

General Certificate of Education
June 2008
Advanced Subsidiary Examination



BUSINESS STUDIES
Unit 2

BUS2R

Thursday 22 May 2008 9.00 am to 10.00 am

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 black ink or black 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 BUS2R.
- 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 Explain **two** possible reasons why the new Head Chef at the Tottenham restaurant was recruited externally (**Section B**). (6 marks)
- 2 Analyse **two** possible reasons why *Mobeen's* restaurants aimed to achieve high levels of capacity utilisation. (8 marks)
- 3 A major feature of *Mobeen's* organisational design was that 'all key decisions would be made centrally at head office' (**Section D**). Discuss the arguments **for** and **against** this centralised structure. (15 marks)
- 4 Outline **two** possible benefits for *Mobeen* that could result from the implementation of the 'strict quality control system' described in **Section D**. (6 marks)
- 5 To what extent do you think that the use of just-in-time techniques was critical to *Mobeen's* success? (15 marks)

END OF QUESTIONS