

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**  
**LEVEL 1/2**  
**R061/01**  
**CAMBRIDGE NATIONALS IN BUSINESS**  
**AND ENTERPRISE**  
**Introduction to Business**  
**WEDNESDAY 24 MAY 2017:**  
**Morning**  
**DURATION: 1 hour**  
**plus your additional time allowance**  
**MODIFIED ENLARGED 48pt**

<b>Candidate forename</b>		<b>Candidate surname</b>	
<b>Centre number</b>			

**Candidates answer on the Question Paper.**

**OCR SUPPLIED MATERIALS:**  
**Clean copy of the Pre-Release Research Brief (R061/01 – inserted)**

**OTHER MATERIALS REQUIRED:**  
**None**

**READ INSTRUCTIONS OVERLEAF**



# **INSTRUCTIONS TO CANDIDATES**

**Write your name, centre number and candidate number in the boxes on the first page. 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. If additional space is required, you should use the lined pages at the end of this booklet. The question number(s) must be clearly shown.**

## **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.**

**Any blank pages are indicated.**

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

**Answer ALL the questions.**

## **SECTION A**

**HVS Ltd is a private limited company. It is owned by Steve and Hannah who have built the business up over a period of 5 years.**

**1 (a) Answer the following  
TRUE or FALSE:**

**(i) A private limited  
company has limited  
liability.**

\_\_\_\_\_ **[1]**

**(ii) A private limited  
company can offer  
its shares for sale on  
the stock exchange.**

\_\_\_\_\_ **[1]**

**(b) Explain ONE disadvantage to a business of being a private limited company.**

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**[2]**

**(c) HVS Ltd may have to import some spare parts for the new electric cars from abroad.**

**State and explain ONE disadvantage to HVS Ltd of being a small company when importing spare parts from abroad.**

# Disadvantage

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# Explanation

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[3]

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## **SECTION B**

- 2 (a) HVS Ltd wants to expand the business by selling and maintaining electric cars. In this way it believes that the business will capture more of the local market share.**

**Explain the meaning of the term ‘market share’.**

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**[2]**

**(b) The current objective of HVS Ltd is to continue to increase its profit each year.**

**State and explain ONE reason why it is important for HVS Ltd to make a profit.**

**Reason**

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**Explanation**

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**[3]**

**(c) Using your research of businesses in your area, analyse ways in which change has affected the objectives of a local business. [6]**

**Name of business**

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## **SECTION C**

**Selling and maintaining electric cars will require a number of changes to the way HVS Ltd operates. Steve and Hannah know it is important that they do not lose their existing customers while these changes are taking place.**

- 3      (a) Hannah is worried that these changes will affect the profit of HVS Ltd.**

**Complete the sentence below to correctly describe profit, by selecting the TWO correct words from the following list.**

<b>break even</b>
<b>cash flow</b>
<b>costs</b>
<b>finance</b>
<b>revenue</b>

\_\_\_\_\_ **minus**

\_\_\_\_\_ **equals**

**profit. [2]**

**(b) Steve has calculated that the new equipment and machinery will cost HVS Ltd £30 000.**

**State TWO ways in which this money could be raised, giving a reason for each of your choices.**

**Way**\_\_\_\_\_

**Reason**\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Way**\_\_\_\_\_

**Reason**\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[4]**

**4 (a) Identify TWO pricing methods HVS Ltd could use for its new service of selling and maintaining electric cars.**

**1 \_\_\_\_\_**

**2 \_\_\_\_\_**

**[2]**

**(b) Using your research of businesses in your area, evaluate methods of market research that HVS Ltd could use to help it decide whether to offer the new service of selling and maintaining electric cars. [10]**

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**5 Steve believes HVS Ltd may have some difficulties with logistics in operating the business.**

**Explain what is meant by 'logistics'.**

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**[2]**

**6 Hannah will have to draw up a job description for the new mechanic and office assistant.**

**(a) Tick (✓) THREE boxes to identify which of the following would be included in a job description. [3]**

	<b>Tick (✓) THREE boxes</b>
<b>Duties</b>	
<b>Experience</b>	
<b>Job title</b>	
<b>Location</b>	
<b>Qualifications</b>	
<b>Start date</b>	

**(b) Using your research of businesses in your area, discuss methods HVS Ltd could use to assess the performance of its employees. [6]**

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**SECTION D**

**7     The economy affects the activities of all businesses.**

**State and explain ONE economic factor that might affect HVS Ltd.**

**Economic factor**

\_\_\_\_\_

**Explanation** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[3]**

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**8 HVS Ltd knows that businesses can be affected by external factors. These include:**

**environmental factors**

**legal factors.**

**Using your research of businesses in your area, evaluate which of these TWO factors will have the greatest impact on a car repair business such as HVS Ltd. [10]**

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**END OF QUESTION PAPER**

**ADDITIONAL ANSWER SPACE**

**If additional space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s).**





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