

OCR

Oxford Cambridge and RSA

Tuesday 7 June 2016 – Afternoon

GCSE APPLIED BUSINESS

A243/01 Working in Business

Candidates answer on the Question Paper.

OCR supplied materials:

None

Other materials required:

- A calculator may be used

Duration: 1 hour 30 minutes



Candidate forename		Candidate surname	
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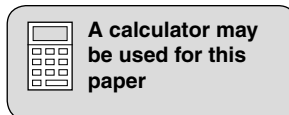
Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- 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. If additional space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.
- 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 **80**.
- The quality of your written communication will be assessed in questions marked with an asterisk (*).
- This document consists of **16** pages. Any blank pages are indicated.



Text 1

Brenda Flynn Ltd (BF Ltd) sells expensive sports cars. It also services and repairs the cars which it has sold. It has branches in Birmingham (UK), New York (USA), Rome (Italy) and Sydney (Australia). Its head office is also located in Birmingham (UK).

BF Ltd has a high reputation for its good quality customer service.

1 Refer to Text 1.

(a) Tick (✓) the name given to *BF Ltd's* organisational structure.

- Flat
- Geographical
- Matrix

[1]

(b) Describe the organisational structure which you identified in **part (a)**.

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..... [2]

Text 2

BF Ltd uses a number of different forms of communication. Some of these are:

- telephone calls to potential customers
- promotional emails to existing customers
- a letter enclosing a contract of employment which is sent to a new member of staff
- the *Brenda Flynn Ltd* Annual General Meeting
- a notice to staff detailing vacancies
- a weekly video-conference meeting between the branch managers
- the *BF Ltd* in-house newsletter.

2 Refer to Text 2.

(a) Choose **two** forms of **written** communication from the list above and explain how each is likely to be used by *BF Ltd*.

Choice 1

Explanation

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Choice 2

Explanation

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[6]

(b) Identify **one** advantage and **one** disadvantage to *BF Ltd* of using written communication.

Advantage

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Disadvantage

.....

[2]

Text 3

Xavier Windsor is a finance assistant at the Birmingham branch of *BF Ltd*. Xavier uses certain financial documents. Some of these are:

- purchase order
- invoice
- statement of account
- remittance advice slip.

Xavier also prepares the Birmingham branch profit and loss statement for the branch manager.

3 Refer to Text 3.

- (a) The following is part of an invoice for promotional materials purchased by the marketing functional area of the Birmingham branch of *BF Ltd*.

Complete the unshaded boxes on the invoice below. The first row on the invoice has been completed for you.

Quantity	Reference	Description	Unit Price		Total	
			£	p	£	p
5	F456	Flyer (200 in each pack)	13	50	67	50
6	P643	Poster (100 in each pack)	12	50		
400	P450	Pens	00	10		
300	M657	Model Cars	10	00		
			Sub Total			
			VAT@20%			
			Total			

[6]

(e) Xavier Windsor was given the wrong figures for the sales of cars. It should have been £100 000 more than the original figure.

(i) What would be the effect of this increase in sales on gross profit **and** net profit?

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..... [2]

This error would also change the figures in *BF Ltd's* balance sheet.

(ii) Explain how this change to *BF Ltd's* balance sheet will affect the business.

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..... [4]

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Text 4

Brian Flynn, the Branch Manager, has asked the customer service functional area of the Birmingham branch of *BF Ltd* to find out what customers feel about the quality of the branch’s customer service.

The following data was collected.

Type of customer service	Poor (%)	Satisfactory (%)	Good (%)	Excellent (%)
Follow up call after the sale of the car	10	10	30	50
One year guarantee	0	0	10	90
Additional five year guarantee	80	10	10	0
Servicing and repairs	40	40	10	10
Online service booking	95	5	0	0

4 Refer to Text 4.

- (a) Suggest **one** method of primary (field) market research which *BF Ltd* could have used to obtain the customers’ views on the quality of the Birmingham branch’s customer service. Explain **one** advantage and **one** disadvantage to *BF Ltd* of using the suggested method.

Method of primary (field) market research

Advantage

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Disadvantage

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[5]

(b)* Create an email to be sent to Brian Flynn which evaluates the quality of the customer service provided by the Birmingham branch of *BF Ltd*. Recommend and justify ways in which the Birmingham branch of *BF Ltd* could improve the quality of its customer service.

You will need to use the customer service data in **Text 4**. Add an appropriate subject to the email.

Use the email format **on the opposite page** to write the email. You **may** use the space below to draft your email. You will **not** receive marks for the draft. **[8]**

Working space for draft:

(b) Complete the following sentence by using three of the words from the list below. Use each word only once.

advertisements mislead packaging offend

The Advertising Standards Authority guidelines ensure that all
do not , cause harm or

[3]

(c) Explain how the Trade Descriptions Act would impact on *BF Ltd*.

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[2]

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END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s).

A large rectangular area with a solid vertical line on the left side and horizontal dotted lines across the rest of the page, providing space for writing answers.



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