Write your name here				
Surname		Other name	s	
Pearson Edexcel International Advanced Level				
Business Studies International Advanced Subsidiary Unit 2: Business Structures and Processes				
Thursday 4 June 2015 – Mo Time: 1 hour 30 minutes	orning		Paper Reference WBS02/01	
You do not need any other ma			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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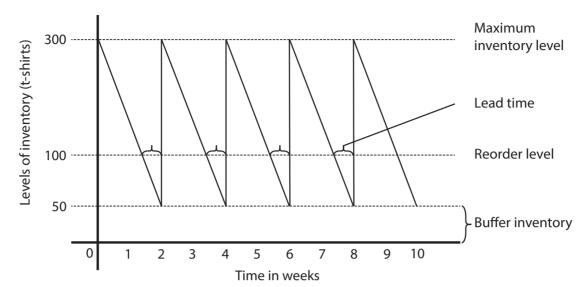
SECTION A

Answer ALL questions in this section.

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

relevant. You may annotate and include diagrams in your answers.	.is wiicic
<i>Tata Steel</i> 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 <i>Tata Steel</i> 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)
(Total for Question 1 = 4 ma	arks)
	relevant. You may annotate and include diagrams in your answers. 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 A resignation B redundancy C training D job rotation Answer

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

,	correct (Show your working).	(3)
	(Total	for Question 2 = 4 marks)

3	Barclays appointed Antony Jenkins as Chief Executive Officer (CEO) in 2012. He h worked at Barclays since 1983.	ad
	(a) The most likely reason for <i>Barclays</i> 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)



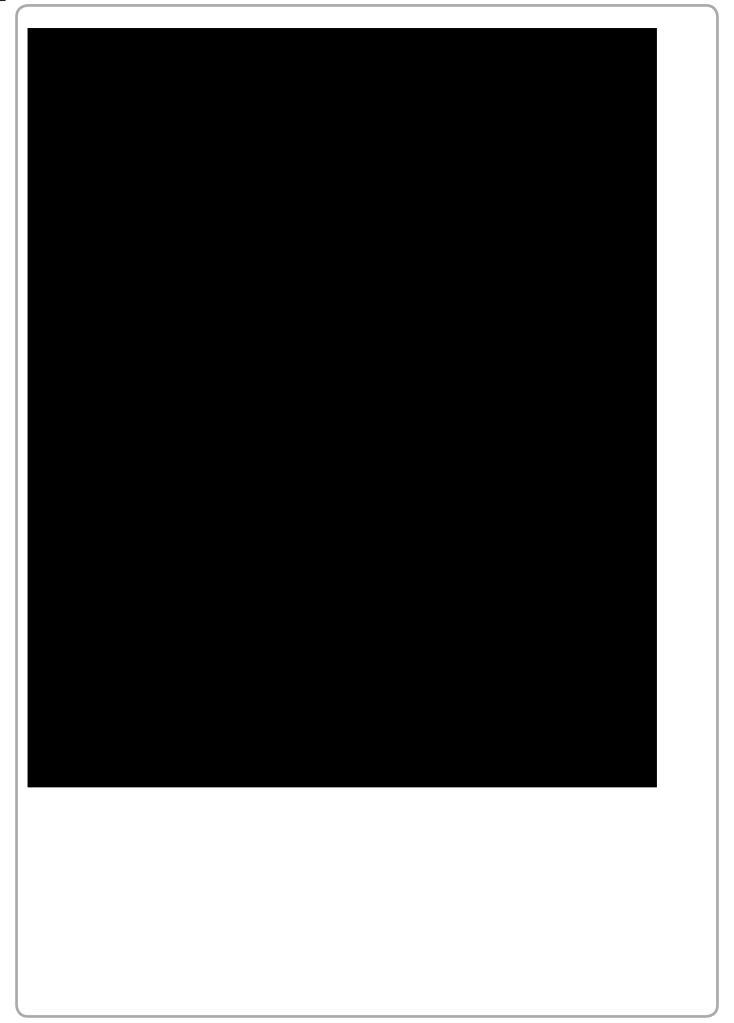
4	In McDonalds' Atlanta headquarters a tall organisationa	l structure is used.	
	(a) A characteristic of a tall organisational structure is	(1)	
	A a narrow span of control	(1)	
	B less bureaucracy		
	C a short chain of command		
	D faster decision-making		
	b laster decision-making		
	Answer		
	(b) 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 <i>Walkers</i> ?	(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 m	arks)

6	The car manufacturer, <i>Maruti Suzuki India</i> , 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 mar	ks)
_	TOTAL FOR SECTION A = 24 MAR	KS

Due to copyright the following **SECTION B** images and text have been redacted. Answer ALL questions in this section. You should spend 60 minutes on this section.





7	7 Analyse one reason why <i>Nike</i> would want to be associated with the <i>MUFC</i> brand.			
	(Total for Question 7 = 6 marks)			



8	(a)	Analyse why it might be difficult to estimate future sales for <i>MUFC</i> .	(6)

Sir Alex Ferguson was often said to have an autocratic leadership style.		
(b) Explain two benefits of this leadership style for a business su	uch as <i>MUFC</i> . (6)	
(lotal fo	r Question 8 = 12 marks)	

		(4)

(b) Assess the impact of falling ticket prices on MUFC's revenue.	(8)
(Total for C	Question 9 = 12 marks)



10 Assess the impact on <i>MUFC</i> 's marketing mix of the increasing use of social media.	(12)

(Total for Question 10 - 12 marks)
(Total for Question 10 = 12 marks)

11 Evaluate the importance of using financial and non-financial motivational techniques at <i>MUFC</i> to retain employees.		
	(14)	

	Total for Question 11 = 14 marks)
то	TAL FOR SECTION B = 56 MARKS
	TOTAL FOR PAPER = 80 MARKS



