

# OCR

Oxford Cambridge and RSA

**Thursday 8 January 2015 – Afternoon**

**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:** A small market gardening business growing fruit and vegetables for sale in local shops and at farmers' markets.

**Objective:** The main objective of the business is to increase sales revenue. The business plans to achieve this by expanding its product range to produce and sell chutneys, sauces and jams using some of the fruit and vegetables which are grown by the business.

**Finance:** The business will need to raise money to purchase the machinery needed for the production and packaging of the chutneys, sauces and jams. The business also needs to make sure it has enough money to pay for the increase in the running costs resulting from the proposed expansion.

**Marketing:** The business needs to decide on how to distribute and sell the chutneys, sauces and jams.

**Production:** Quality is the unique selling point of the products sold by the business. The business must also be able to produce enough quality products to meet demand.

**Human Resources:** The owner currently employs two full time employees and temporary staff during the busy summer season. Motivation is a problem among some of the staff.

### 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.