

Mark Scheme (Results) Summer 2007

GCE

GCE Applied Business (6916/01)

General guidance on marking

Examiners should look for qualities to reward rather than faults to penalise. This does NOT mean giving credit for incorrect or inadequate answers, but it does mean allowing learners to be rewarded for answers showing correct application of principles and knowledge, and for critical and imaginative thinking. Examiners should therefore read carefully and consider every response; even if it is not what is expected it may be worthy of credit. The Principal Examiner or Team Leader should be consulted as necessary.

Applying the mark scheme in general

- 1 The question is identified at the top of the relevant section.
- 2 The first column identifies the associated assessment objectives and mark band levels for the marks that are to be awarded to each part-question. This confirms the relative degree of complexity for the part-question.
- 3 The second column identifies how the marks should be awarded.
The (6 marks) or similar is the sub-total allocated to that part of the question and is the same as the sub-total appearing on the question paper.
- 4 The final column identifies the exemplar answers to the question. These are not necessarily exhaustive and so professional judgement should be applied by the marker.
- 5 For some of the exemplar answers, example answers have been supplied to give additional guidance, particularly where the question allows for a wide range of response from the learner.
- 6 Each bullet point '●' illustrates an alternative way of obtaining the mark(s).
The use of a dash '—' indicates the separation of points made, to show where the marks lie. The use of an oblique '/' indicates an alternative point for the same mark.
The use of underscore '___' indicates that the word/phrase is drawn from the question and does not have marks directly allocated to it.

Applying the mark scheme to the final sections of 6916 questions 1, 2 and 3

Each question ends with a 10-mark section with the candidate being required to '. . . record details of ONE business . . . studied . . . You will need to refer to this business . . .'

The relevant sections in each question appear on two A4 pages. Candidates complete the 'details of ONE business' section at the top of each page.

There is no stipulation as to the type of 'business'. Examples will include the candidate's centre, a business visited (eg, on work experience), an employer, businesses from private and public sectors, franchises, etc.

NB

- Markers are not expected to be familiar with the businesses named. Many candidates will inevitably refer to businesses about which markers have no knowledge.
- Any responses relating to non-UK businesses to which a marker cannot respond are to be escalated to Team Leader/Principal Examiner.
- If a marker is suspicious that a business is fictional, give the candidate the benefit of doubt. Markers are requested to keep a record of the occasions when there is good cause to doubt the authenticity of a named business. The name and type of business is to be recorded and this record forwarded to the Principal Examiner as part of the final Report.
- Responses are to be forwarded to the Team Leader where a marker is certain that the response is based on a fictional business.
- Markers are to give benefit of doubt on factual matters concerning the named business, unless there is an obvious factual error that affects the quality of the answer (and therefore the marks awarded): for example, a limited company is named, followed by description of unlimited liability.
- Many candidates will use the same business when answering both parts of the final section. (The same business can be used throughout the paper.) This is acceptable. It is possible that a candidate will use one business for one part-answer and then describe and refer to a different business for the next part-answer. Mark and give credit as normal.
- Because candidates must name and refer to a business studied, markers cannot award a candidate any marks where a business cannot be identified from the candidate's answer.

Applied Business Unit 1: Investigating People at Work: Mark Scheme

1 (a)	Using the above information, give an example of one objective for each business that is suitable for its stated aim.	
AO	Mark allocation	Exemplar answers
<p>AO1 MB2 = 3</p> <p>AO2 MB3 = 3</p>	<p>1 mark for knowledge of objectives</p> <p>1 mark for an example of objective in context of the named business/the stated aim</p> <p>(1 + 1) x 3</p> <p>(6 marks)</p>	<p><u>Myron Daw</u></p> <ul style="list-style-type: none"> • To offer at least as many different property services as those offered by our main competitor in Brancom • To take on 10% more properties in 2007 than in 2006 • To have at least 90% positive return from customer satisfaction surveys <p><u>PPS</u></p> <ul style="list-style-type: none"> • To maintain our policy of providing free veterinary services for sick animals for the next three years • To reduce the number of stray pets in the Brancom area by 10% in 2007 • To reduce waiting times by 5 minutes for clients with sick animals <p><u>Wood City Ltd</u></p> <ul style="list-style-type: none"> • To improve accessibility to our site so customers find it more satisfying to visit • To increase sales of new sheds by 10% in 2007 as a result of offering a 10-year guarantee on all new sheds sold • To reduce the number of customer complaints in 2007 by 25%

1 (b) (i)	Examine why these two business functions are likely to be regarded by the partners as being the most important.	
AO	Mark allocation	Exemplar answers
AO2 MB2 = 1 MB3 = 1	1 mark for examining the finance function in the context of <i>Myron Daw</i> (maximum 2 marks)	<u>Finance</u> <ul style="list-style-type: none"> <i>Myron Daw</i> is a newly established business so there is a need to establish budgets/control costs Evidence that <i>Myron Daw</i> operates in a competitive environment so the partners must ensure costs are controlled
AO2 MB2 = 1 MB3 = 1	1 mark for examining the marketing function in the context of <i>Myron Daw</i> (maximum 2 marks) (allow context to be repeated - eg 'newly established' - if linked to the function, as shown in the Exemplar answers)	
	(4 marks)	

