

Check In quiz

Operations

Questions

- 1 Job production is used when:
- A customers have individual needs
 - B large numbers of products are required
 - C prices need to be kept low
 - D products need to be produced quickly

Your answer

[1]

- 2 Which of the following is flow production **most** appropriate for making?

- A Bridges
- B Designer costumes
- C Headphones
- D Houses

Your answer

[1]

- 3 What method of production is a hairdresser most likely to use?

- A Automated
- B Batch
- C Computerised
- D Job

Your answer

[1]

4 Which business is **most** likely to use robotics?

- A A car manufacturer
- B A dental surgery
- C A plumbing firm
- D A sweet shop

Your answer

[1]

5 Which stakeholder needs to be satisfied with the services a business provides?

- A Customers
- B Employees
- C Local residents
- D Managers

Your answer

[1]

6 A jewellery manufacturer checks each piece of jewellery before dispatching it to the customer.

This is an example of:

- A good after-sales service
- B good customer service
- C quality assurance
- D quality control

Your answer

[1]

- 7 The pie chart below shows the results of a recent survey about the benefits to the restaurant trade of providing good quality meals.



According to the survey the most important reason that a restaurant should provide good quality meals is:

- A to gain new customers
- B to improve reputation
- C to reduce complaints
- D to retain regular customers

Your answer

[1]

- 8 A toy shop recalls one of its toys.

What is a product recall?

- A A customer service award for retailers
- B A face to face sales technique used in small shops
- C A request by a trader to return a product to the store
- D An urgent order for items which are currently out of stock

Your answer

[1]

9 The quality of tablet computers that a business produces is important. This is because good quality:

- A improves the reputation of the computer manufacturer
- B increases the number of tablet computers needed to break-even
- C lowers the price that can be charged for each tablet computer
- D reduces the cost of making each tablet computer

Your answer

[1]

10 Which of the following is **not** a benefit to a business of using e-commerce?

- A A physical store is not required
- B Fewer sales staff will be needed
- C Large numbers of customers can be reached
- D The business is reliant on technology

Your answer

[1]

11 Telesales involves:

- A advertising on the Internet
- B advertising on the television and in the cinema
- C selling goods on a television shopping channel
- D selling goods over the phone

Your answer

[1]

12 Which of the following is **not** a benefit to a business of offering excellent after-sales service:

- A Customer retention
- B Improved reputation
- C Reduced market share
- D Repeat sales

Your answer

[1]

13 Customer engagement:

- A creates a connection between a business and its customers
- B increases the number of complaints a business is likely to receive
- C leads to customers buying from a competitor
- D reduces the need for good customer service

Your answer

[1]

14 Who does consumer law protect?

- A Banks that provide finance
- B Businesses that provide services
- C Purchasers of products
- D Suppliers of raw materials

Your answer

[1]

15 By law, a smart phone manufacturer must make phones which are:

- A of high quality
- B made of recycled materials
- C reasonably priced
- D safe

Your answer

[1]

16 A clothing manufacturer is trying to decide where to build its new factory.

What is this an example of?

- A A location decision
- B A logistical decision
- C A procurement decision
- D A supply chain decision

Your answer

[1]

17 A steel works is **most** likely to be located close to the raw materials it uses because its raw materials are:

- A expensive to transport
- B in short supply
- C of high quality
- D the business' largest cost

Your answer

[1]

18 A furniture manufacturer has ordered four tonnes of timber.

Which area of the business would be responsible for receiving the delivery of timber from the supplier

- A Finance
- B Operations
- C Procurement
- D Sales

Your answer

[1]

19 A painter and decorator wishes to find the cheapest supplier of white paint.

The table below shows the price of white paint from four possible suppliers.

	Supplier A	Supplier B	Supplier C	Supplier D
Quantity	25 litres	100 litres	40 litres	180 litres
Price	£52	£202	£110	£378

From which supplier should the painter and decorator buy?

