

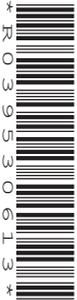
**Tuesday 21 May 2013 – Morning**

**LEVEL 1/2 CAMBRIDGE NATIONALS IN BUSINESS AND ENTERPRISE**

**R061/01 Introduction to Business**

**INSERT**

**Duration: 1 hour**



**INFORMATION FOR CANDIDATES**

- This is a clean copy of the Research Brief which you should already have seen.
- You may **not** take your previous copy of the Research Brief into the examination.
- You may **not** take notes into the examination.
- This document consists of **2** pages. Any blank pages are indicated.

**INSTRUCTIONS TO TEACHERS**

- Do not send this Research Brief for marking; it should be retained in the centre or recycled. Please contact OCR Copyright should you wish to re-use this document.

## Research Brief

**Context:** An independent cinema with only one screen, which shows a range of new release, Bollywood and 'art house' movies.

**Business objective:** The Board of Directors has never set business objectives.

**Finance:** The business would like an additional cinema screen but does not currently have the £500 000 required for such a project.

**Marketing:** Many customers choose to go to a multi-screen cinema in the next town. Research will need to be carried out in order to create an effective marketing mix to compete against this multi-screen cinema.

**Production and operations:** The independent cinema has three showings a day, seven days a week. The cinema sells pre-packaged drinks and sweets, as well as popcorn. The popcorn is cooked in batches by the staff each morning.

**Human resources management:** The independent cinema employs ten full-time staff and six part-time staff. There are two shifts per day; 10 am–5 pm and 4.30 pm–11.30 pm. Full-time staff work one shift per day, five days a week. The part-time staff work three shifts per week. Overtime is sometimes available.

### 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](http://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.