

Candidate Forename						Candidate Surname					
Centre Number						Candidate Number					

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

1951/05

BUSINESS STUDIES A

**Paper 5: Business Communication and Marketing
(Foundation Tier)**

TUESDAY 15 JUNE 2010: Morning

DURATION: 1 hour

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the Question Paper

OCR SUPPLIED MATERIALS:

None

OTHER MATERIALS REQUIRED:

Calculators may be used.

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes on the first page.
- Use 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 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 when marking your answer to the question labelled with an asterisk (*).

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1 RBD is a high street bank which operates throughout Denmark.

(a) RBD uses both internal communication and external communication.

(i) Explain the difference between INTERNAL COMMUNICATION and EXTERNAL COMMUNICATION.

[2]

(ii) State and explain TWO barriers to communication that may exist between RBD and its employees.

BARRIER 1 _____

BARRIER 2 _____

[4]

(b) Many businesses use images in their communication with customers.

(i) Give ONE example of how RBD might use images in its communication with CUSTOMERS.

[1]

(ii) State ONE benefit of using images when communicating with CUSTOMERS.

[1]

- *(c) In order to increase the number of its customers, RBD is thinking about introducing an online banking service.**

RBD carried out SECONDARY RESEARCH to help make this decision. From its secondary research it found the following information.

Fig. 1

COUNTRY	PERCENTAGE OF <u>POPULATION</u> WHO BANK ONLINE		PERCENTAGE OF <u>BUSINESSES</u> WHO BANK ONLINE	
	2007	2009	2007	2009
Denmark	40	35	60	50
UK	30	25	25	20
Germany	20	15	20	15

[illegible]

7

- (d) RBD decided to introduce its online banking service to attract new customers around the world. It will be called DANISH e-BANK. It will use the promotional strategy shown in Fig. 2 below.

Fig. 2

DANISH e-BANK – PROMOTIONAL STRATEGY

- **distribute leaflets in London**
- **advertise on television around the world**
- **advertise on billboards around the world**
- **give every new customer a £500 voucher**

[6]

(e) When a customer shops or banks online they are taking part in e-commerce.

(i) Indicate, with a TICK (✓), whether each of the following statements would be an ADVANTAGE OR DISADVANTAGE to customers of Danish e-bank.

	ADVANTAGE	DISADVANTAGE
e-commerce can reach people instantly		
24 hours and seven days a week opening		

[2]

- (ii) When a customer shops or banks online they are protected by the Data Protection Act. Draw ONE line which correctly matches the Data Protection Act with its explanation.

**DATA
PROTECTION
ACT**

**To make sure the goods are
of a satisfactory quality
when bought online.**

**To make sure all goods are
reasonably safe and
delivered on time.**

**To make sure individuals'
rights to privacy of personal
details are respected.**

[1]

- (iii) To ensure customer details are safe online, Danish e-bank may use a variety of security methods. State and explain ONE possible METHOD OF SECURITY that Danish e-bank may use.

[2]

- (f) The introduction of an online banking service may lead to Danish e-bank allowing employees to WORK FROM HOME. The following is a summary of recent interviews with employees working from home.

Fig. 3

“I can work when I want but I miss working with colleagues”

“I save time travelling to and from work although other workers waste time watching daytime TV”

Use the information in Fig. 3 to state TWO advantages and TWO disadvantages to employees of working from home.

ADVANTAGES TO EMPLOYEES OF WORKING FROM HOME

1 _____

2 _____

DISADVANTAGES TO EMPLOYEES OF WORKING FROM HOME

1 _____

2 _____

_____ [4]

End of Question 1

[Total marks: 31]

2 St William's School is a private school which charges parents/guardians £10 000 each year to send a child to its school.

(a) Explain ONE way in which using ICT might be useful in running St William's School.

[3]

(b) The parents/guardians of those students who attend St William's School share similar characteristics. Below are four possible characteristics:

- 1. professionals e.g. doctors**
- 2. unemployed people**
- 3. high wage**
- 4. low wage**

Select the TWO MOST LIKELY characteristics that the parents/guardians of students at St William's School may have. Give a reason for each of your choices.

CHARACTERISTIC 1

REASON FOR CHOICE 1

CHARACTERISTIC 2

REASON FOR CHOICE 2

[4]

- (c) A major part of marketing is the four ‘Ps’ of the marketing mix. An example of the marketing mix for St William’s School is shown in Fig. 4 below.

Fig. 4

	MARKETING MIX (4Ps)
PRODUCT	St William’s School has a high exam pass rate
PRICE	£10 000 a year for each child
PLACE	St William’s School has modern buildings in their own grounds
PROMOTION	Advertise in newspapers such as The Times

Explain how well the four Ps of the marketing mix, as shown in Fig. 4, link together.

[4]

- (d) The Headteacher carried out a SWOT analysis for St William's School which can be seen in Fig. 5.

Fig. 5

STRENGTH	High exam pass rate
WEAKNESS	Lack of sporting facilities
OPPORTUNITY	500 expensive houses being built near the school
THREAT	Other successful schools in the area

Explain how a SWOT ANALYSIS may benefit St William's School.

