

Write your name here

Surname

Other names

Centre Number

Candidate Number

**Edexcel GCE**

# Applied Business

## Unit 1: Investigating People at Work

Wednesday 11 January 2012 – Afternoon

**Time: 1 hour 30 minutes**

Paper Reference

**6916/01**

**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.
- Answer the questions in the spaces provided – *there may be more space than you need.*

### Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*
- Questions labelled with an **asterisk** (\*) are ones where the quality of your written communication will be assessed – *you should take particular care with your spelling, punctuation and grammar, as well as the clarity of expression, on these questions.*

### Advice

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

Turn over ►

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**PEARSON**

*Shoreside Steels Ltd (SSL)* is based in Redcar where it has been manufacturing steel components for the local engineering industry since 1951. Changes in the British economy in recent years have had a major effect on *SSL*. Sales have declined and its trading accounts show that it has been losing money during 2011. It is a private limited company with all of the shares owned by members of the Pressley family. The managing director, David Pressley, wants to retire and make way for his son John. David has recently sought help from the business advice team at his bank.

In order for the business to survive David has been advised to make major changes to prepare the business for the future. One of these changes would be to reduce the present workforce from 500 to 250 employees. Some of these 250 will be made redundant.

Survival is currently the main objective for *SSL*.

- 1 (a) Give **two** reasons why survival is the main objective for *SSL*. (2)

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- (b) Examine another objective, other than survival, that David could set for *SSL*. (4)

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SSL is a private limited company.

(c) Give **two** features of a private limited company.

(2)

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\* (d) Analyse the responsibilities of management in a business that is fighting for its survival.  
(12)

A series of horizontal dotted lines for writing the answer.



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 the work of **one** functional area in this business. (4)

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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:** .....

(f) How does **one** aim of this business influence the products or services that it offers? (6)

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(Total for Question 1 = 30 marks)





(b) Outline **two** rights that employees who may lose their jobs have under employment protection legislation.

(4)

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(c) State **four** services that a trade union could offer its members when a workforce is reduced.

(4)

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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) Discuss how this business advertises for new employees. (6)

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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) Examine **one** way that this business trains its employees.

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**(Total for Question 2 = 30 marks)**



3 David knows that the employees who remain will need motivating.

(a) How can David and SSL motivate these employees?

(4)

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Abraham Maslow identified that employees have a range of different needs that can be attained through their work.

(b) Identify how **two** of these needs are no longer being met for employees who lose their jobs.

(4)

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(c) How could nationally recognised training schemes assist *SSL* to develop its business in the future?

(4)

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The bank also advised *SSL* that it should reduce its overall costs.

(d) How could this recommendation, if accepted, affect the employees of *SSL*?

(4)

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(e) Suggest why *SSL* may need to recruit new employees in the future.

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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:** .....

(f) Describe how this business implements legislation that protects the well-being of its employees.

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