OCR
Oxford Cambridge and RSA

Friday 17 May 2024 – Morning

Level 3 Cambridge Technical in Business

05834/05835/05836/05837/05878 Unit 2: Working in business

Time allowed: 1 hour 30 minutes

C422/2406

You can use:
- a calculator

INSTRUCTIONS
- Use black ink.
- Write your answer to each question in the space provided. You can use extra paper if you need to, but you must clearly show your candidate number, the centre number and the question numbers.
- Answer **all** the questions.

INFORMATION
- The total mark for this paper is **60**.
- The marks for each question are shown in brackets **[ ]**.
- This document has **16** pages.

ADVICE
- Read each question carefully before you start your answer.

Text 1

Sasha's Scooters is an e-scooter rental business. Sasha Lewis founded the business five years ago. She took advantage of a local government initiative to encourage greater use of green transport. Today Sasha's Scooters operates a fleet of over 500 e-scooters available to rent in the city of Manchester. Approximately 60% of Sasha's Scooters' customers are students and young working professionals. Many of these customers rent a scooter almost every day.

Sasha's Scooters operates as a community interest company (CIC). The company's main objective is to improve the wellbeing of the community it serves. Sasha feels that this objective is only being partially met. She would like to encourage the older generation, especially those in their 50s and 60s, to use the e-scooters for short journeys instead of driving their cars. Sasha has decided to find out about this group of potential customers by using a questionnaire. Hugo, a Year 12 student on work experience at Sasha's Scooters, has begun writing questions for the questionnaire.

Hugo's questions

1	Are you single or in a relationship?
2	Are you male or female?
3	Do you have a job?

1   Refer to Text 1.

(a) Identify the business function involved in designing the type of questionnaire that Sasha requires.

.... **[1]**

(b) For each of the three questions produced by Hugo, identify **one** reason why the question is not fit for purpose.

Question 1 ....

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Question 2 ....

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Question 3 ....

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[3]

(c) Produce a questionnaire to help Sasha's Scooters investigate how to encourage the older generation to use the e-scooters.

Your questionnaire should:
- include a brief introduction about the purpose of the questionnaire
- identify reasons why those in their 50s and 60s are not using the e-scooters
- identify ways to appeal to the older generation
- have at least six questions, including one open question
- allow Sasha to sort the responses by age and gender.

You will be assessed on the content, tone and layout of your questionnaire.

Use the proforma on the **opposite page** to produce your questionnaire.

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

[12]

You may use this space to draft your questionnaire.

QUESTIONNAIRE

Turn over

(d) Identify **two** consumables needed to produce hard copies of the questionnaire.

1 ....

2 ....

[2]

(e) Printing of the questionnaire should take account of environmental issues.

Identify **two** ways that the bulk printing of the questionnaires could do this.

1 ....

2 ....

[2]

Text 2

The success of an e-scooter rental business relies heavily on the technology it uses. To rent an e-scooter, customers need to download an app on their smartphones. This will allow them to pay for the e-scooter rental via the app.

2 Refer to Text 2.

(a) A significant number of Sasha's Scooters' customers choose to use their credit card to pay for the rental of the e-scooters.

Evaluate advantages and disadvantages for the customer of using this method of payment.

[12]

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Turn over

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(b) Apart from credit cards, identify **two** methods that customers could use to make the payment via the app.

1 ....

2 ....

[2]

Text 3

Sasha's Scooters has a strict code of practice concerning customer safety. Every e-scooter is checked each day to ensure that it is safe for use.

Dealing with safety issues means that Sasha is constantly having to prioritise her time.

3   Refer to Text 3.

(a)
(i) Identify **two** purposes of a code of practice.

1 ....

2 ....

[2]

(ii) Explain **one** difference between a code of practice and legislation.

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....

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.... **[2]**

Turn over

(b) Sasha has the following tasks to prioritise:
- order new brakes for the e-scooters following a significant number of complaints from customers;
- arrange a meeting with a local government officer to discuss new e-scooter safety rules;
- research insurance companies for renewal of the business' insurance policies in a week's time.

(i) Complete the table below by ranking the tasks according to their **importance to the smooth running of the business**. You should only assign each priority once.

Tasks	Priority: high, medium or low?
Order new brakes for the e-scooters following a significant number of customer accidents	
Arrange a meeting with a local government officer to discuss new e-scooter safety rules	
Research insurance companies for renewal of the business' insurance policies in a week's time	

[3]

(ii) Identify **two** reasons why Sasha might have needed to prioritise these tasks.

1 ....

....

2 ....

....

[2]

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PLEASE DO NOT WRITE ON THIS PAGE

Turn over for the next question

Text 4

Sasha is planning a research visit to further investigate how to attract the older generation of customers. She wishes to meet an e-scooter operator who has had success attracting customers over the age of 50. The e-scooter operator is based in Cambridge. Sasha would like to arrive at Cambridge by 10am and leave at 5pm. This should ensure that she has enough time to experience first-hand the specially designed e-scooters for the over 50s and return home with sufficient time to prepare for work the following day.

The distance between Manchester and Cambridge is approximately 180 miles. By car the journey is estimated to take 3 hours and 30 minutes. Although Sasha has a valid driving licence, she does not own a car. She is considering two options – hiring a car or travelling by train.

4 **Refer to Text 4.**

(a) Love-to-hire is a car hire company. Customers have two booking options:

- Scheme A - pay by the day
- Scheme B - pay by the hour.

Love-to-hire's fees and charges are shown below.

Scheme A - pay by the day	Scheme B - pay by the hour
Joining fee - £35	Joining fee - £35
Price per day - £55.25	Price per hour - £5.75
Mileage charge - £0.25 per mile	Mileage charge - £0.20 per mile

Calculate the total cost of hiring a car for Sasha's intended research visit for each booking option.

Scheme A – pay by the day	Scheme B – pay by the hour
Cost = **£** …………………….……………....	Cost = **£** …………………….……………....

[6]

(b) Identify **two** items Sasha could claim reimbursement for on Sasha's Scooters' travel expense claim form if she decides to hire a car for her journey.

1 ....

2 ....

[2]

Turn over

(c) Initial research shows that there are no through trains from Manchester to Cambridge. There are two changes on the journey, one at Leeds and one at Peterborough. The schedule for the journey is shown below.

Fill in the **five** pieces of information missing from the journey schedule.

Journey schedule:

06:06 Manchester (depart)

> Duration of journey between Manchester and Leeds
>
> = ………………….……………….. minutes

07:00 Leeds (arrive)

> Transfer time at Leeds
>
> = ………………….……………….. minutes

07:32 Leeds (depart)

> Duration of journey between Leeds and Peterborough
> = 1 hour and 26 minutes

> Arrival time at Peterborough
>
> = ………………….…............

> Transfer time at Peterborough
> = 12 minutes

09:10 Peterborough (depart)

> Duration of journey between Peterborough and Cambridge
>
> = ………………….……………….. minutes

10:00 Cambridge (arrive)

> Total duration of the journey from Manchester to Cambridge
>
> = ………………….…………….. hour(s) and …………………….……………… minute(s)

[5]

(d) Explain **two** advantages for Sasha of travelling by train.

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2 ....

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[4]

END OF QUESTION PAPER

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