

FOR OFFICIAL USE

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KU DM

Total

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4200/401

NATIONAL
QUALIFICATIONS
2009

TUESDAY, 19 MAY
9.00 AM – 10.00 AM

BUSINESS
MANAGEMENT
STANDARD GRADE
Foundation Level

Fill in these boxes and read what is printed below.

Full name of centre

Town

Forename(s)

Surname

Date of birth

Day Month Year

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Scottish candidate number

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Number of seat

- 1 Read each question carefully.
- 2 Attempt **all** the questions.
- 3 All answers are to be written in this answer book.
- 4 Do **not** write in the margins.
- 5 Before leaving the examination room you must give this book to the invigilator. If you do not, you may lose all the marks for this paper.

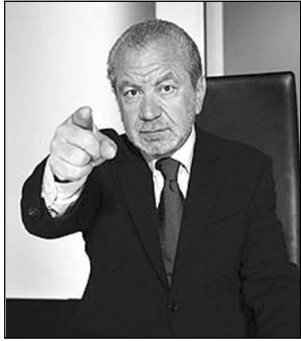


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1.

THE APPRENTICE



You're hired.

Sir Alan Sugar employs an apprentice who is paid £100,000 a year.

(a) Suggest **2** reasons why people choose to work.

Reason 1 _____

Reason 2 _____

2

(b) Identify **2** qualities or skills an employer would look for in a new employee.

Quality/Skill 1 _____

Quality/Skill 2 _____

2

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1	
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1	

1. (continued)

(c) Suggest **one** place where a job vacancy can be advertised.

(d) Suggest **3** separate pieces of information which could be contained in a job advertisement for the apprentice.

1 _____

2 _____

3 _____

(e) From the following, identify **2** documents used during the recruitment and selection process.

	Tick (✓) the correct answer
Business Plan	
Application Form	
Interview Checklist	
Cash Budget	

(f) Name the type of training given to **new** employees.

[Turn over

Marks

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2.



Sold throughout the World

Allan McLaughlin is one of Scotland's successful young entrepreneurs. He sells male beauty products from the TV shopping channel QVC.

Source: Adapted from The Sunday Post, 20 May 2007

- (a) Suggest **2** sources where Allan McLaughlin could get advice for his business.

Source 1 _____

Source 2 _____

2

- (b) Allan McLaughlin completed a **Business Plan** before setting up his business.

Suggest **one** reason for Allan McLaughlin preparing a Business Plan.

1

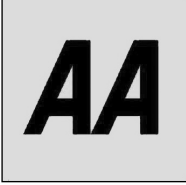
- (c) Other than on TV, suggest **2** ways that a business could sell its products.


Suggestion 1 _____

Suggestion 2 _____

2

3.





The AA and SAGA agreed to join to become one large business.

Source: Radio Scotland, 21 June 2007

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1		
2		

(a) The type of growth shown above is:

	Tick (✓) the correct answer
takeover	
merger.	

(b) Other than by joining with another business, suggest **one** other way a business can grow in size.

(c) Suggest **2** benefits of growth for AA or SAGA.

Benefit 1 _____

Benefit 2 _____

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4.



For many years a “nine-to-five” working day was the norm.

Nowadays people are working different hours.

Source: Adapted from Sunday Herald, 20 May 2007

Match the following terms with the definitions shown below.

Use each term only once.

The first one has been done for you.

Full-time

Part-time

Permanent

Temporary

Flexi-time

Job Share

Definition	Term
Employment is for a short period.	<i>Temporary.</i>
Employee has the job for as long as they want it.	
Employees choose the hours they work.	
Working “nine-to-five”.	
Working only mornings.	
Two employees sharing one job.	

5

[Turn over

[Turn over for Question 6 on *Pages ten and eleven*

Marks

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6.

MARS made a decision to change its recipe in its chocolate bars.



Source: Adapted from Daily Mail, 21 May 2007




(a) Suggest **2** risks MARS took when it changed its recipe for its chocolate bars.

Risk 1 _____

Risk 2 _____

2

(b) Study the pictures below which show the **input, process, output (IPO)** system for MARS.

Picture A	Picture B	Picture C
		
Production	Raw Materials	Finished Product

Complete the table to identify which picture shows **input, process** or **output**.

Picture A	
Picture B	
Picture C	

3

Marks

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6. (continued)

(c) MARS is in the **Private Sector**. This means they aim to:

	Tick (✓) the correct answer
make a profit	
not make a profit.	

1

(d) From the list below, choose **2** reasons why a business might locate where it does.

	Tick (✓) the correct answer
Near a supply of skilled labour.	
Where costs of premises are high.	
Good transport links.	
Far from its customer.	

2

[Turn over

7.

<p>Another successful year for The Royal Bank of Scotland.</p>  <p>RBS</p> <p><i>The Royal Bank of Scotland</i></p> <p>Source: BBC News, 16 April 2007</p>

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1		

(a) Suggest **2** ways a business can measure success.

1 _____

2 _____

(b) The Royal Bank of Scotland sells **insurance**. This is an example of:

	Tick (✓) the correct answer
a good	
a service.	

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8. Identify each type of organisation from the following list.

The first one has been done for you.

Public Limited Company	Private Limited Company
Partnership	Sole Trader
Charity	

Use a different example for each one.

<i>Organisation</i>	<i>Type of organisation</i>
Baxter's Ltd 	Private Limited Company
Marks and Spencer plc (company) 	
Sharon Brown Plumber 	
Due to copyright restrictions the charity logo has been removed.	
Singh & Patel Florist 	

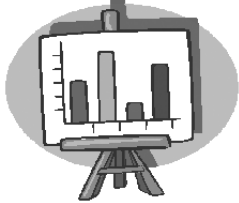

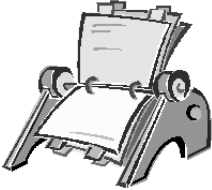

4

[Turn over

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9. (a) Suggest a suitable **software application** that can be used to carry out the following tasks.

Use a different software application for each task.

<i>Task</i>	<i>Software application</i>
Carry out calculations and produce a graph 	
Prepare a business letter 	
Store names and addresses of customers 	
Produce a presentation for a meeting 	

4

- (b) Suggest **one** advantage and **one** disadvantage of using ICT in a business.

Advantage _____

Disadvantage _____

2

Marks

11.



The Michelin factory in Dundee is saving costs by using wind turbines to produce electricity for its factory.

Source: The Scotsman, 7 April 2006

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(a) Suggest **2** other ways Michelin could reduce costs.

Suggestion 1 _____

Suggestion 2 _____

2

(b) The table below shows the Functional Areas.

Complete the table by identifying **one** activity carried out in **Finance** and **one** activity in **Human Resources**.

<i>Functional Area</i>	<i>Activity</i>
Marketing	<i>Market Research</i>
Finance	
Operations	<i>Production</i>
Human Resources	

2

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