

GENERAL CERTIFICATE OF SECONDARY EDUCATION
BUSINESS STUDIES B

2324/01

Business Processes – Synoptic Paper (Foundation Tier)

Candidates answer on the Question Paper

OCR Supplied Materials:

- Clean copy Case Study

Other Materials Required:

- Calculator

Monday 7 June 2010
Morning

Duration: 1 hour 15 minutes



Candidate Forename		Candidate Surname	
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Centre Number						Candidate Number				
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INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use blue or black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do **not** write in the bar codes.
- 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).

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **60**.
- The quality of your written communication will be taken into account in marking your answers to the questions labelled with an asterisk (*).
- This document consists of **12** pages. Any blank pages are indicated.



**A calculator may
be used for this
paper**

Answer **all** questions.

1 (a) When Tom bought his first hotel, he operated the business as a sole trader.

(i) State **two** suitable objectives for Tom as a sole trader.

Objective 1

.....

Objective 2

..... [2]

(ii) Explain why the objectives of the business might have changed when it became a private limited company.

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..... [2]

(b) State whether the following statement is **true** or **false**.

Helsor Hotel Group Ltd (HHG) should be able to gain economies of scale as it increases the number of hotels it owns.

.....

[1]

(c) When deciding on a location for a new hotel, Joanna carried out a lot of research.

She included the following groups of people:

- local tourist information centres;
- holiday-makers in the area;
- local hotel owners.

Which of these groups would provide the most useful information? Give reasons for your answer.

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..... [4]

[Total marks: 9]

- 2 (a) (i)** A range of promotional methods are used when HHG opens a new hotel. The methods used include advertising, sales promotion and public relations.

Draw a line between each method of promotion and the correct example of that method.

Method of promotion	Example
Sales promotion	Listing the hotels in telephone directories
Public relations	Having a journalist visit the hotel and write an article about it
Advertising	Offering a free gift to all guests

[3]

- *(ii)** Joanna wants to use **advertising only** to promote the hotels. Discuss whether or not this is the **best** way to attract a lot of guests to the hotels. Give reasons for your answer.

..... [6 + 2]

- (b) HHG must comply with disability legislation.

State and explain **two** possible effects on HHG of adapting rooms for disabled use.

Effect 1.....

Explanation

.....

.....

Effect 2

Explanation

.....

..... [4]

- (c) Tom is responsible for recruiting new hotel managers. State two **suitable** methods of recruitment that Tom could use to recruit hotel managers from outside the business. Give a reason for **each** of your choices.

Recruitment method 1

Reason for choice

.....

.....

Recruitment method 2

Reason for choice

.....

..... [4]

- (d) (i) Tom and Joanna are concerned that HHG hotels waste resources. Explain why Tom and Joanna should be concerned about this.

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..... [4]

- (ii) Recommend ways in which HHG could encourage staff and guests to act in a more environmentally friendly way. Give reasons for your recommendation.

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..... [6]

[Total marks: 29]

- 3 ***(a)** When Joanna presented her proposal to the shareholders, she used computer-generated slideshow software. Discuss whether or not this is the **best** method of presenting business information in order to persuade the other shareholders.

[6 + 2]

[8]

(c) Discuss which of the following external factors would have the greatest impact on HHG's plan of action (lines 70-71):

- a change in interest rates;
- a rise in unemployment rates.

[6]

[Total marks: 22]

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