

GCSE and GCE Examining Bodies
Cyrff Arholi TGAU a TAG

For examiner use At ddefnydd yr arholwr	
Examiner's initials Blaenlythrennau'r Arholwr	BW

- Use blue or black ink or ball-point pen.
- Write the information required in the spaces above.
- Use both sides of the paper.
- Write the question number in the left-hand margin.
- Rule a line across the page after each answer.
- Do all your rough work in this answer book and cross out any work you do not want marked. Do not tear out any part of this book. All work must be handed in.
- Write the numbers of the questions you answer in the order attempted in the left-hand column of the boxes opposite.
- If you use more than one Answer Book, write Book 1, Book 2, etc. in the top left-hand corner of the front page. Book 2, Book 3, etc. should be placed inside Book 1.
- No certificate will be awarded to a candidate detected in any unfair practice during the examination.
- *Defnyddiwch inc glas neu ddu neu ysgrifbin pelbwynt.*
- *Ysgrifennwch y wybodaeth sydd ei hangen yn y lleoedd gwag uchod.*
- *Defnyddiwch ddwy ochr y papur.*
- *Ysgrifennwch rif y cwestiwn ar yr ymyl chwith.*
- *Tynnwch linell â phren mesur ar draws y dudalen ar ôl pob ateb.*
- *Gwnewch eich holl waith bras yn y llyfr ateb hwn a chroesi allan unrhyw waith nad ydych am iddo gael ei farcio. Peidiwch â thorri allan unrhyw ran o'r llyfr hwn. Rhaid rhoi pob darn o waith i mewn.*
- *Ysgrifennwch rifau'r cwestiynau rydych yn eu hateb yn y drefn yr atebwyd hwy yn y golofn ar y chwith yn y blychau gyferbyn.*
- *Os byddwch yn defnyddio mwy nag un Llyfr Ateb, ysgrifennwch Llyfr 1, Llyfr 2, ayb, yn y gornel chwith ar ben y dudalen flaen. Dylid gosod Llyfr 2, Llyfr 3, ayb y tu mewn i Lyfr 1.*
- *Ni roddir tystysgrif i ymgeisydd a geir yn ymddwyn yn annheg yn ystod yr arholiad.*

Question number Rhif y Cwestiwn	Mark Marc
1 a	1
2 b	4
3 2a	0
b	1
c	2
d	1
3 a	3
b	3
c	3
d	1
e	2
f	6
Total Cyfanswm	27

E Grade

1. a) Wide Spans of control is commonly used in the workplace. It ~~means~~ is how many employees work for one person. The boss has a wide span of control if he controls a wide span of people. For example Alan Sugar has a very large span of control as he has many employees.

b. Delayering is combining layers of the hierarchical together, to make ~~less~~ layers. This is the communication is better as there are less departments to go through. The speed of up of communication will help the business to run more smoothly and more quickly. Another advantage ^{for forestry} is that ~~people~~ the employees are now more on an even level making some feel more important which could help motivate them, however some employees who were higher up in the hierarchical structure will now feel less important which could cause their motivation to drop. Delayering can also cut out costs which a normal hierarchical structure may have for example ~~a ^{high} rent~~ on the selling of offices. A disadvantage to delayering would be the business would be less widespread and too bunched up together which may cause friction in the business. Another disadvantage is you could have an unskilled worker doing a job which would normally be operated in another layer of the business. To conclude ~~the value of~~ layers in management. To conclude delayering occurring at Forestry Commission would improve the efficiency and smoothness of the business as everyone will be ~~in~~ more in touch with one another.

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2a	
i)	Capital expenditure is a sum of money which could cost the business, it's normally a charge to the business.
ii)	Graphs showing business financial state e.g. cash flow forecast.
b)	Debtor is someone who charges a business and receives money, for example Debtor is someone who lend lends money to a business who expect their money back when the business gains a money.
ii)	Trade Creditor or someone who has exchanged trade credit with a business, and and who expects their money back, for example Andy owes £12,750 to trade creditors which is a current liability to him.
c)	
i)	55,000 pounds
ii)	24,620 24,620 pounds.
d)	Working Capital is the amount of money Andy has free to spend, if a problem occurs for example; his crops get destroyed in a storm then he has money to pay for repair and new crops. Also Andy has spare money which could help his business for example purchase machinery . better quality machinery.

