Centre No.						Paper Reference							Surname	Initial(s)
Candidate No.						6	9	1	6	/	0	1	Signature	

Paper Reference(s)

6916/01

Edexcel GCE

Applied Business

Unit 1: Investigating People at Work

Tuesday 12 January 2010 – Morning

Time: 1 hour 30 minutes

Examiner's use only

Team Leader's use only

Question Number	Leave Blank
1	
2	
3	
Total	

Materials required for examination
Nil

Items included with question papers
Nil

Instructions to Candidates

In the boxes above, write your centre number, candidate number, your surname, initial(s) and signature.
The paper reference is shown above.
Check that you have the correct question paper.
Answer ALL the questions. Write your answers in the spaces provided in this question paper.
Additional answer sheets may be used.

Information for Candidates

The marks for individual questions and the parts of questions are shown in round brackets: e.g. **(2)**.
There are 3 questions in this question paper. The total mark for this paper is 90.
There are 16 pages in this question paper. Any blank pages are indicated.

Advice to Candidates

You will be assessed on your ability to organise and present information, ideas, descriptions and arguments clearly and logically, including your use of grammar, punctuation and spelling.

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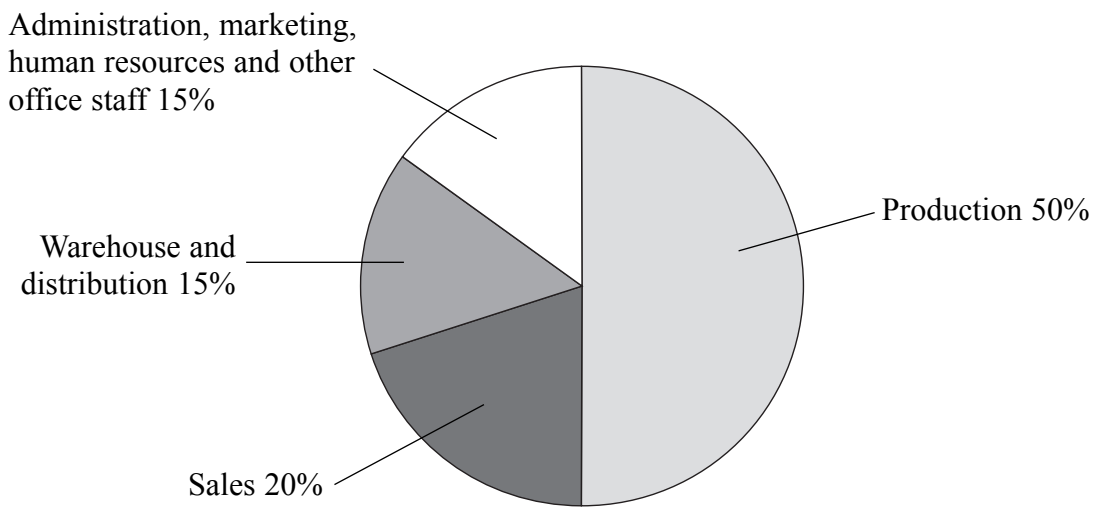
Situated in the small town of Oakham, *Poly Ltd* has been manufacturing household goods – buckets, bowls and bins – since 1930. It sells and distributes its products direct to major retailers and through a system of wholesalers and cash and carry outlets for smaller retail outlets. It is a private limited company, owned and controlled by joint managing directors, Janice and Simon Poly. The business employs 200 people.

The workforce is divided as shown in the pie chart in **Figure 1**.

Figure 1

Percentage of workforce in functional areas of *Poly Ltd*



1. (a) Give **two** of the main business activities likely to be found in the largest functional area of *Poly Ltd*.

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(2)

(b) Outline why good communication between sales and production is important.

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(2)

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The managing directors set objectives for the sales and the production functional areas.

(c) Why is objective setting a good way to manage these two functional areas?

