

Check In quiz

People

Questions

1. Which one of the following is part of the role of human resources?

- A Advertising job vacancies
- B Creating point of sale promotions
- C Increasing market share
- D Producing a business plan

Your answer

[1]

2. A bakery with a flat organisational structure:

- A does not need to listen to stakeholders
- B has few tiers of authority
- C relies on technology to communicate
- D will have demotivated employees

Your answer

[1]

3. Which of the following is **most** likely to be a manager's subordinate?

- A A customer
- B A director
- C A shareholder
- D A supervisor

Your answer

[1]

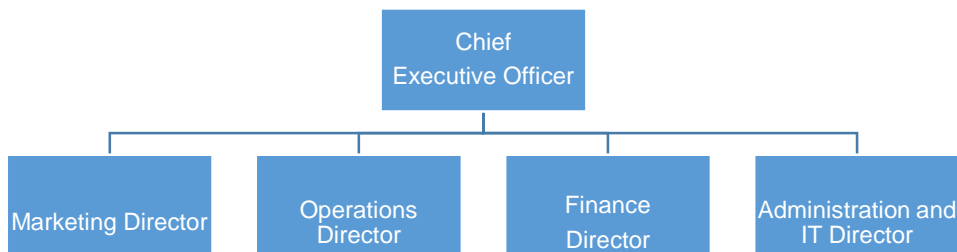
4. A long chain of command:

- A decreases the need for business planning
- B encourages external growth
- C makes decision making faster
- D slows down communication

Your answer

[1]

5. An extract from the organisation chart for Action Toys Ltd is shown below.



The role of the Chief Executive Officer at Action Toys Ltd is to:

- A design market research questionnaires
- B lead the business forward
- C train production workers
- D update the company's website

Your answer

[1]

6. A person who is self-employed:

- A does not work
- B works for an employer
- C works for the government
- D works for themselves

Your answer

[1]

7. Digital communication:

- A allows messages to be sent to multiple recipients
- B is illegal
- C reduces the need for staff training
- D slows down communication with customers

Your answer

[1]

8. A garage which sells cars uses the telephone to communicate with its customers.

Which of the following is **not** a benefit to the garage of using a telephone to communicate with customers?

- A It encourages personal and flexible communication
- B It is a two way method of communication
- C It is faster than sending a letter.
- D It provides a record of the conversation

Your answer

[1]

9. A supermarket chain has an IT skills gap.

Which one of the following could help the supermarket solve its skills gap?

- A Improve customer service
- B Recruit internally
- C Set up an employee retention scheme
- D Train its existing staff

Your answer

[1]

10. A health centre needs to recruit an experienced receptionist.

Which one of the following would provide details of the previous work experience of applicants for this job?

- A Aptitude test
- B CV
- C Job description
- D Person specification

Your answer

[1]

11. Group activities may be used as part of the selection process to find out:

- A how well an applicant works with others
- B the contact details of the applicant
- C what previous employers think of the applicant
- D which qualifications the applicant has

Your answer

[1]

12. Employees at a call centre have earned a bonus of 0.25% of their salary.

The bonus that an employee who earns £18 000 per year can expect to receive is:

- A £45
- B £72
- C £720
- D £4500

Your answer

[1]

13. A business installs a free chilled water drinking machine for staff.

This is an example of:

- A a non-financial method of motivation
- B a promotional method
- C an improvement to customer service
- D organic growth

Your answer

[1]

14. Improving employee motivation is likely to:

- A encourage staff to work harder
- B increase staff absence
- C lower productivity
- D reduce workforce punctuality

Your answer

[1]

15. Which one of the following is a way to reduce recruitment costs?

- A Employ part time workers
- B Improve employee retention
- C Pay only the national minimum wage
- D Use external recruitment methods

Your answer

[1]

16. Attending a training course is an example of:

- A a loss leader
- B flexible working
- C off-the-job training
- D on-the-job training

Your answer

[1]

17. Customer service is **most** likely to be improved by:

- A avoiding innovation
- B price skimming
- C staff training
- D using electronic application forms

Your answer

[1]

