

Candidate C evidence

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1ai)	<p>The NHS is a public funded health care system that aims to provide a service of care throughout the nation. ✓1 It also looks to employ a great number over people all of over Britain thus increasing employment. Additionally, it aims to be an ecoon environmentally friendly organisation and reduce its carbon footprint. ✓1</p>
ii)	<p>The NHS is owned by the government whereas a plc is owned by an individual or partnership. Furthermore, the NHS is controlled by the government but a plc is controlled by a board of directors. ✓1</p>

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b)	<p>A benefit of purchasing through the supply chain would be that the equipment sold would be of a high quality thus ensuring the best service is given to patients. Additionally it would be of a reasonable price and this would allow increase the number of products being bought as local healthcare facilities would remain within their budget.</p>
c)	<p>A disadvantage of outsourcing would be that the items bought would be expensive due to the limited competition within these specialist fields. Therefore it would cost the NHS a great deal of money to buy from private companies.</p>

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	whose main aim is to maximise profits. However by outsourcing the NHS can buy the best quality and most effective items that would allow them to treat patients in a better, more efficient manner ✓ . Another benefit of outsourcing for the NHS would be an increase in the number of people: they can choose to help the organisation, as they are able to hire those with the greatest talent and skill in their given field. However the cost of this would be that these individuals would expect a greater salary for their service and therefore more money would be set aside for wages rather than being spent on things that could be used to benefit patients.	

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	di) The NHS use a structure in which there are people in higher levels than others. However within a flat structure everyone is seen at an equal level with only a single manager.	0
	ii) This allows each region to take responsibility for their own section of the NHS. Also allows the organisation to keep a flow of consistency throughout. This also allows each region to work out their own data and statistics on things like "how long it took for an ambulance to respond to a call." ✓ 1	

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e)	
<p>A disadvantage of VLE would be that it is costly to initially install and thus would use a large portion of the NHS budget, as well as this, maintenance and the addition of updating of the software would also cost the NHS a great deal of their budget.</p> <p>Another advantage of this learning style, is that people are able to use this anywhere as it is online and thus portable.</p> <p>Another disadvantage would be that the NHS may struggle to keep track of people's progress, as well as look at those slacking.</p> <p>Yet another advantage would be that it allows people in lower levels of the NHS to ask questions and discuss issues with those higher up, and therefore</p>	

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	learn from those the whom are more superior.	
g/f)	<p>f) The government may have taken into consideration that GPs are looking for more flexible working hours to allow them time to wind down. By reducing the working hours of older GPs to create a balance. Additionally the government have taken into account that a GP is a well paid job and therefore through incentives are attempting to keep more practicing even once they have earned enough. Furthermore the government has realised that many people are no longer going into medicine and have thus looked internationally to bring doctors overseas and allow them to fill any vacancies.</p>	

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gi)	0
The NHS cannot have less net assets and more liabilities thus highlighting that they will struggle to pay any debts they may owe.	
ii)	
Scottish Government - can use it to budget for the upcoming year to see what areas need more investment. ✓ 1	
Suppliers - may use this document to ensure that they will be paid for any goods bought in the future. ✓ 1	
managers - use this document to ensure that they their job is secure and that they will continue to get paid for their service.	

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h)	<p>NHS can ensure social responsibility through using electric vehicles when conducting home visits or even using public transport as this decreases the fumes released into the environment. Furthermore the NHS can do this by recycling the products used and by swapping out latex gloves for something more biodegradable. As well as this they can get rid of chemicals in a way that stops them harming the environment or may reuse them for different purposes. They can also demonstrate social responsibility by using solar panels alongside not electricity to power their machinery and the hospitals as this will decrease their electric bill and decrease any harm on the environment.</p>

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2a)	
<p>Capital-intensive production is disadvantageous as it limits the amount of liquid assets a company has, thus making it more challenging to pay off debts in a quick manner. Furthermore, it can be advantageous as capital-intensive production means that large, expensive machinery and premises are used in the process. However, this is advantageous as products are made at a greater speed due to the machinery involved. Yet this could be a disadvantage as faulty parts are costly to repair and could put a halt to production, thus decreasing profit made by the company.</p>	

