

Level 3 Cambridge Technical in Business

05834/05835/05836/05837/05878

Unit 2: Working in business

Friday 26 May 2017 – Afternoon

Time allowed: 1 hour 30 minutes

You may use:

- a calculator

| | | | | | | | | | | | |
|---------------|---|---|---|---|---|------------------|---|---|--|--|--|
| First Name | | | | | | Last Name | | | | | |
| Centre Number | | | | | | Candidate Number | | | | | |
| Date of Birth | D | D | M | M | Y | Y | Y | Y | | | |

INSTRUCTIONS

- Use black ink.
- Complete the boxes above with your name, centre number, candidate number and date of birth.
- Answer **all** the questions.
- Write your answer to each question in the space provided.
- If additional answer space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.

INFORMATION

- The total mark for this paper is **60**.
- The marks for each question are shown in brackets [].
- This document consists of **12** pages.

| FOR EXAMINER USE ONLY | |
|-----------------------|------------|
| Question No | Mark |
| 1 | /4 |
| 2 | /8 |
| 3 | /6 |
| 4 | /42 |
| Total | /60 |

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Question 1 begins on page 3

Answer **all** questions.

Text 1

Optimax Beauty Products is a manufacturer of cosmetics. The mission of the business is to produce reasonably-priced beauty products that are free from toxic metals and have not been tested on animals. The business was founded by Sarah and Polly 15 years ago. Sarah and Polly met at university when they were both studying Biomedical Science. *Optimax Beauty Products* operates as a partnership.

Optimax Beauty Products is organised by function. Sarah is in charge of administration, human resources and finance. Polly oversees production, marketing and sales. There is a departmental manager in charge of each of these functional areas. The departmental managers report directly to Sarah or Polly.

1 Refer to Text 1.

- (a) Businesses can be classified as operating in the primary, secondary and tertiary sectors.

Identify the business sector that *Optimax Beauty Products* operates in and state **one** key feature of this business sector.

Business sector

Key feature

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[2]

- (b) Identify **one** benefit and **one** drawback to Sarah and Polly of operating *Optimax Beauty Products* as a partnership.

Benefit

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Drawback

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[2]

Text 2

The latest product that Sarah and Polly have created is an anti-ageing cream called Edelmax.

Tim Hopkin who works in the marketing department is responsible for producing promotional materials for *Optimax Beauty Products*. He is currently designing a poster for the new anti-ageing cream.

2 Refer to Text 2.

(a) Tim must obtain approval from his line manager before publishing the poster.

Explain **three** reasons why *Optimax Beauty Products* requires Tim to follow its authority protocols.

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[6]

(b) Identify and explain **one** law that Tim must comply with when designing the poster for the new anti-ageing cream.

Law.....

Explanation

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[2]

Text 3

Polly has decided to organise a launch event to promote the new anti-ageing cream, Edelmax.

David Wood, the Administration Manager, has been put in charge of finding a suitable venue for the event. Polly would like light refreshments to be served during the event.

David has discussed his findings with Polly. Together they have decided to hold the event at St Joseph's College in Cambridge.

3 Refer to Text 3.

Identify and explain **three** factors that Polly and David should have considered when choosing a location for the launch event.

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- 2
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- 3
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-
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[6]

Text 4

The launch event will be held on 8 July 2017. It will start at 1pm to allow participants enough time to travel to the venue. The event will finish at 5pm.

Polly and David have decided that the most effective layout for the meeting room would be either Cabaret or Reception style. Both of these layouts would give participants an unobstructed view of the PowerPoint presentation and the product display.

The brochure below shows the facilities available at St Joseph's College, together with the prices. Polly would like a buffet menu (finger food) to be served during the event. The total budget is £2000.

CONFERENCE FACILITIES**Meeting Rooms**

| | Full Day (9am – 5pm) | Half Day (9am – 1pm or 1pm – 5pm) |
|----------------------|----------------------|-----------------------------------|
| Da Vinci Room | £1300 | £795 |
| Giotto Room | £1150 | £675 |
| Monet Room | £415 | £260 |
| Gauguin Room | £230 | £155 |

Meeting Room Capacities (maximum number of participants)

| | Theatre | Cabaret | Boardroom | Reception |
|----------------------|---------|---------|-----------|-----------|
| Da Vinci Room | 154 | 56 | 30 | 200 |
| Giotto Room | 40 | 36 | 20 | 70 |
| Monet Room | 60 | 30 | 21 | 75 |
| Gauguin Room | 60 | 32 | 36 | 80 |

Audio-visual facilities

- Projector, screen and laptop rental available at £55 per day (included in room hire fee for Da Vinci and Giotto Rooms).
- Technical support fee of £60 must be added to ALL bookings.

Buffet menu (per participant)

- four items @ £ 7.65
- five items @ £ 8.65
- six items @ £ 9.65

All prices are subject to the addition of VAT at the standard rate.

Bookings should be made at least five days before the event.

50% of total order is payable as a deposit at the time of booking. Please make cheques payable to St Josephs College Conferences.

4 Refer to Text 4.

- (a) Using information in the brochure, complete the purchase order form below to book a suitable room and buffet menu for 105 participants on the day of the launch event.

| <p>Optimax Beauty Products 86 Chancery Lane, Cambridge CB0 0ET Tel: 01223 765 387</p> | | |
|--|------------------|---|
| <p>To St Joseph's College Trinity Crescent Cambridge CB9 9OL</p> | | <p>Purchase Order 8201 Date:</p> |
| <p>Date and time venue required:</p> | | |
| Description | Quantity | Total (£) |
| | | |
| | | |
| | | |
| | | |
| | Subtotal | |
| | VAT @ 20% | |
| | | |
| | Total | |

[12]

(b) Complete the cheque below to pay the deposit for the booking.

| | |
|--------------------------|--|
| Urban Bank plc | 657 The Sphinx, Lothian Avenue, London NW9 7UT |
| | Date: |
| Payee | |
| The sum of | <input type="text"/> |
| | |
| | P. Welsh Optimax Beauty Products |
| 098123 09-00-88 87378266 | |

[4]

(c) Identify and explain one document that David may expect to receive from St Joseph's College after making the payment.

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(e) Compose an email to *Optimax Beauty Products'* customers, inviting them to the launch event.

In your email:

- include full details of the launch event
- inform customers to contact David Wood for more information
- request customers to indicate any special dietary requirements
- request customers to indicate whether a parking space is required
- request customers to confirm who will be attending.

You will be assessed on the content and tone used in your email.

Use the proforma on the **opposite page** to write your email.

You **may** use the space below to draft your email. You will **not** receive marks for the draft.

[12]

You may use this box for drafting your email.

To: undisclosed recipients

From: david.wood@optimaxbeautyproducts.co.uk

Subject:

END OF QUESTION PAPER

