



Monday 2 June 2014 – Morning

GCSE BUSINESS STUDIES

A293/01 Production, Finance and the External Business Environment

Candidates answer on the Question Paper.

OCR supplied materials:

- Clean copy Case Study

Other materials required:

- Calculators may be used

Duration: 1 hour 30 minutes



Candidate forename		Candidate surname	
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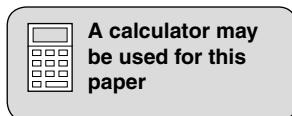
Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- 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.
- Make sure that all your answers relate to the pre-released Case Study material.

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**.
- 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.



Answer **all** the questions.

- 1 (a) Lines 3–4 of the case study state that in 2011 Chloe Seaton “had to close the restaurant because of poor cash flow”. Complete the following paragraph using **four** of the words below.

overdraft expenses revenue bankrupt interest

A cash flow statement shows money that a business gets from sales and also the money it pays out for If a business does not have enough money to pay its bills, it can arrange for an, which is a facility a bank offers to allow a business to spend more money than it has in its account. However, the bank will charge the business for using this facility. In the long run if a business cannot pay its bills, it may become or insolvent and go out of business.

[4]

- (b) Section 1 of the case study states a number of factors which affected the restaurant business that Chloe ran.

Tick (✓) to indicate whether each of the following statements is true or false about the factors which affected Chloe’s restaurant.

Statement		True	False
A	Weak consumer confidence led to a fall in the number of customers visiting Chloe’s restaurant.		
B	The increase in VAT by 2.5% to 20% in January 2011 increased the profit the restaurant made.		
C	The rise in world food prices meant that the costs of running Chloe’s restaurant increased.		
D	The fall in Bowton’s population reduced the number of potential customers for Chloe’s restaurant.		

[4]

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(d) (i) Fig. 3 in the case study shows the total revenue from the sales of different spice blends that BSB made in 2012 and in 2013.

State the name of the spice blend from which BSB earned **least** sales revenue in 2012.

..... [1]

(ii) Calculate what happened to the **value** of the sales revenue that BSB received from selling Punjabi Masala in 2013 compared with 2012. Show your working.

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..... [4]

(e) Section 1 of the case study refers to the fact that there are many other similar businesses selling spices.

(i) State whether the market for selling spices is a competitive market or a monopoly.

..... [1]

(ii) Using the table below, tick (✓) to indicate whether each of the following statements is true or false about the type of market in which there are many businesses selling similar products.

Statement		True	False
A	Consumers may benefit from lower prices because they can shop around for the best deal.		
B	There is little or no choice for consumers.		
C	To survive, firms must be efficient and keep their costs low.		
D	Firms may have to spend a lot on advertising.		

[4]

- (ii) Using information in the case study, state **two** examples of different specialist workers at BSB.

Example 1

Example 2

[2]

- (iii) The list below gives some statements about possible advantages and disadvantages of the specialisation of workers.

A	Workers may become bored doing the same job all the time.
B	Workers may become de-motivated by the repetitive nature of their work.
C	Workers only need to learn one job which may save time and money training them.
D	Workers may become better at doing their jobs as they practise the same skills all the time.
E	The productivity of the workers may increase.

Indicate whether each of these statements is an advantage or disadvantage of the specialisation of workers by inserting each letter (A, B, C, D and E) in the correct column in the table below.

Advantages of specialisation	Disadvantages of specialisation

[5]

- (b) Fig. 5 in the case study gives the estimated costs and revenue which BSB could expect if it produced the Moroccan Special blend of spices to meet the order from the supermarket.

- (i) State **two** variable costs of producing the Moroccan Special blend of spices.