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b)	<p>Preparing a cash budget allows the company to work out how much ^{it is} it able to spend on supplies as well as the amount needed to pay off debts and bills.</p> <p>Another purpose would be to predict the amount of money left for the company to keep aside, for saving purposes. ¹ Through the cash budget, a company can would also work out the wages of employees and whether it would be able to give out bonuses or promotions to staff.</p>

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C	
<p>An effective system would show the number of a single item stocked in storage. Additionally it would show how many times a product is purchased over a given period to highlight the demand for that product. Additionally it would show when the re-order level occurs, thus ensuring that the company is never too low on stock. As well as this it would display who the items were purchased by, to allow an increase in targeted promotions. An inventory system would also display when there is too much stock of an item or if an item hasn't been sold over a long period to allow the company to think of a way to promote it and increase sales.</p>	

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d) A quality circle is advantageous as it allows staff to share their view and opinion on the products and general working environments. Furthermore, it allows the company to new ideas that could benefit the company in the long run, and increase sales. These circles also increase staff motivation as they feel empowered and valued and as though their opinion matters. Additionally quality circles ensure that staff are happy with the standard of the products being sold as it allows an increase in sales if the staff enjoy the products they are selling to the public.

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3a)	<p>[A varied product portfolio allows the company to appeal to many different demographics, thus increasing the company's market segment and is maximising sales. ✓ 1</p> <p>[Additionally, through advertising a greater number of products, this will increase brand to awareness ✓ 1</p> <p>and [allow the company to grow ✓ 1</p> <p>[This also decreases competition for the organisation as they are able to diversify the products over a number of different segments. ✓ 1</p> <p>as well as this & [it gives the organisation the opportunity to dismiss products that aren't doing well without it taking a toll on the company's profits, [it also allows makes it easier for & an organisation to launch</p>

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	a new product as their customer base is already established. ✓ 1	
	b) A retailer could use ✓ premium pricing strata as a way of giving the products a luxury feel, ✓ 1 as this allows customers to feel like the product they are buying is extremely unique and thus maximise the company's sales and profits. A retailer could ✓ also use discounts such as '25% off' ✓ 1 to attract customers into buying more items. A retailer could also use skimming ✓ skimming, as they could increase the price on products that are in trend, currently, ✓ 1 and then ✓ then bring down the pricing once the trend has passed or once ✓ 1	

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	<p>once the companies competition are selling the same product, but cheaper. A retailer could also use pricing strategies such as that can increase sales by starting loyalty cards, this would allow customers to collect points and increase brand loyalty as customers would choose to return. Another pricing strategy would be using competitions to entice customers, such as using a holiday draw or or winning a sum of cash, if they sign up to receive promotions. Pricing such as loss leaders also allow retailers to promote the it least costly items in store, however to</p>	

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1	entice the customer, however	
	increase the price of other items	
	that customers are likely to	
	buy. A retailer could	
	also use strategies such as	
	'Buy one get one half price'	
	to promote the sales of	
	products that may be out	
	of season and no longer in	
	a trend.	

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~~c) An app is advantageous as, it increases the number of orders placed due to the ease of the products being at your fingertips, thus maximising sales. Apps are also consistent and their allows the customer to enjoy the shopping process without it being a difficult experience as many places are ~~to~~ busy.~~

c) An app is advantageous for promoting products as it can target people based on their likes, preferences and what they have searched. This means that the advertising is tailored to each individual, therefore increasing sales. Another advantage of an

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	<p>being used for promotion is that it is cost effective as these adverts reach a great number of people however the promotional material itself is not greatly expensive. Using an app can also allow the company to use celebrity endorsements, thus increasing the brand's awareness, and through the use of a celebrity, companies are able to promote products straight to their given target market.</p>	
4a)	<p>Internal recruitment occurs within an organisation, and a current employee is chosen for the vacancy. However external recruitment occurs when someone outside the</p>	

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	organisation comes to fill a vacancy. ✓1	
	Internal recruitment	
	allows someone that is already	
	familiar with the workings	
	of the company to be placed in an	
	open position yet external allows	
	someone completely new to be placed	
	in this position. REP	
	b) safety & security need :-	
	by ensuring job security a company can ✓1	
	fulfil this need, additionally	
	by training employees in basic acts	
	of first aid and by providing	
	protective equipment such as a	
	head torch when working in the	
	dark, the company can ensure employees	
	remain safe whilst at work. ✓1	
	esteem needs - can be fulfilled	
	by giving employees more	

