GradeMax

Write your name here

Surname	Other names

Pearson Edexcel
International Advanced Level

Centre Number | | | | | |

Candidate Number | | | | |

Business Studies

International Advanced Subsidiary
Unit 2: Business Structures and Processes

Thursday 4 June 2015 – Morning
Time: 1 hour 30 minutes

Paper Reference
WBS02/01

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions in Section A and Section B.
- Answer the questions in the spaces provided
  – *there may be more space than you need.*

Information

- The total mark for this paper is 80.
- The marks for **each** question are shown in brackets
  – *use this as a guide as to how much time to spend on each question.*
- In your responses, you should take particular care with punctuation and grammar, as well as the clarity of your expression.
- Calculators may be used.

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ▶

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P 4 5 0 7 0 A 0 1 2 0

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SECTION A

Answer ALL questions in this section.

Write the letter of your chosen answer in the box and then explain your choice in the space provided.

You should spend 30 minutes on this section. Use the data to support your answers where relevant. You may annotate and include diagrams in your answers.

1 *Tata Steel* announced that it would permanently reduce the workforce at its Scunthorpe plant by 340 employees, due to weak demand for steel products.

(a) The **most appropriate** way for *Tata Steel* to reduce the number of employees is by

(1)

A resignation

B redundancy

C training

D job rotation

Answer ☐

(b) Explain why this answer is correct.

(3)

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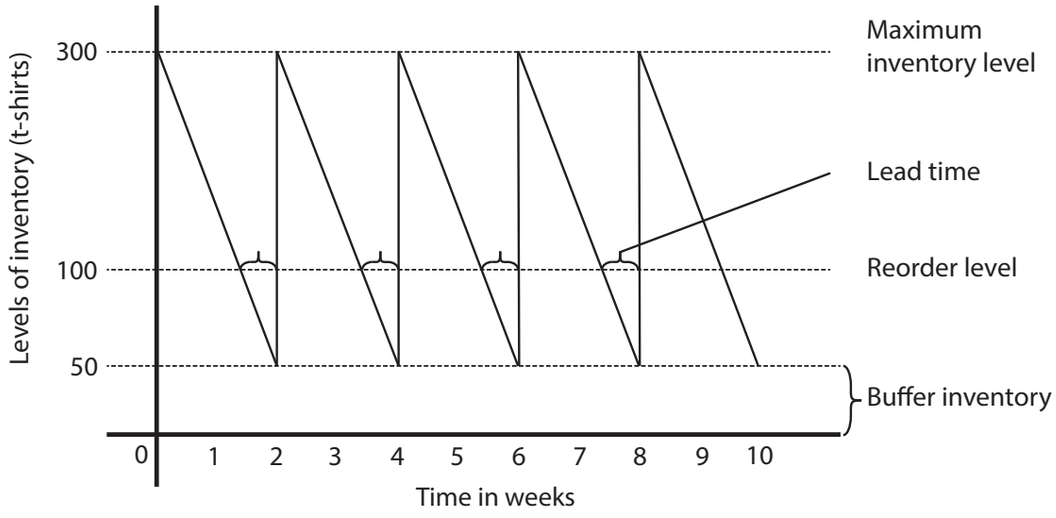
(Total for Question 1 = 4 marks)

2 The following is an inventory control chart for t-shirts in a small clothes shop.



(a) What is the reorder quantity of t-shirts?

(1)

A 50

B 100

C 200

D 250

Answer

(b) Explain why this answer is correct (Show your working).

(3)

(Total for Question 2 = 4 marks)

3 *Barclays* appointed Antony Jenkins as Chief Executive Officer (CEO) in 2012. He had worked at *Barclays* since 1983.

(a) The **most likely** reason for *Barclays* to use internal recruitment is

(1)

A less is known about candidates

B there are more applicants to choose from

C it can act as a motivation for staff

D it is more expensive than external recruitment

Answer ☐

(b) Explain why this answer is correct.

(3)

(Total for Question 3 = 4 marks)

4 In *McDonalds'* Atlanta headquarters a tall organisational structure is used.

(a) A characteristic of a tall organisational structure is

(1)

A a narrow span of control

B less bureaucracy

C a short chain of command

D faster decision-making

Answer ☐

(b) Explain why this answer is correct.

(3)

(Total for Question 4 = 4 marks)

5 *Walkers*, a potato crisps manufacturer, wants to increase output using its existing production facilities.

(a) Which **one** of the following is a way to improve capacity utilisation at *Walkers*?

(1)

A Reduce advertising spending

B Increase the prices of products

C Reduce inventory levels

D Increase the product range

Answer ☐

(b) Explain why this answer is correct.

(3)

(Total for Question 5 = 4 marks)

6 The car manufacturer, *Maruti Suzuki India*, uses a system of Total Quality Management (TQM).

(a) Using TQM is **most likely** to result in an increase in

(1)

A customer satisfaction

B labour turnover

C inventory levels

D product defects

Answer ☐

(b) Explain why this answer is correct.

(3)

(Total for Question 6 = 4 marks)

TOTAL FOR SECTION A = 24 MARKS

Due to copyright the following images and text have been redacted.

