

Tuesday 3 June 2014 – Morning

AS GCE BUSINESS STUDIES

F292/01 Business Functions



Candidates answer on the Question Paper.

OCR supplied materials:

- Clean copy Case Study (F292/01/CS)

Other materials required:

- A calculator may be used

Duration: 2 hours



Candidate forename		Candidate surname	
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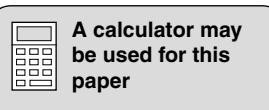
Centre number						Candidate number			
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INSTRUCTIONS TO CANDIDATES

- 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. You should not need to spend more than 30 minutes on Section A.
- 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. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- 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 **90**.
- Your Quality of Written Communication will be assessed in questions marked with an asterisk (*).
- This document consists of **16** pages. Any blank pages are indicated.



Section A

Answer **all** questions

Question 1 does **not** relate to the AAB case study.

- 1 (a) State **two** hygiene (or maintenance) factors identified by Herzberg.

1

2

[2]

- (b) Identify **one** advantage and **one** disadvantage of a laissez-faire leadership style.

Advantage

Disadvantage

[2]

- (c) What is meant by the term 'lead time' in relation to stock control?

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.....
.....

[2]

- (d) Complete the unshaded boxes in the cash flow statement below.

Item	March (£)	April (£)
Opening balance	150	
Inflows		
Sales revenue	230	210
Outflows		
Wages	128	120
Raw materials	84	
Other costs	22	25
Net cash inflow		5
Closing balance		

[4]

- (e) Outline **two** advantages to a firm of using quality circles.

1

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2

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[4]

- (f) Explain **two** consequences to a firm of adopting a product orientated approach.

1

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2

.....

.....

[4]

Section B

Answer all questions

Questions 2–5 are based on the AAB case study. Your answers should make specific reference to the issues facing AAB.

- 2 (a) Government data shows that UK consumer incomes have risen by 1.6% for the year ending August 2013.

Calculate the income elasticity of demand for AAB's sprung interior mattress.

[4]

- (b) Discuss the benefits to AAB of using marketing techniques, such as the Boston Matrix and the product life cycle, to make decisions about its product portfolio. [16]

- 3** Discuss ways in which AAB could further improve its waste management and efficiency in all aspects of the business. [16]

- 4 Evaluate the extent to which AAB's current organisational structures may affect the future success of the business. [16]

- 5*** Javier is hoping that the full details of the accounts will set the minds at rest of some of the firm's key stakeholders. (Lines 138–139)

Evaluate the extent to which different stakeholders will benefit from the information provided in AAB's final accounts. [20]

END OF QUESTION PAPER



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