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	<p>responsibility to show them their range of capabilities. ✓ 1 Additionally through giving the employee people to mentor, to allow them to become more confident and comfortable in their area of work as they explain what they do to others. ✓ 1</p> <p>Through presentations to higher members of staff, employees can increase their confidence. REP</p>	
	<p>c) ACAS - are an organisation used to settle differences ✓ 1 between members of the workplace eg. a quarrel between owners and employees.</p> <p>Trade Unions - are organisations that create groups in each sector, eg. the the trade union for teachers, and fight for issues upon the peoples behalf such as an increase in wages. ✓ 1 They negotiate deals that will benefit everyone involved.</p>	

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d) Large organisations may take a loan, which is a sum of money borrowed from the bank that must be paid back with additional interest. This is advantageous as it allows the company to borrow large sums of cash cash and therefore allowing them to invest in a number of opportunities and raise their brands awareness. However this is disadvantageous as the company will pay it back with interest, and the longer it takes to pay the more additional interest the company pays, therefore the company will have to pay back what they borrowed, plus extra from the interest. They can also use government	

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	<p>grants as a form of finance, as the company does not need to pay these back <input checked="" type="checkbox"/> however in <input checked="" type="checkbox"/> in exchange for the finance the government expect the company to build their factory in a deprived area and to employ those who struggle to find jobs <input checked="" type="checkbox"/>. A large company could also have a silent partner, who would invest a large sum of cash into the business, however would not vote on <u>any decisions</u> made by the company. These organisations could also invest their dividends into the company, however this stops investors receiving any profits as it is put straight back into the company. Furthermore the company can raise finance by <input checked="" type="checkbox"/> selling off</p>	

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	<p>any large assets it may have. <input checked="" type="checkbox"/> The sale of illiquid items such as machinery could provide the company with a relatively large sum of cash <input checked="" type="checkbox"/>, even though it would take time to sell these items.</p>	
5a)	<p>The role of a manager is to <input checked="" type="checkbox"/> organise their staff and ensure everyone is aware of their role. st Another task for the manager is to <input checked="" type="checkbox"/> motivate staff to work by using incentives or appraisals. <input checked="" type="checkbox"/> This increases productivity and therefore increases sale, thus maximising profits. <input checked="" type="checkbox"/> The role of a manager is also to control what happens in the section they are in charge of, thus holding them accountable <input checked="" type="checkbox"/> when something goes wrong. <input checked="" type="checkbox"/></p>	

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	<p>A manager should also plan the running of the store to ensure it is not chaotic and runs smoothly so that customers enjoy the experience and choose to return.</p>	
	<p>The managers role also includes delegation, as they need to make other employees responsible for tasks to ensure all the work is complete, and done to a high standard. Through delegation the manager is able to focus on more important ^{matters} managers and ^{also} therefore aid with the overall running of the company thus maximising sales and increasing profits.</p>	
	<p>^{&} this increases productivity and sales as each employee has their own responsibility.</p>	

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b)	
<p>A matrix structure is used during large group projects, ^{✓1} it includes a project manager however each individual is responsible for their own segment. ^{✓1} Each person must work with everyone else, and people from different sections work together ^{REP} for the completion of the product. As well as this, through the matrix structure there is little hostility as everyone is on an equal level and there is no hierarchy.</p>	
c)	
<p>Operational decisions are day-to-day [✓] decisions that can be made by anyone [✓] within the company, whereas strategic decisions are made by the managers [✓] and ^{✓1}</p>	

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	determine the way in which sales and profits are maximised.	
d)	<p>A manager can determine the success of a decision by looking for an increase in profits to determine if the change made has paid off. An increase in staff motivation also shows that the manager has made the correct decision as the increase in productivity would increase the sales and maximise profits within the company. Additionally an increase in salary, a bonus or a promotion would highlight the successfulness of a managers decision as they are rewarded for doing so correctly. Finally an increase</p>	

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	in sales ^{REP} highlights that the	
	decision made was successful	
	and that the company have	
	benefited from it.	