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a)

The product life cycle is a theory that each product follows a similar pattern to the rest. It is made up of 5 stages, development, introduction, ~~and~~ growth, maturity and decline. The Development Stage is before the product is available to customers, it is the developing of the product. The introduction is when the product has just been released, in the introduction stage sales are slow as not many people are aware of the new product, this is where promoting the product is most important, also many people are reluctant to try a new product without some one saying it before. The growth stage is where the product has become known and starts to pick up sales. For example Mars chocolate drink people were reluctant to try as it was an unusual product created by ~~the~~ Mars, however as more and more people tried it, it got increasingly popular. Maturity is when sales start to slow down due to the possibility of ~~new~~ ~~newer~~ newer and similar products being produced, for example McVities Mars Mini Rolls matured when Cadburys ~~introduced~~ and Galaxy introduced their mini rolls. Decline is when sales start to drop considerably, this can be due to it being an old product which can be out of date ~~as~~ for example the original Xbox is out of date therefore declining sales due to the Xbox 360 taking its place in the market.

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b) Cash cows are long serving products which tend to have a long product life cycle. It is important as it provides Mars a steady income. Cash cows contain a high market share but ~~with~~ little with slow growth. A product portfolio is a portfolio containing all the products a company provides, it is used as it is easy to keep track of your products. It is also important to keep ^{hold} cash cows as like Mars bars as it was one of Mars' original products which Mars are known for. The cash cow products in some business are the business identity and what the business is known for. Finally cash cows are ~~usually~~ ^{can} be profitable, this profit can be pumped back into the business which can improve rising stars products or problem child products.

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c) Branding is the use of logos, ~~name~~ ^{the} names of business and ~~identity~~ ^{image} to help promote the business and get it more known.

Mars Branding is a very effective marketing strategy as it gets the business known and circulates their name to the public.

Mars are a huge business who are very well known amongst the world, they are over 3 million products produced in Slough each day which shows how big a scale Mars are on.

As Mars are a very well known brand company, branding can be very effective, as everyone has heard of the brand Mars they trust their products as they have a very good reputation, this means people are willing to try new products if they know its from a trusted source like Mars.

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d) Labour productivity is the units ~~made per~~ outgoing ~~per person~~ units produced per person. Labour productivity can be measured by wage to units produced to average unit time.

e) Productivity is the amount of units made in a certain period of time. It is very important for a business to be productive so the business can produce the most units they can.

A popular method to improve business' such as Mars' productivity is to get rid of workers who aren't working enough and not being productive. Another method a business can do is train the current

Then the business can bring in more hard work and productive staff.

Another method which a business can do to increase productivity is to train the current workers to be more productive and so the business can get the best out of their employees.

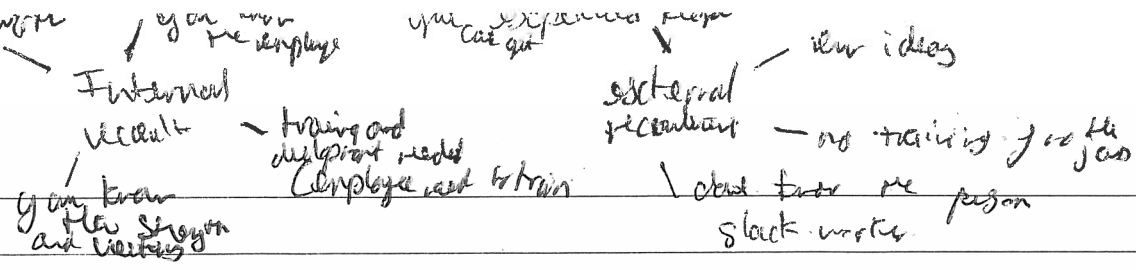
~~May get it's other company~~

Another method is to be productive with your finance, company should bring in share holders if the company is making ~~good~~ sizeable profits, this can help the company to be known and it's a good way of generating capital.

Also layout business can be more productive with their buildings, if a company's buildings are close together then it will be quicker to commute to each office. Location has a big impact on productivity.

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f) Internal recruitment is when a business recruits someone who already works within the company, for example promoting a cashier at Tesco to assistant manager.

External recruitment is when a business recruits someone who you bring in from outside the business who worked for someone else before hand.

In my opinion, a mix of internal and external recruitment is the best way forward for a company business. In some roles internal recruitment will be preferable as it is seen as a more swift and simple process.

With internal recruitment intensive training and development is needed, this can be time consuming and tedious. However with internal recruitment you already know the strengths and weakness of your employee so you can assign the employee a task where they will be most productive. Another reason why internal recruitment is preferable is the employee will already be familiar with the work so colleagues, this friendship could help motivate the workers. External recruitment can be preferred by many businesses, new employees bring new innovations to the business which could help the business succeed.

Also there is no training required if the new employee has been trained elsewhere which is preferable by business. Lastly another way in which internal recruitment is preferable is that the employee knows the business well and is aware of the business' future ideas.

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