

GENERAL CERTIFICATE OF SECONDARY EDUCATION
APPLIED BUSINESS

A243

Working in Business

Candidates answer on the question paper.

OCR supplied materials:
None

Other materials required:

- A calculator may be used

Tuesday 14 June 2011
Morning

Duration: 1 hour 30 minutes



Candidate forename		Candidate surname	
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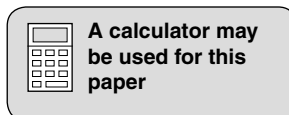
Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. Pencil may be used for graphs and diagrams only.
- 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).
- Answer **all** the questions.
- Do **not** write in the bar codes.

INFORMATION FOR CANDIDATES

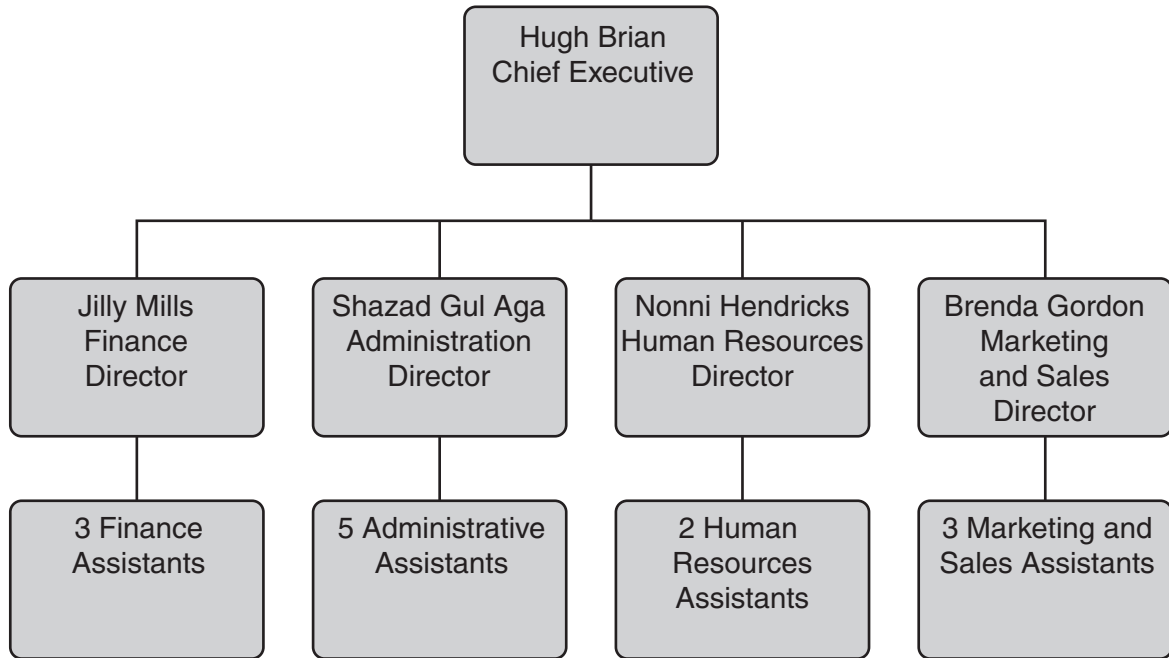
- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **80**.
- Your quality of written communication is assessed in questions marked with an asterisk (*).
- This document consists of **16** pages. Any blank pages are indicated.



Text 1

Polly Singh plc (PS plc) is a sports promotion business which has its Head Office in London, as well as branches in Paris (France), Madrid (Spain) and New York (USA). Sports promotion is bringing sporting events such as snooker competitions to the notice of the general public.

The London Head Office has the following structure.



1 Refer to Text 1.

(a) Which are the **two** types of organisational structure used by *PS plc*? Tick (✓) the correct boxes. [2]

- Geographical
- Matrix
- Functional

(b) Explain **one** key task which Hugh Brian will complete as the Chief Executive of *PS plc*.

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..... [2]

Text 2

PS plc uses a variety of forms of communication to contact and inform employees, other offices and customers. The forms of communication used are:

- website which advertises forthcoming sporting events;
- memorandums;
- emails;
- video-conferencing;
- letters;
- *PS plc* Annual General Meeting.

2 Refer to Text 2.

(a) From the list in **Text 2**, identify **one** different example of a form of communication for each of the following:

- oral communication:
- ICT communication:
- written communication: [3]

(b) Explain **one** advantage to the **customers** of *PS plc* of the website as a form of communication.

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..... [2]

(c) Explain **one** advantage to **PS plc** of the website as a form of communication.

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..... [2]

Text 3

Nonni Hendricks, the Human Resources Director, receives a salary of £45 000 per year. Nonni only receives about £30 000 after deductions.

Cristiana Campos, an administrative assistant, is paid £7.00 per hour for a 35 hour week. She receives £10.50 per hour for each hour of overtime.

3 Refer to Text 3.

(a) Identify **three** possible deductions that are made from pay.

1:

2:

3: [3]

(b) Nonni Hendricks is paid through the BACS system.

(i) What does the initial A stand for in BACS? [1]

Banks A Clearing System.

(ii) Explain how the BACS system of paying employees would benefit a business such as *PS plc*.

