3 HRO manufactures children's toys. It is a private limited company. The main objective of HRO's shareholders is to increase profit. This might conflict with the objectives of other stakeholder groups, including its 30 suppliers. HRO's Managing Director knows that market research can help when making marketing decisions. The Finance Director is preparing HRO's statement of financial position. An extract is shown in Table 3.1.

Table 3.1

Extract from HRO's statement of financial position at 30 June 2024 ($000s)	
Non-current assets	480
Current assets	250
Current liabilities	200
Non-current liabilities	300

(a) Define 'non-current assets'.

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..... [2]

(b) Calculate HRO's current ratio. Show your working.

Working: .....

.....

.....

Final answer: ..... [2]

(c) State whether each of the following would be classified as a current asset or as a current liability.

Trade receivables: .....

.....

Trade payables: .....

.....

Overdraft: .....

.....

Inventory: .....

..... [4]

(d) Explain **one** way the objective of HRO's shareholders to increase profit might conflict with the objectives of each of the following stakeholder groups:

Customers: .....

.....

Explanation: .....

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Suppliers: .....

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Explanation: .....

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..... [6]

(e) Do you think the advantages to a business of using primary market research are greater than the disadvantages? Justify your answer.

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..... [6]