

Friday 7 June 2013 – Afternoon

GCSE APPLIED BUSINESS

A243/01 Working in Business

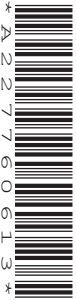
Candidates answer on the Question Paper.

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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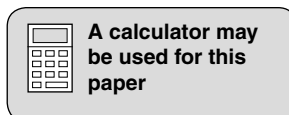
Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- 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.

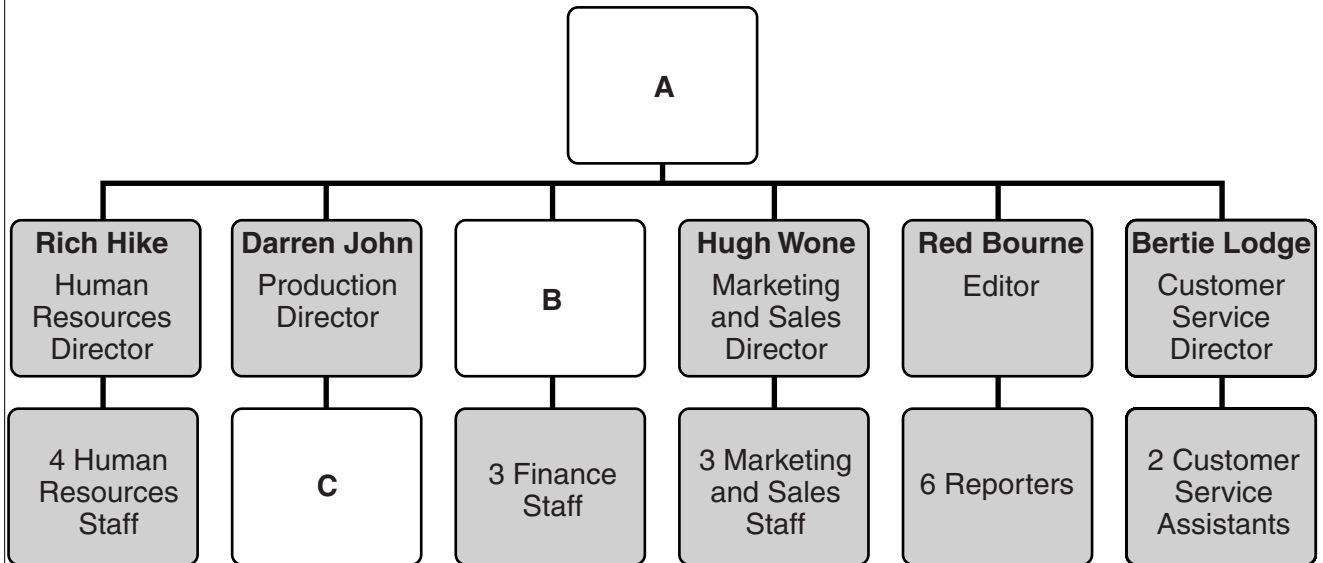
INFORMATION FOR CANDIDATES

- 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 **20** pages. Any blank pages are indicated.



Text 1

Nemesis Newspaper Ltd publishes the *Weekly Bugle* which is a local newspaper in Cheswick. Below is the organisational structure of the business.

**1 Refer to Text 1.**

- (a) Using the information on the organisational structure in **Text 1**, identify the correct job role by drawing a line to **A**, **B** and **C**.

Craig George
Finance Director

Megan Dunkley
Personal assistant to Rich Hike

4
Production Staff

Billy Bounce
Chief Executive Officer (CEO)

A

B

C

[3]

(b) (i) Which of the following is the **correct** name given to the type of organisational structure shown in **Text 1**?

Tick (✓) the correct box.

- Large
- Geographical
- Flat

[1]

(ii) State **one advantage** to a business of the type of organisational structure identified in your answer to **part (b)(i)**.

..... [1]

(iii) State **one disadvantage** to a business of the type of organisational structure identified in your answer to **part (b)(i)**.

..... [1]

(c) Identify **two** tasks which would be undertaken by Billy Bounce, the CEO of the *Weekly Bugle*.

1

2 [2]

(d) Billy Bounce has decided to create an administration functional area at **Nemesis Newspaper Ltd.**

Identify and describe **two** tasks which would be undertaken by staff within an administration functional area.

Task 1

Description

.....

.....

.....

Task 2

Description

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.....

[4]

(e) Identify and explain **one** way in which **each** of the following functional areas at **Nemesis Newspaper Ltd** could help the Marketing and Sales functional area.

- **Finance functional area**

Way

Explanation

.....

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- **Production functional area**

Way

Explanation

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[4]

5
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Text 2

Billy Bounce has daily meetings with the directors of the functional areas.

2 Refer to Text 2.

- (a) From the list below, select an **advantage** to **Billy Bounce** of having such a daily meeting with the directors. Tick (✓) **one** correct response.

	It is difficult to see the facial expressions of the people at the meeting
	People at the meeting can ask questions if they are not certain about some of the decisions made
	Decisions cannot be acted upon quickly

[1]

- (b) From the list below, select a **disadvantage** to **Billy Bounce** of having such a daily meeting with the directors. Tick (✓) **one** correct response.

	Minutes of the meeting can be taken
	People at the meeting can ask questions if they are not certain about some of the decisions made
	Meetings can last a long time and lose their focus

[1]

- (c) Billy Bounce wonders whether he should send daily emails to the directors of the functional areas instead of having a meeting.

- (i) Explain **one advantage** to the **directors** of receiving daily emails from Billy Bounce.

