

<b>Candidate Forename</b>		<b>Candidate Surname</b>	
<b>Centre Number</b>			
		<b>Candidate Number</b>	

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

**1951/08**

**BUSINESS STUDIES A**

**Case Study – Paper 8 (Higher Tier)**

**THURSDAY 20 MAY 2010: Morning**

**DURATION: 1 hour 30 minutes**

**SUITABLE FOR VISUALLY IMPAIRED CANDIDATES**

**Candidates answer on the Question Paper**

**OCR SUPPLIED MATERIALS:**

**Clean copy Case Study**

**OTHER MATERIALS REQUIRED:**

**Calculator 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).
- Make sure that all your answers relate to the pre-released case study material.

## **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 90.
- The quality of your written communication will be taken into account when marking your answers to questions labelled with an asterisk (\*).

**Answer ALL questions.**

**MAKE SURE THAT ALL YOUR ANSWERS RELATE TO THE PRE-RELEASED CASE STUDY MATERIAL.**

**1 (a) Use the case study to answer the following questions.**

**(i) Explain ONE advantage to GTD plc of being a public limited company.**

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**[3]**

**(ii) Explain ONE possible risk that the shareholders of GTD Ltd might have taken in order to change from a private to a public limited company.**

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**[3]**

**(b) Use Fig. 1 in the case study to answer the following questions.**

**(i) Calculate the % increase in the share price between April 2006 and April 2009. Show your working.**

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**[3]**

**(ii) Calculate the value of 1000 shares in GTD plc in April 2009. Show your working.**

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**[2]**

**\* (c) Quality of written communication will be taken into account.**

**Use RESOURCE SHEET 1 to help answer the following question.**

**GTD plc has a number of stakeholder groups. Which of the following groups might be MOST affected by the business activities of GTD plc?**

- **Community**
- **Employees**
- **Customers**

**Give reasons for your answer, explaining why you have rejected the other options.**

[illegible]

**[6+2]**

**[Total mark: 19]**

- 2 (a) Explain ONE reason why the government might have given GTD Ltd a grant (lines 41-42) to help set up the business.

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[3]

- (b) Explain ONE reason why GTD Ltd might have decided to rent (lines 39-41) rather than buy a unit in the industrial park.

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[2]

**(c) How important is 'always delivering on time' (lines 56 and 67) to the overall marketing strategy for GTD Ltd? Give reasons for your answer.**

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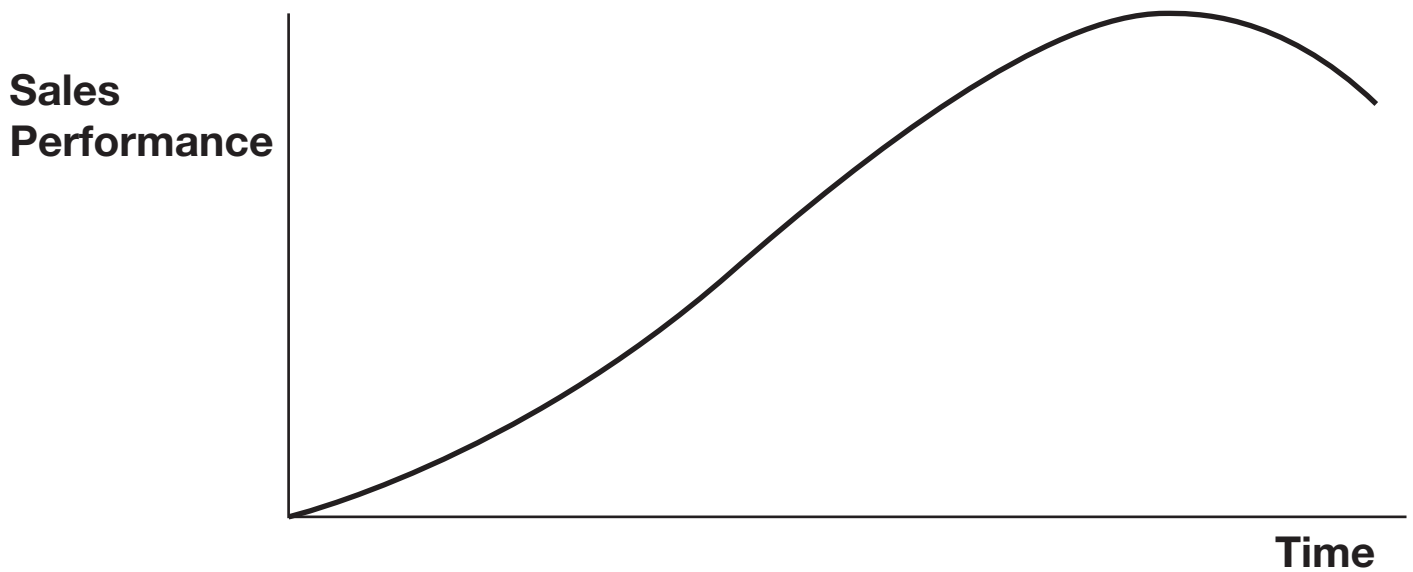
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**[4]**

