

1 A telesales company has arranged digital communication training for all relevant employees.

What is the **most** likely reason for this digital communication training?

- A The company is trying to reduce employee retention
- B The company needs to reduce the productivity of its sales staff
- C The company wants workers to enjoy using social media during their breaks
- D The company wishes to encourage more of its workforce to work from home

Your answer

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[1]

2 Which one of the following is **not** a role of human resources within a business?

- A Gaining new customers
- B Improving employee retention
- C Processing job application forms
- D Reducing skills shortages

Your answer

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[1]

3 Employment legislation states that an employee cannot be forced to work more than an average of 48 hours per week in a 17-week period. Emma worked 782 hours in a 17-week period.

The average amount of time that Emma has worked during the 17-week period is:

- A 0.96 hours per week
- B 16.29 hours per week
- C 46 hours per week
- D 13294 hours per week

Your answer

☐

[1]

- 4 A frozen food manufacturer is experiencing problems with its freezers. The manufacturer needs its maintenance contractor to repair the freezers urgently.

Which of the following communication methods should the frozen food manufacturer use to deal with this situation?

- A Post a message on its own website stating it has problems with its freezers
- B Produce a presentation to explain the problem to the maintenance contractor
- C Send a letter to the maintenance contractor by first class post
- D Telephone the maintenance contractor and explain the problem

Your answer

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[1]

5(a)

Text 1

Boots UK

Boots UK is a leading retailer in the UK with about 2 500 stores selling a range of medical, health and beauty products. The company is part of a global business called Walgreens Boots Alliance.

All of the UK stores are especially busy from September to December, as customers visit to purchase Christmas presents. A Christmas recruitment campaign is run every year to find temporary staff. These staff are recruited to help the stores during this period. In addition, new permanent employees are recruited to work both full-time and part-time throughout the rest of the year. The company's business plan considers seasonal trends and the impact of these on the company's resource needs.

Communicating effectively with employees is vital. Store managers use short meetings to communicate important messages to all staff, for example, about promotional events during the weeks leading up to Christmas.

Explain **one** reason why Boots UK may need to recruit new employees at less busy times of the year.

[2]

(b) Analyse **one** disadvantage for Boots UK of communicating important information within a meeting.

[3]

(c) Boots UK employs temporary employees during its busiest time of the year.

i. State **one** advantage to a business of using temporary employees.

[1]

ii. State **one** disadvantage to a business of using temporary employees.

[1]

iii. Evaluate whether or not Boots UK should continue to employ temporary employees from September to December each year.

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Text 2

The Works is a retailer which sells books, toys, gifts and stationery at lower prices than many of its rivals. It has over 430 stores in the UK and Ireland, as well as a website.

“We aim to be the customer’s first-choice value alternative to the full price retailers of the products we sell.”

Analyse **one** way in which current employment legislation may impact upon the recruitment of Saranne's new employees.

[3]

(b) Saranne predicts that she will make £15 000 profit during her first year of trading. She plans to share 5% of all profits equally amongst the three employees. Each employee will also be paid £12 000 per year.

Calculate how much each employee should receive in total during the first year.

Show your workings.

Answer: £ _____

[3]

(c) Saranne is considering methods she could use to motivate her new employees.

i. Analyse **one** way Saranne could use praise to increase motivation.

[3]

ii. Analyse **one** way Saranne could use bonuses to increase motivation.

[3]

iii. Recommend whether praise or bonuses would be the most effective method of motivating Saranne’s employees. Give reasons for your answer.

[3]

- 7 A flat organisational structure has:
- A a long chain of command
 - B few levels of authority
 - C narrow spans of control
 - D no specific person in overall charge

Your answer

[1]

- 8 A firm has changed the way it trains its employees. Instead of using off-the-job training it now uses on-the-job training. The table below shows the costs of both types of training.

Type of training	Cost
Off-the-job	£82 000
On-the-job	£68 000

The percentage change in the training costs is approximately equal to:

- A -20.6%
- B -17.1%
- C 17.1%
- D 20.6%

Your answer

[1]

9(a)

Text 2

McDonald's

Six weeks ago James saw an advertisement for a job at McDonald's. He went into the restaurant and was given an application pack, including a job description, a person specification and a link to an online application form.

James completed the application form and emailed it to the restaurant. A manager then telephoned James and asked him to come for an interview at the restaurant. James had to bring his GCSE certificates to the interview. After the interview, James had to do a group activity where he was asked to complete a task as a member of a team.

James was very pleased to get a letter two weeks ago offering him a job. Included with the letter was a contract of employment, which he has to sign and bring with him on his first day of work. His starting wage will be £7.00 per hour, with a 10% increase after he has been fully trained.

Identify **one** item of content in:

- i. a job description

----- [1]

- ii. a person specification

----- [1]

(b) Identify **two** methods that McDonald's used to select James as an employee.

1 -----

2 -----

[2]

(c) State **one** way in which the law affects business recruitment.

----- [1]

- i. Induction training

[3]

[3]

- (e) Recommend **one** type of training McDonald's should use to train James on his first day at work. Give reasons for your answer.

[3]

- (f) James has been offered a contract of 16 hours per week once he is fully trained.

Calculate what James' weekly pay will be once he is fully trained.

Show your workings.

Answer: £

[3]

- 10 Which of these is an example of digital communication?

- A A face-to-face interview
- B A letter
- C A magazine
- D A website

Your answer

[1]

11 Which one of the following is **not** a benefit to a business of improving employee retention?

- A Cost saving
- B Less time spent on recruitment
- C Lower selling price
- D Reduced need for training

Your answer

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[1]

12 Who is a director's subordinate?

- A A customer
- B A manager
- C A shareholder
- D A supplier

Your answer

☐

[1]

13 One benefit to a hospital of encouraging staff development is:

- A increased skill shortages
- B improved patient care
- C lower morale of doctors and nurses
- D more medical staff can be employed

Your answer

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[1]

- 14 Which one of the following is a benefit to a flower shop of employing extra temporary sales staff on Valentine's Day?
- A More customers can be served
 - B Roses can be sold for cheaper prices
 - C The flowers will be fresher
 - D Workers can be paid less than the minimum wage

Your answer

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[1]

END OF QUESTION PAPER