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..... [2]

(ii) Explain **two disadvantages** to the **directors** of receiving daily emails from Billy Bounce.

1

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2

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[4]

Text 3

Katie Killeen, one of the printing staff, is in charge of purchasing the ink which is used to print the *Weekly Bugle*. She knows that the following business documents are used when buying supplies for the company:

- A Receipt
- B Cheque
- C Statement of Account
- D Delivery Note
- E Goods Received Note
- F Remittance Advice Note
- G Invoice
- H Purchase Order

3 Refer to Text 3.

- (a) Complete the unshaded boxes in the table below by identifying the correct business document used in each of the following situations. One has been completed for you.

Description of Documents	Name of Document
Nemesis Newspaper Ltd sends this document to a supplier when it needs to buy more printing ink.	Purchase Order (H)
The supplier sends this document to Nemesis Newspaper Ltd with the printing ink.	
When the supplier wants payment this document is sent to Nemesis Newspaper Ltd .	
At the end of the month the supplier sends this document which shows debit and credits to Nemesis Newspaper Ltd .	
Nemesis Newspaper Ltd sends this document to the supplier with the payment.	
The supplier sends this document when Nemesis Newspaper Ltd has paid for the printing ink.	

[5]

(b) Using the figures below, create a Profit and Loss Statement for **Nemesis Newspaper Ltd** for the month ended 30 April 2013. Complete the unshaded boxes in the table below.

- Paper and ink for printing the Weekly Bugle £30000
- Sales 60000 copies a **month** at £1.00 per copy
- Salaries and wages £60000
- Advertising income £40000
- Other costs £15000

Profit and Loss Statement for Nemesis Newspaper Ltd for the month ended 30 April 2013		
Revenue	£	£
1		
2		
Total revenue		
Cost of Sales		
Gross Profit		
Expenses		
1		
2		
Total expenses		
Net Profit/Loss		

[7]

(c) Complete the unshaded boxes in **Nemesis Newspaper Ltd's** Balance Sheet as at 30 December 2012.

	£	£
Fixed Assets		
Buildings		130 000
Printing Presses		30 000
Total Fixed Assets		
Current Assets		
Stock	20 000	
Debtors	45 000	
Bank	50 000	
Total Current Assets		
Current Liabilities	10 000	
Net Current Assets		
Total Net Assets		
Financed by:		
Capital		270 000
Net Profit/Loss		
Total		

[5]

(d)* The shareholders of **Nemesis Newspaper Ltd** want to invest in some new computerised printing presses which will cost £250 000.

Evaluate the likely impact of the Balance Sheet completed in **part (c)** on **Nemesis Newspaper Ltd's** ability to obtain a loan from its bankers. [8]

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Handwriting practice area consisting of 20 horizontal dotted lines spaced evenly down the page.

Text 4

Hugh Wone, the Marketing and Sales Director, has been instructed by Billy Bounce, the CEO, to investigate ways of promoting the *Weekly Bugle* using sales promotions.

Nemesis Newspaper Ltd has decided to include a local events section in the *Weekly Bugle*.

4 Refer to Text 4.

(a) Describe **three** different methods of sales promotion which Hugh Wone and his marketing team might use in order to promote the *Weekly Bugle*.

Method 1

Description

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Method 2

Description

.....

.....

Method 3

Description

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.....

[6]

(b)* The directors of **Nemesis Newspaper Ltd** have decided to advertise the local events section of the newspaper. They are considering using the following methods:

- television
- radio
- the *Weekly Bugle's* website.

Which of these methods would you recommend? Give reasons for your recommendation, explaining why the other two methods are **not** suitable. **[8]**

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(c) All advertisements must meet the guidelines of the Advertising Standards Authority (ASA).

Explain how **one** of these guidelines might apply to any advertisements produced by the *Weekly Bugle*.

Guideline

Explanation

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Text 5

Bertie Lodge, the Customer Service Director, has received the following telephone message from Dervla Lombard, one of the *Weekly Bugle's* customers. She is complaining about the poor spelling and grammar which is seen in the newspaper.

Telephone Message

Ms Dervla Lombard has rung to say that as a secondary school teacher of English, she is ashamed to use the *Weekly Bugle* in her classes as it often has many spelling mistakes and she cannot forgive the poor grammar and the use of slang terms.

She wants to know what are we going to do about it? Her address is 37 Roget Road, Collins, VP45 7HP.

5 Refer to Text 5.

- (a) One of the tasks which Bertie Lodge, the Customer Service Director, has to deal with is **complaints** from customers.

Other than dealing with customer complaints, identify **three** methods of customer support which the Customer Service functional area could provide.

- 1
- 2
- 3

[3]

(b) Identify and explain **two** possible consequences to the *Weekly Bugle* if complaints such as those made by Dervla Lombard are ignored.

Consequence 1

Explanation

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Consequence 2

Explanation

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[4]

(c)* Write a formal letter from Bertie Lodge to Dervla Lombard acknowledging her complaint and identifying how the *Weekly Bugle* intends to solve the problem. Use the information from the telephone message in **Text 5** and **today's date**.

Use the letterhead on **the opposite page** to write the letter. A second letterhead is provided on page 18 if required.

You **may** use the space below to draft your letter. You will **not** receive marks for the draft. **[8]**

Working space for draft letter:

Nemesis Newspaper Ltd

Bugle Lane
Cheswick
C66 7PP

Nemesis Newspaper Ltd

Bugle Lane

Cheswick

C66 7PP

END OF QUESTION PAPER

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