- A Supplier A
- B Supplier B
- C Supplier C
- D Supplier D

Your answer

[1]

GCSE (9–1) **BUSINESS**

20 A business has a long supply chain. This is **most** likely to lead to:

- A** delays in receiving goods
- B** increased cash inflows
- C** poor internal communications
- D** very little paperwork

Your answer

[1]

Mark scheme

Question	Answer	Rationale
1	(b)	<p>(a) Correct answer: Job production allows a business to meet the individual needs of customers.</p> <p>(b) Flow or batch production would be used when large quantities are required.</p> <p>(c) Job production is a more time consuming and expensive method of production than flow production.</p> <p>(d) Job production is a slow and meticulous method of production.</p>
2	(c)	<p>(a) Bridges are likely to be made to specification and would therefore be made using job production.</p> <p>(b) Designer costumes are made according to individual specifications, therefore job production.</p> <p>(c) Correct answer: Headphones are most likely to be made on a production line.</p> <p>(d) Houses cannot be made on a production line.</p>
3	(d)	<p>(a) Hairdressing cannot be automated.</p> <p>(b) Batch production involves the production of different variants of goods in sets, this would not be appropriate for hairdressing.</p> <p>(c) A hairdresser may use a computer for bookings or producing the accounts, but the core business function is not computerised.</p> <p>(d) Correct answer: Hairdressing is an individual personal service, therefore job production.</p>
4	(a)	<p>(a) Correct answer: A manufacturing business that uses flow production is most likely to use robotics.</p> <p>(b) Dental surgery is a personal service and, therefore, unlikely to use robotics.</p> <p>(c) A plumbing firm usually provides a service in a person's home and will not be using robotics.</p> <p>(d) A sweet shop provides a retail service and would not be involved in production nor robotics.</p>

GCSE (9-1) BUSINESS

Question	Answer	Rationale
5	(a)	<p>(a) Correct answer: Customers are the primary stakeholder a business needs to please if it is going to sell its products for a profit.</p> <p>(b) Whilst it would be beneficial for employees to like the product they make, it is not essential.</p> <p>(c) Local residents should have their needs met, however they are not necessarily end users of the product.</p> <p>(d) Managers must manage, it would help if they like the products in question, but it is not essential.</p>
6	(d)	<p>(a) After-sales service is about supporting customers after a purchase has been made.</p> <p>(b) Customer service is about supporting a potential customer during the purchasing decision.</p> <p>(c) Quality assurance is a process by which every stage of production is designed to ensure quality.</p> <p>(d) Correct answer: Quality control involves inspecting products after they have been made.</p>
7	(d)	<p>(a) Reading the pie chart clockwise, this is the first segment on the pie chart.</p> <p>(b) Improving reputation may encompass all of the other benefits however, according to the pie chart, it is not the most important reason why restaurants should provide good quality meals.</p> <p>(c) This is the smallest segment on the pie chart.</p> <p>(d) Correct answer: This is the largest segment on the pie chart.</p>
8	(c)	<p>(a) Incorrect.</p> <p>(b) Incorrect.</p> <p>(c) Correct answer: A product recall involves a request to not use a product but instead to return it, usually because of safety concerns.</p> <p>(d) Incorrect.</p>
9	(a)	<p>(a) Correct answer: Being known for producing good quality improves the reputation of a business.</p> <p>(b) Quality does not impact on the output required to break even. However, it may well help a business break even faster.</p> <p>(c) Good quality should increase, rather than lower, the price that a business can charge for its products.</p> <p>(d) Quality may require better, more expensive components and more quality checks, this will increase the cost of manufacture.</p>