Variable cost 1

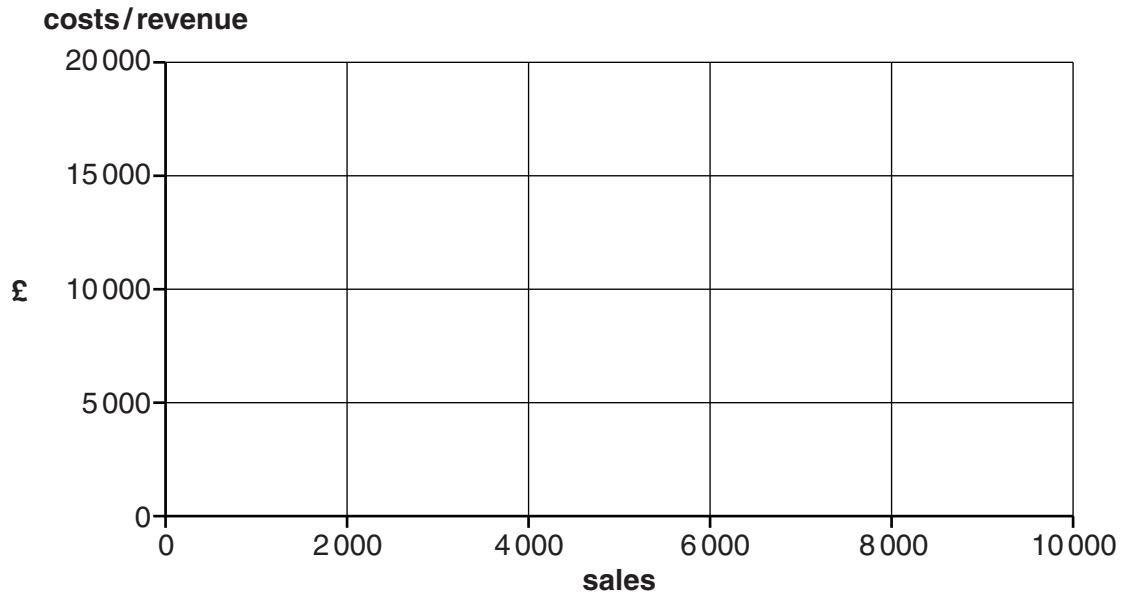
Variable cost 2

[2]

- (ii) State **one** example of a fixed cost that BSB may have to pay.

..... [1]

- (iii) Using the information provided in Fig. 5 of the case study, construct a break-even graph for sales of up to 10 000 pouches of Moroccan Special blend. You will need to draw and label the fixed cost, total cost and total revenue lines on your graph.



[6]

- (iv) State the level of sales that BSB needs to break even.

..... [1]

- (v) Calculate the profit that BSB would make on the sale of 10 000 pouches of the Moroccan Special blend of spices. Show your working.

.....

 [2]

3 (a) (i) Complete the following sentence using **two** of the words below.

trade

globalisation

sustainability

..... is a term for the increase in between different countries in the world. [2]

(ii) Using information from the case study, identify **two** examples which show how BSB is a part of the global economy.

Example 1

.....

Example 2

..... [2]

(b) (i) Using the table below, calculate the price of cardamom bought from India in pounds sterling (£) if the exchange rate is £1 = INR 80.

Price of one kilogram of cardamom in Indian Rupees (INR)	Price of one kilogram of cardamom in pounds sterling (£) at an exchange rate of £1 = INR 80
INR 1440	INR 1440 / 80 = £_____

[1]

(ii) Calculate the new price of cardamom bought from India in pounds sterling (£) if the price of cardamom rose to INR 1680 with an exchange rate of £1 = INR 80. Show your working.

Price of one kilogram of cardamom in Indian Rupees (INR)	Price of one kilogram of cardamom in pounds sterling (£) at an exchange rate of £1 = INR 80
INR 1680	£ _____

[2]

(c) Lines 103–105 of the case study state that Chloe and Ade “believe there are opportunities for BSB to benefit from further economies of scale if it moves to new, larger premises”.

(i) Complete the following sentence using **two** of the words below.

total average increases decreases

Economies of scale are when the cost falls as the scale of output [2]

(ii) In the diagram below, different types of economy of scale are given in the left hand column. Descriptions of each type of economy of scale are given in the right hand column. Draw a line from the type of economy of scale to the correct description of it. You must draw only **five** lines.

Type	Description
Bulk-buying economies	When a business has lower advertising costs per unit.
Financial economies	Using machinery to reduce the cost of production.
Managerial economies	A discount given for buying in large quantity.
Marketing economies	When a business sells a range of goods in order to spread its risk.
Technical economies	When a large business pays a lower rate of interest on a bank loan than a smaller business does.
	Specialist managers are able to improve the efficiency of the business.

[5]

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END OF QUESTION PAPER

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