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..... [3]

(c) Calculate the gross pay of Cristiana Campos for the week ending 15 May 2011.

[3]

Employee:	C Campos		
Week ending:	15 May 2011		
Hours worked	35 @ £7.00	£	_____
Overtime hours	7 @ £10.50	£	_____
Gross Pay		£	_____

(d) Jilly Mills, the Finance Director, has produced a cash-flow forecast for *PS plc* for the next six months. Complete the unshaded boxes.

[8]

<i>PS Plc</i> Cash Flow Forecast July–December 2011						
	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11
Income	£	£	£	£	£	£
Events Income	100 000	125 000	100 000	150 000	100 000	75 000
Sponsorship Income	15 000		15 000	15 000	15 000	15 000
Client Fees	5 000	6 000	7 000	8 000	9 000	10 000
Total Income		146 000	122 000	173 000	124 000	100 000
Expenditure						
Office Rental	12 000	12 000	12 000		12 000	12 000
Wages	35 000	35 000	35 000	35 000	35 000	35 000
Heating and Power	5 000	5 000	5 000	6 000	7 000	7 000
Promotion	10 000	10 000	10 000	10 000	10 000	10 000
Insurance	10 000	10 000	10 000	10 000	10 000	10 000
Total Expenditure	72 000	72 000		73 000	74 000	74 000
Net Cash Flow		74 000	50 000	100 000	50 000	26 000
Opening Balance	30 000		152 000	202 000		352 000
Closing Balance		152 000	202 000	302 000	352 000	378 000

Text 4

PS plc has been promoting a monthly professional snooker competition and wishes to find out if the customers are enjoying the evening. *PS plc* is going to assess the success of the snooker competition by interviewing a small sample of the customers.

4 Refer to Text 4.

(a) Why does *PS plc* use market research to assess the popularity of its sports promotions?

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..... [2]

(b) Other than interviewing, suggest **two** other types of market research which could be used to find out whether customers enjoyed the snooker competition.

1:
2: [2]

(c) *PS plc* uses market research to assess customer satisfaction with its professional snooker competition.

Choose **one** type of market research identified in **part 4 (b)**. Explain **one** advantage and **one** disadvantage to ***PS plc*** of using this type of market research for this purpose.

Type of market research:

Advantage:

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Disadvantage:

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..... [4]

[Total: 8]

Text 5

Shazad Gul Aga, the Administration Director, is responsible for five staff and they complete a number of tasks which help *PS plc* run efficiently. Two of the tasks the administrative staff complete are updating spreadsheets and word processing letters.

5 Refer to Text 5.

(a) State **two** tasks which are carried out by the administrative staff at *PS plc* when:

- organising meetings;

1:
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2:
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- dealing with telephone queries.

1:
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2:
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[4]

(b) The following table is a part of the payroll spreadsheet for *PS plc* which is updated by the administrative staff on the instructions of the finance functional area. [6]

	A	B	C	D	E
1	Payroll May-2011				
2	Payroll No:	Name	Basic Pay	Overtime	Total Pay
3	657	Burns	£250.00	£0.00	£250.00
4					
5	241	Miller	£300.00	£100.00	£400.00
6	980	Winfrey	£250.00	£25.00	£275.00
7			Total		

- Add the data for the following employee in the unshaded row. The employee is Green who has a payroll number of 345 and whose Basic Pay is £150.00 and Overtime of £50.00 has been earned.
- Calculate Green’s Total Pay. Write this in cell E4.
- Calculate the Total Pay of all four employees. Write this in cell E7.
- State the spreadsheet formula which could be used in cells E4 and E7. Write your answer in the spaces below.

E4 =

E7 =

(c) Give **one** advantage to *PS plc* of using a spreadsheet for the task of creating the payroll.

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 [1]

(d)* Write a formal letter to John Kempson. Use the information contained within the following memorandum. You should use today's date. [8]

M E M O R A N D U M

From: Brenda Gordon, Marketing and Sales Director
To: Administrative Functional Area
Date: 14 June 2011
Ref: Contract Talks

Please write a letter to John Kempson, BB Promotions, Islinham, IS32 7VB - one of our clients. He rang yesterday asking if we had sent his contract. Can you ask him to visit the office on Thursday 21 July 2011 to discuss the terms of the contract. Ask him to bring a solicitor with him, so that the details can be finalised quickly. Once you have created the letter, I will sign it before it is sent in the post.

Use the letterhead on page 13 to write the letter. A second letter head is provided on page 14, if required.

You **may** use the space below to draft your letter.

Polly Singh plc

Purfect House
Identhury
London
KL9 5ZX

[Total: 19]

Polly Singh plc

Perfect House
Identhury
London
KL9 5ZX

Text 6

PS plc is getting a large number of complaints about some of the venues used for the professional snooker competitions. Currently all functional areas are responsible for customer service but Hugh Brian, the Chief Executive of *PS plc*, thinks that this should now be the responsibility of a specific customer service functional area.

6 Refer to Text 6.

- (a) Other than dealing with complaints, identify **two** tasks which could be undertaken by the newly formed customer service functional area of *PS plc*.

1:

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2:

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[2]

- (b) The customer service functional area will be responsible for emergency procedures. Explain **two** emergency procedures for which it would be responsible.

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[4]