Question	Answer	Rationale
10	(d)	<p>(a) A purely e-commerce operation would not require a physical store. However, this is a benefit to the business.</p> <p>(b) Fewer sales staff are likely to be required as the e-commerce website will do most of this work. Again, this is a benefit to the business.</p> <p>(c) The Internet can attract customers from across the globe. This is a benefit to the business as it can increase sales.</p> <p>(d) Correct answer: The business would be reliant on the technology working to gain sales. This is a disadvantage, rather than benefit, to the business.</p>
11	(d)	<p>(a) Incorrect.</p> <p>(b) Incorrect.</p> <p>(c) Incorrect.</p> <p>(d) Correct answer: Telesales involves selling goods over the phone.</p>
12	(c)	<p>(a) Excellent after-sales service is likely to keep existing customers loyal to the business.</p> <p>(b) Being known for excellent after-sales service should have a positive effect on the business' reputation.</p> <p>(c) Correct answer: Excellent customer service is likely to increase the number of customers a business has, and would increase, rather than decrease market share. A reduction in market share is a disadvantage rather than a benefit.</p> <p>(d) Existing customers who are happy with the after-sales service they received are likely to buy from the business again.</p>
13	(a)	<p>(a) Correct answer: Customer engagement attempt to create a bond between the business and the customer in a bid to increase sales.</p> <p>(b) Customer engagement should reduce, rather than increase, the number of complaints a business receives.</p> <p>(c) Customers will purchase from the business, rather than go to the competition, if they feel fully engaged with the business.</p>

GCSE (9–1) BUSINESS

Question	Answer	Rationale
		(d) Customer engagement does not reduce the need for good customer service, instead customer engagement is part of good customer service.
14	(c)	(a) Consumer law does not protect banks. (b) Consumer law protects the customer, not the business. (c) Correct answer: Consumer legislation is designed to protect individual customers against poor businesses (who are deemed more powerful). (d) Suppliers are businesses, so are not protected by consumer law.
15	(d)	(a) The law (Consumer Rights Act) requires goods sold to be of 'satisfactory quality' but not high quality. Many budget brands are low quality but perfectly satisfactory under the law. (b) Making mobile phones from recycled materials would be an ethical way to operate, rather than a legal requirement. (c) Consumer law does not say that a smart phone has to be reasonably priced, only that its price should match its quality. (d) Correct answer: The law (the Consumer Protection Act) requires manufacturers to produce goods which are safe.
16	(a)	(a) Correct answer: Deciding where to site a factory is a location decision. (b) A logistical decision is concerned with the movement of raw materials, components and finished goods. (c) A procurement decision is a purchasing decision e.g. how many to purchase, which supplier to purchase from. (d) A supply chain decision involves considering where to source raw materials and components from.

GCSE (9-1) BUSINESS

Question	Answer	Rationale
17	(a)	<p>(a) Correct answer: Expensive to transport, in this case because of the bulk quantity and weight.</p> <p>(b) This is not a factor which affects the location decision.</p> <p>(c) This is not a factor which affects the location decision for a steel works, however if the inputs for a particular organisation were fragile it might.</p> <p>(d) The proportion of costs the raw materials make up is irrelevant to the location decision.</p>
18	(c)	<p>(a) Finance will authorise and make payment for the timber, however it is not involved in the physical receipt of the timber.</p> <p>(b) Operations will need to use the timber to produce the furniture, however a separate functional area takes delivery of the stock.</p> <p>(c) Correct answer: Procurement deals with all purchasing functions including the delivery of products.</p> <p>(d) The sales function deals with finding customers to buy the finished furniture, it does not deal with the raw material inputs.</p>
19	(b)	<p>(a) This is the supplier with the lowest price of those quoted, however this is only because the quantity is so small.</p> <p>(b) Correct answer: This is the cheapest supplier at a cost of £2.02 per litre.</p> <p>(c) This is the most expensive supplier at £2.75 a litre.</p> <p>(d) Although buying in large quantities usually reduces the unit cost, in this case the cost is still £2.10 per litre.</p>
20	(a)	<p>(a) Correct answer: A long supply chain means many processes and frequent transportation, both of which increase the risks of delays in the system.</p> <p>(b) If the length of the supply chain has any impact on cash flow it is likely to increase outflows rather than inflows.</p> <p>(c) A long supply chain may make communication with a large number of suppliers difficult and complicated. However, this would impact on the external, rather than internal, communications of the business.</p> <p>(d) Every time goods are transferred or transported the transaction will need to be documented. A long supply chain increases bureaucracy and paperwork.</p>

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