[2]

(e) St William's School increases the fees it charges to parents/guardians each year. The current fee charged is £10 000 and the school currently has 850 students.

(i) The information below shows three events which may have caused St Williams' School to increase its fees each year. Indicate, with a TICK (✓), if each event was LIKELY OR UNLIKELY to have caused the increase in fees.

EVENT	<u>LIKELY</u> TO CAUSE AN INCREASE IN SCHOOL FEES	<u>UNLIKELY</u> TO CAUSE AN INCREASE IN SCHOOL FEES
Building new sporting facilities		
Share ICT facilities with another school nearby		
Reducing the number of students in each class		

[3]

Refer to the information in Fig. 6 opposite and answer the questions which follow.

Fig. 6

	STUDENT FEE PER YEAR	NUMBER OF STUDENTS	TOTAL INCOME
Current	£10 000	850	£8 500 000
Forecast	£11 000	700	

- (ii) Calculate the **FORECAST TOTAL INCOME** St William's School will receive if it increases its fees to £11 000 per year. Show your workings.

[2]

- (iii) Using your calculation in (e)(ii), and other information in Fig. 6, explain **WHETHER OR NOT** St William's School should increase its fees.

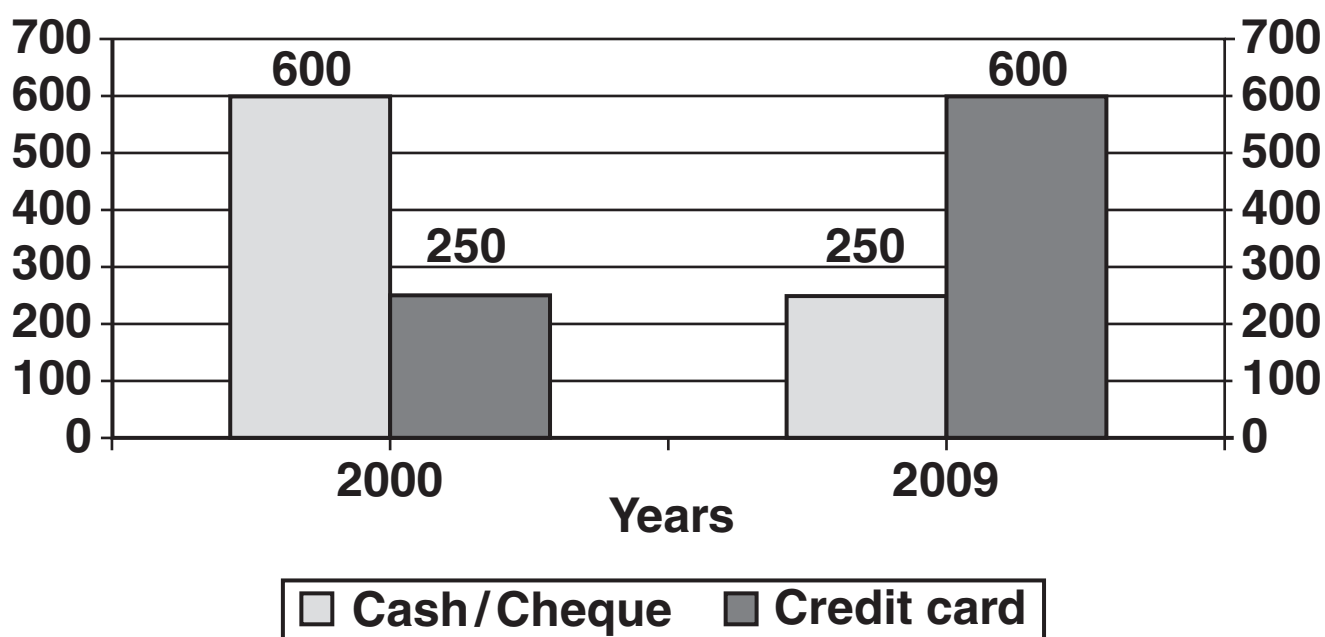
[3]

- (f) Parents/guardians pay the current £10 000 yearly fee using one of the methods of payment shown in Fig. 7.

Fig. 7

Method of payment used by parents/guardians to send their children to St William's School each year

Number of students



Using the information in Fig. 7, explain why the method of payment being used by parents/guardians at St William's School might have changed.

[4]

- (g) The Headteacher is thinking about advertising St William's School in the local press using the following advertisement:

**“ENROL YOUR CHILD AT ST WILLIAM'S
SCHOOL. IT IS THE BEST SCHOOL
IN THE COUNTRY”**

Before the advertisement was placed he decided to check the Advertising Standards Authority's guidelines on advertising. These guidelines state that an advert must NOT be

1. MISLEADING
2. HARMFUL
3. OFFENSIVE

Explain whether placing this advert in the local paper will be within the Advertising Standards Authority's guidelines.

[4]

End of Question 2

[Total marks: 29]

End of examination

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