

Candidate Forename						Candidate Surname					
Centre Number						Candidate Number					

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
GENERAL CERTIFICATE OF SECONDARY EDUCATION**

2324/02

BUSINESS STUDIES B

Business Processes – Synoptic Paper (Higher Tier)

MONDAY 7 JUNE 2010: Morning

DURATION: 1 hour 15 minutes

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the Question Paper

OCR SUPPLIED MATERIALS:

Clean copy Case Study

OTHER MATERIALS REQUIRED:

Calculator

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes on the first page.
- 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.
- 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 (*).

ANSWER ALL QUESTIONS.

- 1 (a) When Helsor Hotel Group (HHG) became a private limited company (Ltd) in 2002 the owners gained the benefit of limited liability.**

Explain why the owners would want to gain the benefit of limited liability.

[2]

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

[2]

- *(c) HHG's four hotels are all situated in traditional British seaside towns. During the winter the hotels have fewer guests (line 67–73).**

Discuss TWO possible ways Joanna could increase the number of guests in the winter months. Which would you recommend? Give reasons for your recommendation.

[illegible]

(d) 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.

[4]

[Total marks: 16]

[6]

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

[4]

- (ii) HHG feels that the hotels should become more environmentally friendly. Evaluate methods HHG could use to make different stakeholder groups act in a more environmentally friendly way.**

[illegible]

[Total marks: 20]

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[illegible]

[10]

(c) Discuss which of the following external factors would have the greatest impact on HHG's plan of action (lines 119–121):

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

[6]

[Total marks: 24]

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