

OCR

Oxford Cambridge and RSA

Thursday 4 June 2015 – Morning

AS GCE BUSINESS STUDIES

F292/01 Business Functions

Candidates answer on the Question Paper.

OCR supplied materials:

- Clean copy Case Study (F292/01/CS)

Other materials required:

- A calculator may be used

Duration: 2 hours



Candidate forename		Candidate surname	
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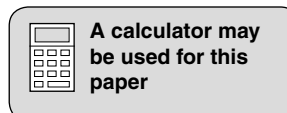
Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- 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. You should not need to spend more than 30 minutes on Section A.
- 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 **90**.
- Your Quality of Written Communication will be assessed in the question marked with an asterisk (*).
- This document consists of **16** pages. Any blank pages are indicated.



Section A

Answer **all** questions

Question 1 does **not** relate to the QRL case study.

1 (a) State what is meant by 'market segmentation'.

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..... [2]

(b) Identify **two** non-monetary methods of motivating a workforce.

1
.....
2
..... [2]

(c) State **two** problems of using break-even analysis.

1
.....
2
..... [2]

(d) A flower shop normally sells bunches of flowers for £2.50 per bunch. Direct costs are £1.70 per bunch and overheads are £7 000 per month.

(i) Calculate the monthly profit if the shop sells 10 000 bunches of flowers.

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..... [2]

(ii) The shop receives a special order for 5 000 bunches of flowers from a new customer who is only willing to pay £2 per bunch.

Calculate the total contribution from this special order.

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..... [2]

(e) Explain **two** disadvantages to a firm of using batch production.

1

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2

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..... [4]

(f) Outline **two** functions of a wholesaler.

1

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2

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[4]

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END OF QUESTION PAPER



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