



T-LEVELS
THE NEXT LEVEL QUALIFICATION

ASSESSMENT 1, CORE 1.1, 1.2, 1.3

1.1, 1.2, 1.3

URSULINE HIGH SCHOOL
ET-FOUNDATION.CO.UK

Assessment 1: 1.1, 1.2, 1.3 (49 MARKS)

1.1 Types of organisations and the environments in which they operate.

1.

UK businesses are most likely to react to a change in the UK to USA currency exchange rate, from £1:\$1.45 to £1:\$1.55, by:

- A Selling fewer products to the USA
- B Buying fewer products from the USA
- C Selling more products to the USA
- D Selling fewer products in the UK

☐☐☐☐

[1 mark]

1.2 How size, purpose and sector have an impact on organisations.

2.

One role of marketing is to:

- A Increase organisational efficiency
- B Improve staff motivation
- C Satisfy customers
- D Enhance internal communications

☐☐☐☐

[1 mark]

3.

Internal marketing is important to the success of any business because:

- A Advertising can help to communicate product benefits
- B Employees can influence customer attitudes to the business
- C Employees are motivated by money
- D The marketing mix should be adapted to meet customer needs

☐☐☐☐

[1 mark]

4.

A business is planning to enter a new foreign market. The marketing department will need to share information with other departments because it needs to:

- A Gather information about the foreign market ☐
- B Reduce costs of production ☐
- C Develop a coordinated marketing mix ☐
- D Increase sales ☐

[1 mark]

1.3 The economic, social, and environmental impacts of organisations

5.

U 1 The Blake Mouton grid classifies leaders and managers according to their concerns for

- A environment and people. ☐
- B law and production (task). ☐
- C environment and law. ☐
- D people and production (task). ☐

[1 mark]

6.7

0 3

A change in the UK to Euro currency exchange rate, from £1:€1.1 to £1:€0.9, is most likely to result in UK businesses:

- A Buying fewer products from Eurozone countries
- B Selling fewer products to the USA
- C Buying more products from Eurozone countries
- D Selling fewer products to Eurozone countries

☐☐☐☐

[1 mark]

0 4

Consumers' **environmental concern** about the pollution created by cars is most likely to:

- A Increase the demand for cars
- B Increase the demand for petrol
- C Increase the demand for electric-powered cars
- D Reduce the demand for bicycles

☐☐☐☐

[1 mark]

8.9

0 3

A country has experienced **economic growth** if its:

- A exchange rates are stable.
- B gross domestic product has increased.
- C interest rates have increased.
- D unemployment has increased.

☐☐☐☐

[1 mark]

0 4

The table below shows **consumer spending** (\$ billion) in three countries (X, Y and Z).

Year	Country X	Country Y	Country Z
2015	1 000	500	100
2016	1 200	540	85
2017	1 100	560	102

The table shows that, between 2015 and 2017, the **percentage** growth in spending was:

- A lowest in country X.
- B highest in country X.
- C highest in country Y.
- D highest in country Z.

☐☐☐☐

[1 mark]

10.

0 2

Which of the following features of a country would attract businesses to **locate** within it?

- A Government spending is low.
- B Levels of pollution are high.
- C Transportation links are limited.
- D Wage rates are low.

☐
☐
☐
☐

[1 mark]

11.

0 3

The table below shows monthly **consumer spending** on products **X** and **Y** by age groups **A** and **B**.

	Age group A	Age group B
Product X	£6.0 million	£9.5 million
Product Y	£8.5 million	£4.0 million

The table shows that

[1 mark]

- A age group A spent less than age group B.
- B age group B spent more on product X than on product Y.
- C product Y increased its sales to age group A.
- D product Y sold more than product X.

☐
☐
☐
☐

12.

Café Culture (CC), originally located in the South of England, expanded into the Midlands during the second half of 2017. It aims to offer an excellent customer experience in its 39 cafés.

CC employs managers to oversee operations. It has five experienced managers in the South. In June 2017 two managers were appointed for the Midlands.

CC has carried out a review of customer experiences and staff and regional manager performances. It has finance for training, but does **not** plan to appoint any additional staff or managers.

Region	Cafés	Customer experience	Staff performance	Manager performance
South	25	Excellent	Excellent	Excellent
Midlands	14	Good	Satisfactory	Good

Use the information above to analyse how Café Culture (CC) should **manage its human resources** across its regions.

[6 marks]

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface.

13.

A leisure centre aims to achieve a customer satisfaction rating of 95% from its members. The manager has reviewed the latest ratings and is concerned to find that this has declined from an average of 98% in 2012 to 85% in 2013. They have the following data available to them.

Year	Investment in equipment and facilities	Number of staff employed	Number of members	Annual membership fee
2011	£20 000	30	2 000	£300
2012	£70 000	35	2 400	£320
2013	£50 000	35	3 000	£330

Use the data to analyse the importance to the leisure centre of managing physical and human resources.

[6 marks]

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

14.

Year	% change in CPI
2009	2.2
2010	3.3
2011	4.5
2012	2.8
2013	2.6
2014	1.5
2015	0.0
2016	0.7

[6 marks]

[illegible]

15.

Item A

Indian Moon Ltd

Indian Moon is owned and run by the Kapoor family as a private limited company. It has been trading since 1970, operates six restaurants and has a reputation for authentic and high quality cuisine. The business prides itself on looking after its employees by providing training, a profit sharing scheme and the opportunity to buy shares in the business.

In 2015 Jana Kapoor took over as managing director. She wanted to expand the business but thought that there was too much competition to open more restaurants. Indian Moon diversified into providing chilled meals for catering outlets throughout the area. These meals were made in the restaurants outside of opening hours. This way the use of the resources of the business was maximised. Before this diversification the business had not had any trade receivables (debtors). Indian Moon was able to increase the number of employees.

Table 1: Indian Moon selected financial ratios

Ratio	30/04/17	30/04/16
Operating profit margin (%)	2.40	3.66
Return on Capital Employed (%)	12.77	20.71
Acid-test ratio	1.14	0.83
Trade receivables (debtor) collection period (days)	35.50	42.02
Trade payables (creditor) payment period (days)	47.11	53.30

Although providing the chilled meals has been difficult to manage, Jana is keen to continue to expand the business. Indian Moon has won a national 'Best Indian meal' competition. Favourable publicity has led to an opportunity to supply chilled meals in the local area for a supermarket chain, for a trial period. If this is successful it could lead to a profitable contract.

Some directors feel that the business is not ready for a contract with the supermarket and have warned that:

- supermarkets can take a long time to make payments
- the business will not be able to prepare the quantity needed
- it would mean an expensive outlay on more facilities
- in the past, suppliers have gone out of business if a supermarket cancels its orders.

Market information suggests that sales of Indian chilled meals will remain stable. Competition is expected to come from 'meal kits', where ingredients are provided to allow meals to be prepared at home.

This image shows a full page of blank, lined paper. It features approximately 30 horizontal black lines spaced evenly across the page, typical of notebook or legal stationery. The lines are thin and extend from the left edge towards the right. There are no margins, text, or other markings on the page.