- (d) (i) Fig. 1 below shows the Product Life Cycle for the turbine blade in the UK.**



**Fig. 1**

**Indicate on Fig 1, using a cross (X), where the turbine blades are currently positioned on the Product Life Cycle. [1]**



**(ii) Discuss the importance of the Product Life Cycle in helping GTD plc to predict the future sales of wind turbines.**

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[5]

**(e) Explain TWO advantages to GTD plc of exporting the turbine blades to the rest of the EU.**

**1** \_\_\_\_\_

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**2** \_\_\_\_\_

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\_\_\_\_\_ **[4]**

**[Total mark: 19]**

**3 Use RESOURCE SHEET 3 to help answer the following questions.**

**(a) Karen only used secondary research in her investigation. DISCUSS reasons why this method of research may be limited in terms of researching her proposal to establish a factory in India.**

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[4]

**(b) Explain ONE disadvantage of delegating control of the manufacturing process to local managers and workers in India (lines 116-120).**

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**[2]**

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[5]

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[2]

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**4 \*(a) Quality of written communication will be taken into account.**

**Ahmed has three immediate staff problems at GTD plc to deal with (lines 140-153):**

- skin complaints
- deadlines not met
- petrol issues.

**Which of these issues is MOST LIKELY to have a direct effect on the motivation of the workforce? Give reasons for your answer.**

[illegible]

- (b) Explain ONE advantage of ‘off the job’ training courses such as the one that Ahmed has recently attended.**

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[2]

- (c) (i) Ahmed uses one leadership style (lines 124-126), Karen and Wayne appear to use a different style (lines 134-137). Explain the differences between these leadership styles.**

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[4]

- (ii) What might be the effect of these different styles of leadership on the productivity of the workforce at GTD plc? Give reasons for your answer.

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[4]

- (d) Use RESOURCE SHEET 4 and RESOURCE SHEET 5 to answer the following questions.

- (i) Which item on the Balance Sheet is affected by companies not paying the money they owe to GTD plc within three months (lines 174-176)?

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[1]

- (ii) Total sales revenue has increased from £6m in 2010 to £8m in 2011. Calculate the % increase in TOTAL sales revenue. Show your working.

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[3]

- (iii) Discuss whether or not the Board of Directors would be pleased with the forecast performance of GTD plc in 2011.

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[7]

**[Total mark: 29]**

**\*5 Quality of written communication will be taken into account.**

**Use the information in the case study and all the Resource Sheets to answer the following question.**

**The Board of Directors must make a decision about which of the following courses of action they should take to ensure the long term success of GTD plc. They could:**

- **establish an additional factory in India supplying complete wind turbine units.**
- **relocate in the UK and supply complete units**
- **stay where they are, continue to only make turbine blades but improve the production and marketing strategy**
- **continue to run the business without making any changes.**

**Recommend the most suitable course of action, mentioning any additional information the Board of Directors may require to make a more informed decision. Give reasons for your recommendation.**

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[illegible]

**[Total mark: 10]**

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