OCR
Oxford Cambridge and RSA

Thursday 21 May 2020 – 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, the 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.

Turn over

Section A

Answer **all** the questions.

1 State **two** elements of the marketing mix.

1 ....

2 ....
[2]

2 What is meant by the term 'economic order quantity'?

....

....

....

.... **[2]**

3 The table below shows an extract from a cash-flow forecast for a business.

	August
	£
Cash inflow:	
Revenue	13 000
Total inflow	13 000
Cash outflow:	
Inventory	2 500
Wages	7 000
Overheads	7 500
Total outflow	17 000
Net cash flow	(4 000)
Opening balance	2 025
Closing balance	?

Calculate the closing balance for August.

....

....

....

....

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

4 Explain **two** advantages to an organisation of trading internationally.

Advantage 1 ....

....

....

....

Advantage 2 ....

....

....

....

[4]

5 Explain **two** functions of management.

1 ....

....

....

....

2 ....

....

....

.... **[4]**

6 Performance data for a business is shown in the table below.

	April	**May**
Total output	25 500 units	25 000 units
Size of workforce	150 workers	160 workers
Number of workers who left	6 workers	8 workers

Calculate the change in the labour turnover rate between April and May.

....

....

....

....

Answer = ... **[4]**

7 Explain **one** possible disadvantage to a business of having a business plan.

....

....

....

.... **[2]**

Section B

Answer **all** the questions.

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

8 Explain what is meant by 'a public limited company'.

....

....

....

.... **[2]**

9 Calculate the gross profit for Codemasters plc between April 2018 and September 2018.

....

....

....

....

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

10 Explain **two** possible reasons why Codemasters plc uses QA (quality assurance).

1 ....

....

....

....

2 ....

....

....

....

[4]

11* Evaluate the usefulness to Codemasters plc of the job description in **Extract C**. **[12]**

12* Evaluate how the strength of competition in the video games market may affect the future success of Codemasters plc. **[20]**

END OF QUESTION PAPER

BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

PLEASE DO NOT WRITE ON THIS PAGE