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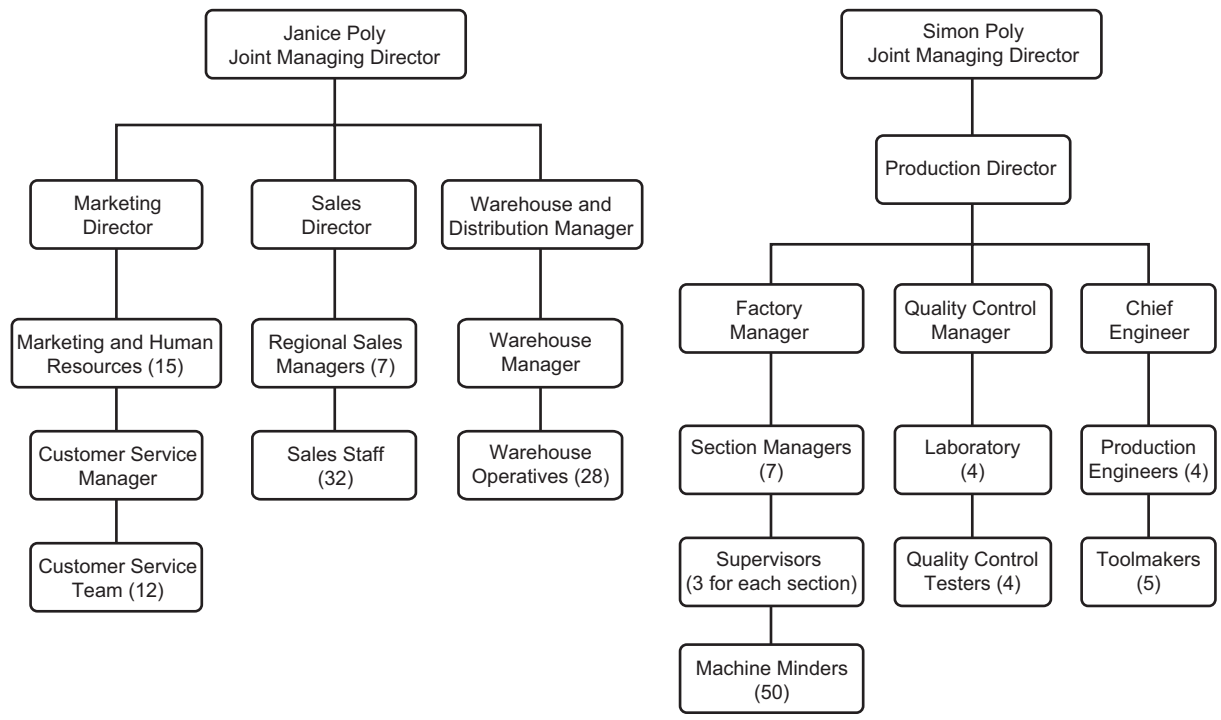
Figure 2

Organisational Chart of Poly Ltd



Simon Poly wants to change the organisation of *Poly Ltd* from the present hierarchical structure (as shown in **Figure 2**) and bring in a matrix structure.

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(d) Discuss the advantages and disadvantages of introducing a matrix structure for *Poly Ltd* and for its employees.

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You are advised to read the question below, before choosing your business.

In the space below, record the details of ONE business that you have studied during your course. Refer to this business when answering question 1(e).

Name of Business: ....

Main Activities: ....

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(e) Outline how the ownership of this business influences the way it operates.

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You are advised to read the question below, before choosing your business.

In the space below, record the details of ONE business that you have studied during your course. Refer to this business when answering question 1(f).

Name of Business: .....

Main Activities: .....

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(f) Examine the role of the human resource function in the business you have chosen.

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(Total 30 marks)

Q1

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2. *Poly Ltd* divides the country into seven sales regions. Each region has a sales team of four or five reporting to a Regional Sales Manager. The Regional Sales Managers report to the Sales Director.

When Mike, Regional Sales Manager of the Midlands Region leaves the company, the Sales Director has to find a replacement. He is considering recruiting a new Regional Sales Manager from outside the business.

(a) Assess this recruitment strategy from the point of view of both *Poly Ltd* and members of the Midlands Region sales team.

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Part of the recruitment process for the Regional Sales Manager involves psychometric testing.

(b) What can psychometric testing tell a business about this potential employee?

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The human resources function at *Poly Ltd* wants to protect the business from potential accusations of discrimination when recruiting new employees.

(c) Outline how it might do this.

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You are advised to read the question below, before choosing your business.

In the space below, record the details of ONE business that you have studied during your course. Refer to this business when answering question 2(d).

Name of Business: ....

Main Activities: ....

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(d) Describe the methods used by your chosen business to advertise its vacancies.

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You are advised to read the question below, before choosing your business.

In the space below, record the details of ONE business that you have studied during your course. Refer to this business when answering question 2(e).

Name of Business: .....

Main Activities: .....

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(e) Using an example, explain any nationally recognised training scheme used by this business.

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Q2

(Total 30 marks)

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3. The Sales Director of *Poly Ltd* motivates the regional sales teams by giving a bonus payment to everyone in any team that hits its regional monthly target.

(a) Compare the advantages and disadvantages of motivating employees by offering a bonus for team performance rather than individual performance.

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Some of the people employed in the production function are paid on a 'piece rate' basis; this means that they receive a fixed payment for each item they produce.

(b) Outline how the theories of F W Taylor supports the use of 'piece rate' payments.

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(c) What would be the effects of an increase in the National Minimum Wage on *Poly Ltd*?

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All the products from *Poly Ltd* are made from high-density polyethylene, a form of plastic, which is a by-product of oil. As a result of this, *Poly Ltd* attracts criticism from stakeholders who are part of the environmental lobby.

(d) Discuss how this kind of external environmental issue could have an impact on *Poly Ltd*.

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You are advised to read the question below, before choosing your business.

In the space below, record the details of ONE business that you have studied during your course. Refer to this business when answering question 3(e).

Name of Business: .....

Main Activities: .....

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(e) Examine how this business motivates its employees.

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You are advised to read the question below, before choosing your business.

In the space below, record the details of ONE business that you have studied during your course. Refer to this business when answering question 3(f).

Name of Business: .....

Main Activities: .....

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(f) Describe the main steps this business takes to apply consumer protection legislation?

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Q3

(Total 30 marks)

TOTAL FOR PAPER: 90 MARKS

END