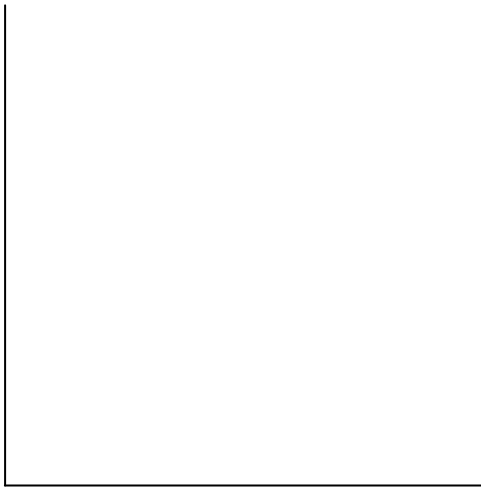
- 6 The City Council has decided to increase the congestion charge on vehicles with an engine capacity of more than 2.0 litres.

Evaluate likely impacts of this decision on *MMS Ltd*. **[20]**

Lined writing area consisting of multiple horizontal lines for text entry.

- 7 A leading auto-repair chain that has garages nationwide has recently set up a branch in an industrial estate near to *MMS Ltd*. This has led to *MMS Ltd* reducing the price it charges customers for its car repair services.

(a) Draw a demand and supply diagram to illustrate this situation.



[4]

- (b) Evaluate how *MMS Ltd* could adapt its business behaviour to cope with the impact of charging lower prices to its customers.

[8]

8 Explain how imperfect competition might arise in the market for car repairs.

[3]

- 10** Explain how the free movement of skilled labour between EU countries can benefit a small business such as *MMS Ltd*.

[3]

- 11 *MMS Ltd* is located in a large UK city.

Analyse factors which may lead to an increase in the size of the market for car repairs in a large UK city.

[6]

OCR

Oxford Cambridge and RSA

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.