

General Certificate of Education
June 2006
Advanced Subsidiary Examination



BUSINESS STUDIES
Unit 2

BUS2

Monday 5 June 2006 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 marked.

Information

- The maximum mark for this paper is 53.
3 of these marks are for the Quality of Written Communication.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers. All questions should be answered in continuous prose. Quality of Written Communication will be assessed in all answers.

Answer **all** questions.

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

- 1 Explain **two** possible reasons why *S4U* implemented a **single status** policy in its first factory (**Section C**). *(6 marks)*

- 2 Using the data (**Table 2, Section D**), plus any other relevant material, analyse **two** possible reasons why efficiency fell when output increased from five hundred to eleven hundred pairs of shoes a month. *(8 marks)*

- 3 With reference to motivation theory, discuss the factors that could influence the level of motivation of the workforce at the Huddersfield factory (**Section C**), compared with the Leeds factory (**Section F**). *(15 marks)*

- 4 Outline **two** possible reasons why Billy considered a matrix structure appropriate for the management of the project team (**Section E**). *(6 marks)*

- 5 *S4U* used time-based management techniques such as Just in Time (JIT) and simultaneous engineering in its Leeds factory (**Section F**). Discuss the arguments for **and** against the company using these techniques. *(15 marks)*

END OF QUESTIONS