

Write your name here	
Surname	Other names
Centre Number	Candidate Number
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Edexcel GCE	
Applied Business	
Unit 1: Investigating People at Work	
Monday 17 May 2010 – Afternoon Time: 1 hour 30 minutes	Paper Reference 6916/01
You do not need any other materials.	Total Marks
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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.

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Turn over ►

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After completing a graphic design course at college in June 2009, Tony Jones and Meg Windsor discovered that because of the economic situation they could not find employment. Confident in their skills and creativity they decided to start their own business. The business is a design agency called *Friendz Graphix* that offers a range of design and creative services.

Friendz Graphix is a partnership. Tony and Meg have an equal share in the business.

1 (a) State **four** advantages of a partnership to Tony and Meg.

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(b) Discuss **one** problem that being in a partnership could create for Tony and Meg.

(4)

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The start-up costs for rent, services, and computer equipment were met by an interest-free loan from Meg's father. One objective of the partnership is to pay this loan back within 24 months.

(c) How is this objective likely to affect the way that Tony and Meg run the business?

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Survival, making a profit and paying back the loan are all important objectives for *Friendz Graphix*.

(d) Examine **one** other objective that Tony and Meg could set for their business.

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Tony and Meg have never had any financial training. When they began *Friendz Graphix* they had to learn about the financial functions of a business.

(e) State **four** financial functions of a 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) Explain the importance of **two** key roles in the organisational structure of this business.

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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(g).

Name of Business:

Main Activities:

(g) How do the main aims of this business influence its objectives?

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(Total for Question 1 = 30 marks)



Tony and Meg have been advised not to ask for curriculum vitae (CVs) when recruiting but to use a simple application form.

(b) Why might this be so?

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One applicant that Tony and Meg interviewed claims to have a nationally recognised qualification in Business Administration.

(c) What is the importance of nationally recognised qualifications?

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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:

(d) What would be the day-to-day tasks associated with **one** role in the administration function of this business.

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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:

(e) Discuss **one** interview technique that this business uses when recruiting new employees.

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(Total for Question 2 = 30 marks)



Once they take on an office administrator, Tony and Meg will need to consider how they look after their employee.

3 (a) Why will Tony and Meg need to motivate the office administrator once recruited? (4)

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(b) List **four** rights that the office administrator has under the terms of the Working Time Regulations, 1998. (4)

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Tony and Meg want to trade ethically.

*(c) Discuss how they can do this.

(12)

Handwriting practice area consisting of 25 horizontal dotted lines.



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(d).

Name of Business:

Main Activities:

(d) Using Maslow's hierarchy, suggest how this business meets the esteem needs of 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(e).

Name of Business:

Main Activities:

(e) Give an example of **one** way that this business motivates its employees.

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(Total for Question 3 = 30 marks)

TOTAL FOR PAPER = 90 MARKS



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