



Monday 2 June 2014 – Morning

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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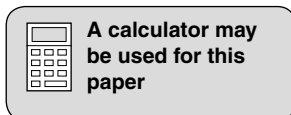
Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- 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.
- Your Quality of Written Communication will be assessed in questions marked with an asterisk (*).
- The total number of marks for this paper is **80**.
- This document consists of **16** pages. Any blank pages are indicated.



Text 1

Carr Care is a garage based in Birmingham. It is run by the Carr family and operates as a partnership. The garage services and repairs cars. Joan and her four children are all involved in the business.

Name	Partner or employee	Job role
Joan	Partner	Manager
Derek	Partner	Mechanic
Alma	Partner	Marketing
Lucy	Employee	Administration/ICT/Finance
Steve	Employee	Mechanic

Joan, the manager of Carr Care, has made Derek and Alma, along with herself, equal partners in the business. Lucy and Steve are employed by Carr Care and both receive an hourly rate of pay. There are no other employees.

1 Refer to Text 1.

- (a) Different types of business organisation have different features. Draw a line between each type of business organisation listed below and the feature which applies to it. You should draw only four lines.

Type of business organisation

Sole trader

Private limited company

Partnership

Charitable organisation

Feature of business organisation

Usually run by trustees

Usually owned by up to 20 partners

Shares often sold to family and friends

Shares can be bought and sold on the Stock Exchange

Owned and run by one individual

[4]

- (b) Identify the type of business activity in which Carr Care is most likely to operate.

..... **[1]**

(c) Describe **two** tasks likely to be carried out by Lucy at Carr Care.

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2:

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[4]

(d) Describe **two** tasks likely to be carried out by Alma at Carr Care.

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2:

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[4]

(e) Describe **one** purpose of the human resources functional area in a business which you have studied.

Name of business

Activity of business

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..... [2]

(f) Explain **two** possible consequences to a business if the functional areas **do not** operate efficiently.

1:

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2:

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..... [4]

Text 2

Carr Care has not been very successful in recent years. The business does not have clear aims.

There are a number of competitors in the area which have been more successful. Joan thinks that this is because Carr Care’s competitors are operating in enterprising ways.

Joan, as manager, is keen to encourage the rest of her family to suggest ways in which the business could become more enterprising. Joan also wants any suggestions to be environmentally sustainable.

The table below shows the suggestions which have been made.

Name	Suggestion
Derek	Late night opening
Alma	Create a loyalty scheme
Lucy	Use more ICT in the business
Steve	Run basic car maintenance courses for customers

2 Refer to Text 2.

(a) (i) Explain **one** reason why it is important for the partners to set aims for Carr Care.

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..... [2]

(ii) Suggest **one** possible **future** aim for Carr Care.

..... [1]

(b) Explain the meaning of the term ‘sustainable’.

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..... [2]

(c) Describe **two** ways in which Carr Care could act in order to achieve sustainability.

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[4]

(d) Other than making suggestions, identify **two** ways in which employees can assist a business such as Carr Care to operate in an enterprising way.

1:

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2:

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[2]

(e)* Listed below are the four suggestions made to Joan about how Carr Care could become more enterprising.

- Late night opening
- Create a loyalty scheme
- Use more ICT in the business
- Run basic car maintenance courses for customers

Recommend which of these four suggestions could have the biggest impact on Carr Care. Give reasons for your recommendation, explaining why you rejected the other three suggestions.

[10]

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Text 4

All of the suggestions made in Text 2 have been put into practice at Carr Care.

Lucy has recently been on an ICT course. She thinks that a number of improvements could be made to the use of ICT at Carr Care.

The basic car maintenance courses are very popular. Steve thinks that this is because of the state of the economy. People may not be able to afford to buy a new car, so they want to learn how to look after their current/existing car.

4 Refer to Text 4.

(a) Describe **two** uses of ICT in a business which you have studied.

Name of business

Activity of business

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[4]

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(c) (i) Explain **one** way in which the partners of Carr Care could **react** to a **decrease** in interest rates.

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..... [2]

(ii) Explain **one** way in which the partners of Carr Care could **react** to an **increase** in local unemployment.

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..... [2]

15
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