SECTION B

Answer ALL questions in this section.

You should spend 60 minutes on this section.

[redacted]

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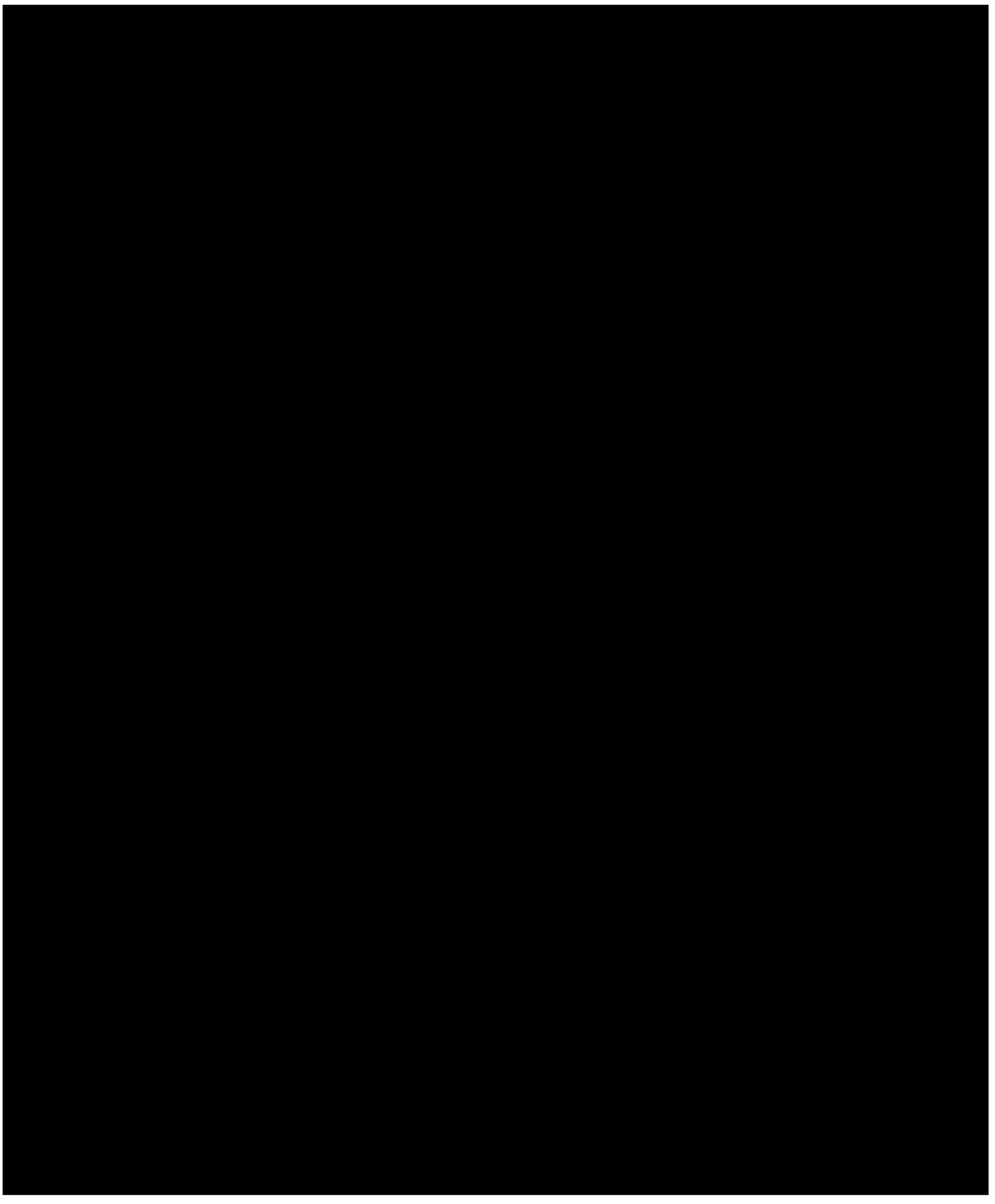

7 Analyse **one** reason why *Nike* would want to be associated with the *MUFC* brand.

(Total for Question 7 = 6 marks)

8 (a) Analyse why it might be difficult to estimate future sales for *MUFC*.

(6)

Sir Alex Ferguson was often said to have an autocratic leadership style.

(b) Explain **two** benefits of this leadership style for a business such as *MUFC*.

(6)

(Total for Question 8 = 12 marks)

9 (a) Explain **one** reason why *MUFC* might want to minimise the amount of cash tied up in products at its megastore.

(4)

(b) Assess the impact of falling ticket prices on *MUFC*'s revenue.

(8)

(Total for Question 9 = 12 marks)

10 Assess the impact on *MUFC*'s marketing mix of the increasing use of social media.

(12)

(Total for Question 10 = 12 marks)

11 Evaluate the importance of using financial and non-financial motivational techniques at *MUFC* to retain employees.

(14)

(Total for Question 11 = 14 marks)

TOTAL FOR SECTION B = 56 MARKS
TOTAL FOR PAPER = 80 MARKS

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