

General Certificate of Education
June 2007
Advanced Subsidiary Examination



BUSINESS STUDIES
Unit 2

BUS2

Monday 4 June 2007 1.30 pm to 2.30 pm

For this paper you must have:

- 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 to be marked.

Information

- The maximum mark for this paper is 53.
Three of these marks will be awarded for using good English, organising information clearly and using specialist vocabulary where appropriate.
- The marks for questions are shown in brackets.

Answer **all** questions.

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

- 1 Outline **two** factors that Leah and Jeremy might consider when constructing a workforce plan. (6 marks)
- 2 Analyse **two** benefits to *Smile Magazines Ltd* that might have resulted from the use of kaizen groups (**Section C**). (8 marks)
- 3 In March 2007, *Smile Magazines Ltd* moved from a quality control system to one of quality assurance (**Section F**). To what extent do you think this change will resolve its quality issues? (15 marks)
- 4 As a consequence of *Smile Magazines Ltd's* expansion, the spans of control of some line managers widened (**Section C**). Explain **two** problems that may result from this. (6 marks)
- 5 Leah and Jeremy have differing views on how to improve motivation within the business. Evaluate which management approach is likely to be more effective. (15 marks)

END OF QUESTIONS