18. Which one of the following is an academic qualification?

- A A contract of employment
- B A GCE
- C A profit sharing scheme
- D An apprenticeship

Your answer

[1]

19. One benefit to an employee of staff development is:

- A fewer opportunities for promotion
- B greater confidence
- C higher sales and profit
- D increased workload

Your answer

[1]

20. A clothing retailer is planning to recruit a new sales manager.

Selecting a candidate because they are homosexual is an example of:

- A delegation
- B discrimination
- C distribution
- D diversification

Your answer

[1]

Mark scheme

Question	Answer	Rationale
1	A	(a) Correct answer: Advertising job vacancies is part of the recruitment role of the human resources function. (b) Creating point of sale promotions is part of the marketing function. (c) Increasing market share is a role of marketing. (d) Producing a business plan is a strategic business activity.
2	B	(a) All businesses need to listen to stakeholders irrespective of their organisational structure. (b) Correct answer: A flat organisational structure has no hierarchy and hence few tiers of authority. (c) There is no requirement for an organisation with a flat structure to rely on IT and, if anything, communication should be easier than in a hierarchical organisation. (d) It is tall hierarchical structures, rather than flat structures, that have a tendency to alienate employees causing demotivation.
3	D	(a) Customers are not part of the formal organisational structure of a business. (b) Managers usually report to directors. (c) Shareholders are the owners of a company. Directors usually report to shareholders. (d) Correct answer: A supervisor usually reports to a manager.
4	D	(a) A long chain of command has little direct link with the need for business planning, however if anything it is likely to increase the need for planning due to the complexity of communication within the organisation. (b) There is no direct link between mergers and takeovers and the length of the chain of command in a business. (c) A long chain of command makes decision making slower. (d) Correct answer: Slows down communication as messages have to be passed through many tiers of authority.
5	B	(a) Designing market research questionnaires is a role of marketing. (b) Correct answer: The CEO has the highest status in the organisational structure and is responsible for making strategic decisions to lead the business forward. (c) Workforce training would be organised by human resources, in this case in conjunction with operations. (d) Updating the company's website is a relatively low level task which may be done by marketing, administration or ICT.
6	D	(a) The term for someone who does not work is 'unemployed' not 'self-employed'. (b) An employee works for an employer. (c) A public sector employee works for the government. (d) Correct answer: Being self-employed means you run your own business and therefore work for yourself.

GCSE (9-1) BUSINESS

Question	Answer	Rationale
7	A	<p>(a) Correct answer: The same message, for example an email, can be sent to many recipients at the touch of a button.</p> <p>(b) Digital communication is controlled by various pieces of legislation, but it is not illegal.</p> <p>(c) The greater the amount of digital communication the greater the need for IT training.</p> <p>(d) Digital communication is usually fast, often with instant delivery. It is likely to speed up communication with customers.</p>
8	D	<p>(a) Telephone communication is personal and the caller can respond flexibly depending on the response of the receiver.</p> <p>(b) A telephone caller can receive instant feedback, so this is a two way method of communication.</p> <p>(c) A letter takes time to be delivered; a telephone call can be instant and is therefore faster.</p> <p>(d) Correct answer: A telephone call is a verbal method of communication and does not provide hard copy documentation of the conversation.</p>
9	D	<p>(a) Improving customer service is not a way of solving an IT skills gap.</p> <p>(b) Recruiting internally will not help as the organisation has a skills gap and, therefore, does not currently possess the skills required within the organisation.</p> <p>(c) Setting up an employee retention scheme may reduce the number of skilled staff who leave in future, however it does not solve the current skills gap.</p> <p>(d) Correct answer: Training existing staff in the area where the IT skills gap is should solve the skills gap.</p>
10	B	<p>(a) An aptitude test would identify what skills and abilities a candidate has, but not their previous employment history.</p> <p>(b) Correct answer: A CV would include details of an applicant's previous employment history.</p> <p>(c) A job description outlines the nature of the job vacancy; it does not provide details of candidates who apply for the job.</p> <p>(d) A person specification lists the desired qualities, skills, experience and qualification of the applicants, but it does not state the abilities of specific candidates.</p>
11	A	<p>(a) Correct answer: Group activities help to identify how well an applicant works with others.</p> <p>(b) The contact details for an applicant would be found on an application form.</p> <p>(c) References would be used to find out what a previous employer thinks of an applicant.</p> <p>(d) The application form or CV would include qualification details.</p>
12	A	<p>(a) Correct answer: $\text{£}18,000/100 \times 0.25 = \text{£}45$.</p> <p>(b) Candidate erroneously divides by 0.25 and makes a decimal place error.</p> <p>(c) Candidate correctly divides by 100 but then erroneously divides by 0.25.</p> <p>(d) Candidate correctly multiplies by 0.25 but forgets to divide by 100.</p>
13	A	<p>(a) Correct answer: Making chilled water available to staff is a non-financial method of motivation.</p> <p>(b) The water is for staff not customers, so cannot be construed to be any form of promotional method.</p> <p>(c) The water is for staff not customers, so cannot be construed as an improvement to customer service.</p> <p>(d) Whilst the water may be organic, this is not a form of organic growth.</p>

