OCR
Oxford Cambridge and RSA

Friday 24 May 2024 – Afternoon

AS Level Business

H031/02 The wider business environment

Time allowed: 1 hour 30 minutes

You must have:
- the Resource Booklet

You can use:
- a calculator

Please write clearly in black ink. **Do not write in the barcodes.**

Centre number | | | | | | Candidate number | | | | |

First name(s) _____

Last name _____

INSTRUCTIONS
- Use black ink.
- Write your answer to each question in the space provided. You can use extra paper if you need to, but you must clearly show your candidate number, centre number and the question numbers.
- Use the Resource Booklet to answer the questions in **Section B**.
- Answer **all** the questions.

INFORMATION
- The total mark for this paper is **60**.
- The marks for each question are shown in brackets **[ ]**.
- Quality of extended response will be assessed in questions marked with an asterisk (*).
- This document has **12** pages.

ADVICE
- Read each question carefully before you start your answer.

© OCR 2024 [601/4674/6]
DC (PQ/SW) 315796/4
OCR is an exempt Charity

Section A

1 Explain what is meant by a 'kanban' stock control system.

.....

.....

.....

..... **[2]**

2

(a) Explain **one** advantage to a business of good employer/employee relations.

.....

.....

.....

.....

..... **[2]**

(b) Explain **one** disadvantage to a business of poor employer/employee relations.

.....

.....

.....

.....

..... **[2]**

© OCR 2024

3 Some budgeting data for a business is shown below.

	Budgeted	Actual
Revenue	£31 000	£30 000
Cost of sales	£19 500	£20 000
Gross profit	£11 500	

Calculate the gross profit variance, stating whether the variance is adverse or favourable.

.....

.....

.....

.....

.....

.....

Answer ..... **[3]**

4 Explain **one** way national government policies could affect an estate agent selling houses.

.....

.....

.....

..... **[2]**

5 A tomato farmer has monthly fixed costs of £500. The monthly break-even level of output for the farm is 2000 kg of tomatoes, at a selling price of £0.60 per kg.

Calculate how many kilograms of tomatoes the farmer needs to sell to achieve a monthly profit of £3000.

.....

.....

.....

.....

.....

.....

Answer ..... **[3]**

© OCR 2024

6 Explain **one** difference between the law and ethics.

.....

.....

.....

..... **[2]**

7 Explain **one** way a restaurant might use benchmarking.

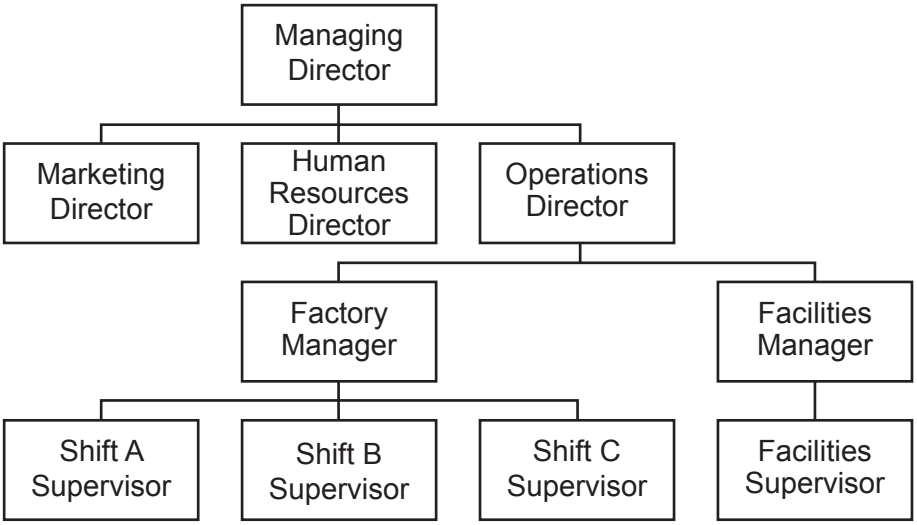
.....

.....

.....

..... **[2]**

8 An extract from a company's organisational model is shown below.



(a) Identify how this hierarchy is organised.

..... **[1]**

(b) Identify the Operations Director's span of control.

..... **[1]**

© OCR 2024

Section B

Use the information provided in the **Resource Booklet** to answer the following questions.

9 Explain what is meant by cash-flow.

.....

.....

.....

..... **[2]**

10* Evaluate the impact on **two** of GAME's external stakeholders of opening the central London gaming arena. **[12]**

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

© OCR 2024

© OCR 2024

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

11 Calculate GAME's market share in 2019.

.....

.....

.....

.....

Answer ..... **[2]**

12 Explain **two** likely reasons why GAME chooses to operate in non-physical markets.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

© OCR 2024

13* Evaluate the importance of Martyn Gibbs' leadership to the success of GAME. **[20]**

© OCR 2024

© OCR 2024

END OF QUESTION PAPER

© OCR 2024

BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

© OCR 2024

PLEASE DO NOT WRITE ON THIS PAGE

OCR
Oxford Cambridge and RSA

Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact The OCR Copyright Team, The Triangle Building, Shaftesbury Road, Cambridge CB2 8EA.

OCR is part of Cambridge University Press & Assessment, which is itself a department of the University of Cambridge.

© OCR 2024