

General Certificate of Education
June 2003
Advanced Subsidiary Examination



BUSINESS STUDIES
Unit 2

BUS2

Monday 2 June 2003 Afternoon Session

In addition to this paper you will require:

- a clean copy of the Case Study (enclosed);
- an 8-page answer book.

You may use a calculator.

Time allowed: 1 hour

Instructions

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is BUS2.
- Answer **all** questions.
- Do all rough work in the answer book. Cross through any work you do not want marked.

Information

- The maximum mark for this paper is 53.
- Mark allocations are shown in brackets.
- You will be assessed on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to use specialist vocabulary, where appropriate. The degree of legibility of your handwriting and the level of accuracy of your spelling, punctuation and grammar will also be taken into account.
- Up to 3 marks will be awarded for the quality of your written communication.

Answer **all** questions.

Where appropriate, use examples from the Case Study to support your answers.

- 1 Seyi used internal recruitment to appoint the manager of the second store. Explain how *Black Looks Ltd* might have benefited from **external** recruitment for this appointment (see Section D).
(6 marks)
- 2 Outline **two** possible disadvantages to the Littlehampton cosmetics supplier of holding large stocks of “raw and semi processed materials” (see Section B).
(6 marks)
- 3 Discuss the possible problems that *Black Looks Ltd* might have experienced as a result of making a quick decision to switch from the small-scale producer in Littlehampton to the larger supplier in Cardiff.
(15 marks)
- 4 Analyse how the Purchasing Director’s performance might be improved by the introduction of Management By Objectives (see Section F and G).
(8 marks)
- 5 To what extent would *Black Looks Ltd* benefit from more effective Human Resource Management?
(15 marks)

END OF QUESTIONS