

ADVANCED SUBSIDIARY GCE
BUSINESS STUDIES
Business Functions

F292

Candidates answer on the question paper.

OCR supplied materials:

- Clean copy case study

Other materials required:

- A calculator may be used

Thursday 20 January 2011
Afternoon

Duration: 2 hours



Candidate forename		Candidate surname	
-----------------------	--	----------------------	--

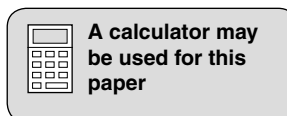
Centre number							Candidate number				
---------------	--	--	--	--	--	--	------------------	--	--	--	--

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. You should not need to spend more than 30 minutes on Section A.
- 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 **90**.
- The quality of your written communication will be taken into account in marking your answer to the question labelled with an asterisk (*). Marks will be awarded for spelling, punctuation and grammar, use of appropriate form and style of writing, and for organising work clearly and coherently.
- This document consists of **20** pages. Any blank pages are indicated.



Section A

Answer **all** questions.

Question 1 does **not** relate to the STL case study.

1 (a) State **two** ways in which a firm could segment its market.

1:

2: [2]

(b) Land is one item listed under the heading of fixed assets on a balance sheet. Identify **two** other fixed assets.

1:

2: [2]

(c) Define the term 'quality assurance'.

.....
.....
.....
.....
.....
.....
..... [2]

(d) A business sells computer monitors.
57 cm LCD monitors normally sell at a price of £150. During a marketing promotion, the price is lowered to £120 and demand per week increases from 60 to 75 monitors.
Calculate the price elasticity of demand for these monitors.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

Answer: [4]

Section B

Answer **all** questions.

Questions 2–5 are based on the STL case study. Your answers should make specific reference to the issues facing STL.

2 STL has now received a confirmed order for its three fudge products from the largest supermarket chain. It wants 500,000 boxes of each of the three flavoured fudge products and will pay STL a fixed price of £0.94 for each box.

(a) Calculate the total contribution of this order.

.....

.....

.....

.....

.....

.....

.....

.....

.....

Answer: **[4]**

A series of 25 horizontal dotted lines spanning the width of the page, providing a template for handwriting practice.

A series of 25 horizontal dotted lines spanning the width of the page, providing a template for handwriting practice.

A series of 25 horizontal dotted lines spanning the width of the page, providing a template for handwriting practice.

PLEASE DO NOT WRITE ON THIS PAGE

18
BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

19
BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

PLEASE DO NOT WRITE ON THIS PAGE



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.