

Write your name here

Surname

Other names

Centre Number

Candidate Number

**Edexcel GCE**

# Applied Business

## Unit 1: Investigating People at Work

Wednesday 9 January 2013 – 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**

In January 2012 the *Digisilver Group plc* opened its 75th cinema in Margate. The manager, Daren Gates, wants to make a good impression with the senior management of the business.

As a multiplex, the *Digisilver Margate* has 13 screens. This means that up to 13 different films can be shown throughout the day. Films begin at midday, with the last starting at 9 pm. Most films finish by 11.30 pm.

1 Daren aims to sell tickets for every screening of every film.

(a) (i) Give **two** reasons why Daren has this aim.

(2)

*Digisilver* is a public limited company.

(ii) State **two** ways in which a public limited company is different from a private limited company.

(2)

One objective of *Digisilver* is to become the leading cinema group in the UK in terms of the number of multiplexes and the number of screens.

(b) Why would *Digisilver* set this objective?

(4)



There are 20 permanent employees at the *Digisilver Margate*. These include sales staff, who deal directly with customers, and staff who clean the multiplex.

(c) Examine how the work of these employees contributes to the success of *Digisilver Margate*.

(8)

Sales staff

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Cleaning staff

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All 20 employees at the *Digisilver Margate* report directly to Daren.

(d) Analyse how this flat organisational structure could affect Daren's ability to manage the business.

(4)

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2 Daren needs to recruit an assistant manager.

(a) Identify **four** headings that would be included in a job description for this role.

(4)

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(c) Outline what Daren should include in the induction training for the new assistant manager.

(4)

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Daren is planning a 'Harry Potter All Nighters' event over a weekend. All eight Harry Potter films will be shown over two nights; four on the Friday night and four on the Saturday night. Screening will start at 11.00 each evening and end at 11.00 the next morning. There will be short breaks between each film for refreshments.

(b) How could legislation designed to protect the well-being of employees affect this plan?

(4)

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As part of their employment package, employees who work late in the evening are provided with a taxi to take them home after work.

(c) Analyse how this practice is related to Maslow's Hierarchy of Needs.

(4)

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