

Tuesday 10 January 2012 – Afternoon

GCSE APPLIED BUSINESS

A241/01 Business in Action

Candidates answer on the Question Paper.

OCR supplied materials:

None

Other materials required:

- A calculator may be used

Duration: 1 hour 30 minutes



Candidate forename		Candidate surname	
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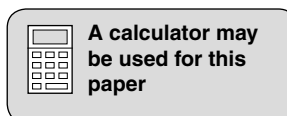
Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. 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. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- 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 will be assessed in questions marked with an asterisk (*).
- This document consists of **16** pages. Any blank pages are indicated.



Text 1

JR Tours Ltd has been operating as a travel agency for the past 15 years. The business has 20 branches in high street locations throughout the United Kingdom (UK). *JR Tours Ltd* sells package holidays within the UK and Europe. The business already has a website but its customers have to visit a branch of the travel agency to book and pay for a holiday. Each branch also arranges travel insurance and buys and sells foreign currency.

1 Refer to Text 1.

(a) Complete the sentence below using **one** of the following words: [1]

- primary
- secondary
- tertiary.

JR Tours Ltd operates in the sector.

(b) (i) State and explain **one** advantage to *JR Tours Ltd* of being a private limited company.

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

(ii) State and explain **one** disadvantage to *JR Tours Ltd* of being a private limited company.

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

(c) (i) State **one** likely aim which *JR Tours Ltd* had when it was set up 15 years ago.
..... [1]

(ii) State **one** aim, **different** to your answer in **part (c)(i)**, which *JR Tours Ltd* may **now** have.
..... [1]

(d) Many businesses have a mission statement.

(i) Write an appropriate mission statement for a business you have studied.

Name of business:

Activity of business:

Mission statement:

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

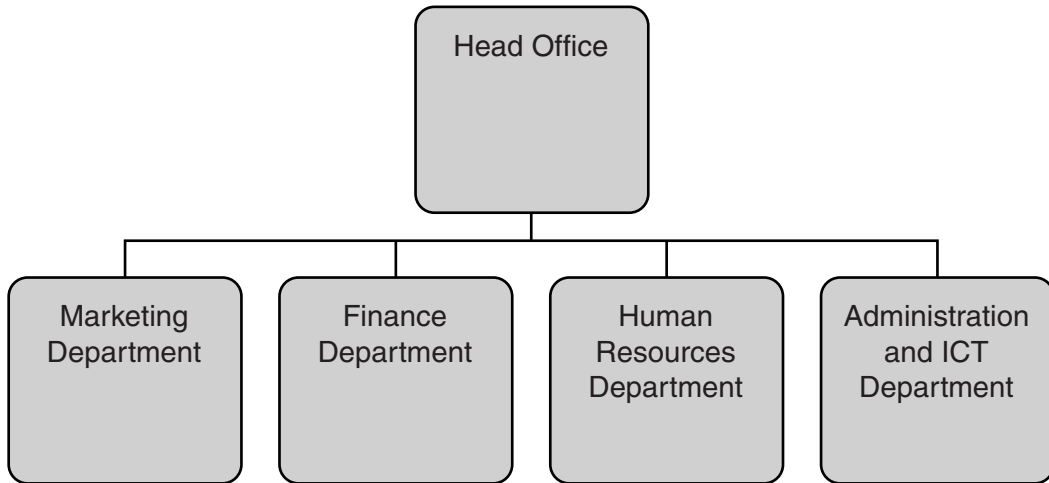
(ii) Explain **one** reason why it is important for a business to have a mission statement.

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

[Total: 11]

Text 2

The 20 branches of *JR Tours Ltd* are controlled by a Head Office which has separate departments for the main functional areas as shown in the chart below. In addition, each branch has to deal with various financial and administration tasks when customers are buying a holiday.



2 Refer to Text 2.

- (a) (i) Describe **one** task which is likely to be carried out by the employees within the Finance Department at *JR Tours Ltd's* Head Office.

.....

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.....

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.....

..... [2]

- (ii) Describe **one different** financial task which is likely to be carried out by employees in the branches of *JR Tours Ltd*.

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..... [2]

(b) Explain the purpose of the marketing functional area in a business such as *JR Tours Ltd*.

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

(c) Explain the purpose of the administration functional area in a business such as *JR Tours Ltd*.

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

(d) State and explain **two** reasons why it is important for the functional areas of a business to work together.

1:
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..... [4]

(e) Both employees and employers have expectations of each other.

Complete the table below by ticking whether the expectation is of the employee **or** the employer. The first one has been completed for you. [5]

Expectation	Employee expectation of employer	Employer expectation of employee
<i>Example : Suitable working conditions.</i>	✓	
Contract of employment		
Punctuality		
Carry out the job role		
Equal opportunities		
Safe working environment		

(f) State and explain **three** ways in which a business you have studied could develop a good working relationship between the employer and the employees.

Name of business:

Activity of business:

1:

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2:

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3:

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..... [6]

[Total: 23]

Text 3

The directors of *JR Tours Ltd* are keen to act in a more enterprising way and change business practices in order to attract new customers as well as keep existing ones.

One way in which *JR Tours Ltd* plans to do this is by establishing a link with a charity working overseas. Every time a customer books a holiday, *JR Tours Ltd* will donate a small amount of money to this charity.

3 Refer to Text 3.

(a) Name a charity and describe the work it does.

Name of charity:

Work it does:

.....

..... [2]

(b) Apart from working with charities, suggest **three different** ways in which the directors of *JR Tours Ltd* could change its **existing business practices**.

1:

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2:

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3:

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..... [3]

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..... [10]

(d) *JR Tours Ltd* is keen to act in a sustainable manner. Define the term 'sustainable'.

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..... [2]

(e) State **two** ways in which a business could act in order to be sustainable.

1:.....
.....
.....
2:
.....
..... [2]

Text 4

There has been a downturn in the economy in recent years which has affected most businesses and individuals. Due to this downturn, *JR Tours Ltd* has seen a change in the type of holiday customers are booking and the way in which they want to book them.

4 Refer to Text 4.

(a) (i) Identify **two** ways in which ICT could change the way in which people book their holiday.

1:

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2:

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..... [2]

(ii) Explain how **one** of the ways identified in **part (a)(i)** could benefit *JR Tours Ltd*.

Chosen way:

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..... [2]

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