GCSE (9-1) BUSINESS

Question	Answer	Rationale
14	A	<p>(a) Correct answer: A highly motivated workforce is likely to work hard for the organisation.</p> <p>(b) De-motivated staff, rather than motivated staff, are likely to have high rates of absenteeism.</p> <p>(c) Productivity is likely to increase if the workforce is highly motivated.</p> <p>(d) A well motivated workforce is more likely to turn up to work on time.</p>
15	B	<p>(a) A business that uses part time workers will need to recruit more people than if it used full time workers.</p> <p>(b) Correct answer: Improving employee retention reduces the need for recruitment, and therefore reduces recruitment costs.</p> <p>(c) Paying the national minimum wage keeps staff costs low, but these are not recruitment costs.</p> <p>(d) External recruitment methods are usually far more expensive than internal recruitment methods.</p>
16	C	<p>(a) While the training course will have a financial cost, it is not a loss leader. A loss leader is an item sold at below cost price in the hope that customers will purchase other products from the organisation at the same time.</p> <p>(b) Flexible working refers to working flexi hours, from home or on an adhoc basis.</p> <p>(c) Correct answer: Attending a training course is a method of training which takes place whilst an employee is not doing their usual job.</p> <p>(d) Whilst going on a training course is a method of training, it is not on the job training as the employee is not doing their usual job whilst they are being trained.</p>
17	C	<p>(a) Avoiding innovation is likely to reduce customer service rather than improve it.</p> <p>(b) Price skimming involves selling items at very high prices, usually when they are first introduced.</p> <p>(c) Correct answer: The correct type of staff training could improve customer service.</p> <p>(d) Using electronic application forms may improve the service to prospective employees, but not to customers.</p>
18	B	<p>(a) A contract of employment is a document which outlines the terms and conditions of a job offer, it is not a qualification.</p> <p>(b) Correct answer: A GCE is an academic qualification.</p> <p>(c) A profit sharing scheme is a financial motivation method, it is not a qualification.</p> <p>(d) An apprenticeship is a form of training which leads to a vocational qualification.</p>
19	B	<p>(a) Taking part in staff development activities should increase, rather than reduce, promotion opportunities.</p> <p>(b) Correct answer: Staff development should increase an employee's knowledge and understanding, leading in turn to greater confidence.</p> <p>(c) Higher sales and profit is a benefit to the business or employer rather than to the employee.</p> <p>(d) An increase in workload is a disadvantage, rather than a benefit, to an employee.</p>

Question	Answer	Rationale
20	B	<p>(a) Delegation refers to the passing down of the responsibility to undertake tasks to subordinates.</p> <p>(b) Correct answer: The aim of recruitment is to select the best person for the job. Any other criteria for selection is discriminatory.</p> <p>(c) Distribution is a logistical function which involves delivering products to warehouses, shops or customers.</p> <p>(d) Diversification involves merging with or taking over an unrelated business or doing a totally different activity.</p>

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