1 (b) (ii)	Show how two other business functions will work with each other to contribute to the success of <i>Myron Daw</i> .	
AO	Mark allocation	Exemplar answers
AO1 MB1 = 2	1 mark for showing knowledge of each function in context (maximum 2 marks)	<u>eg HR and Administration</u> <ul style="list-style-type: none"> HR will ensure capable/experienced staff are recruited and trained - Administration will keep property records/record payments made - <i>Myron Daw</i> rely on motivated staff to survive as a business in a competitive environment
AO2 MB2 = 1	1 mark for how this contributes to the success of <i>Myron Daw</i> (Accept functions relevant to estate agents, eg Production if no reference to 'making' products)	
	(3 marks)	

1 (c)	Outline how the different ownership of <i>Myron Daw</i> and <i>Wood City Ltd</i> influences the financing of each business.	
AO	Mark allocation	Exemplar answers
AO1 MB1 = 2	1 mark for how being a partnership influences financing (maximum 2 marks)	<p><u><i>Myron Daw</i></u></p> <ul style="list-style-type: none"> • <i>Myron Daw</i> is a partnership so the partners will have personal investment • <i>Myron & Daw</i> can borrow from banks/other lenders - but <i>Myron & Daw</i> cannot borrow directly from the public • Lenders may prefer to lend to <i>Myron & Daw</i> because unlimited liability allows legal action involving the partners' personal possessions for debt recovery <p><u><i>Wood City Ltd</i></u></p> <ul style="list-style-type: none"> • <i>Wood City Ltd</i> is a limited company so the owners will have bought shares • <i>Wood City Ltd</i> can borrow from banks/other lenders - but <i>Wood City Ltd</i> cannot borrow directly from the public • As ltd, <i>Wood City Ltd</i> is likely to find it cheaper to borrow/easier to borrow
AO1 MB1 = 2	1 mark for how being a private limited company influences financing (maximum 2 marks)	
	(4 marks)	

1 (d)	Explain the difference between a centralised and decentralised organisation structure. Use the above information about <i>PPS</i> to support your answer.	
AO	Mark allocation	Exemplar answers
AO1 MB1 = 2	1 mark for knowing centralised structure 1 mark for knowing decentralised structure	<ul style="list-style-type: none"> • A centralised structure means decisions are taken at the top/control of services is located in one place • A decentralised structure means more delegation takes place/services are more dispersed • Eg <i>PPS</i> Human Resources located in a single place (centralised) although there is local recruitment (decentralised)
AO2 MB3 = 1	1 mark for example(s) from <i>PPS</i>	
	(3 marks)	

1 (e)	Analyse how the ownership of your business influences the way that it is controlled.	
AO	Mark allocation	Exemplar answers
AO1 MB1 = 1	1 mark for knowing features of ownership	<u>Eg Willington Kitchens (sole trader)</u> <ul style="list-style-type: none"> • Sole trader owner makes all decisions • This mean a sole trader has full control • The owner of <i>Willington Kitchens</i> controls all advertising (where, how often), recruitment (he interviews prospective fitters), paperwork (paying employees) and finance (in and out). • He does delegate some responsibilities, eg saleswoman in display area suggests initial designs, but he finalises so keeps full control
AO1 MB2 = 1	1 mark for knowing how ownership affects control in general	
AO3 MB1 = 2	1 mark for analysing in context of the business (maximum 2 marks) (4 marks)	

1 (f)	Using one objective from your chosen business, examine to what extent the business is achieving this objective.	
AO	Mark allocation	Exemplar answers
AO3 MB1 = 1	1 mark for relevant objective for the business	<u>eg B & Q</u> <ul style="list-style-type: none"> • Objective "To give customers confidence that environmental and social issues associated with the products they buy are properly managed" • <i>B&Q</i> identifies products with critical social or environmental problems, setting standards for what is/is not acceptable in relation to these • Also, tells customers and staff about key issues involved so customers can make informed purchases to reduce the impact on the environment, and staff can advise accordingly • Examples: reducing dependency on peat, and identifying the nature of all materials derived from animals, in <i>B&Q</i> product ranges • Success? Improved leaflet range clarifies product sources; improved staff awareness through training; high achievement in 2006 environmental survey in Northern Ireland (though based on a self-survey).
AO3 MB2 = 1	1 mark for how the objective relates to the business	
AO4 MB1 = 2 MB2 = 1 MB3 = 1	1 mark for the extent to which the business is achieving this objective (maximum 4 marks) (6 marks)	

2 (a)	What are two other items of information that should appear in this Job Description?	
AO	Mark allocation	Exemplar answers
AO2 MB1 = 2	<p>1 mark for each item</p> <p>(Do not accept items in the question: ie Job Title Function Duties)</p> <p>(Do not accept items that would appear in a Person Specification)</p> <p>(2 marks)</p>	<ul style="list-style-type: none"> • Conditions of employment • Hours of work • Details of payment • Location/address • Supervisor/person to whom responsible

2 (b)	What three personal qualities would <i>PPS</i> look for in an applicant for this position?	
AO	Mark allocation	Exemplar answers
AO2 MB1 = 3	<p>1 mark for each quality in the context of a <i>PPS</i> Receptionist/Telephonist</p> <p>(3 marks)</p>	<ul style="list-style-type: none"> • Previous experience as a telephonist/receptionist/some office experience • Good communication/able to give directions/able to deal with people • Excellent telephone manner • Smart appearance • Punctual/good timekeeper • Flexible/able to multi-task

2 (c)	Examine whether the personal qualities looked for in a <i>PPS</i> Shop Manager are likely to be the same as, or different from, those of a <i>PPS</i> Head Office Receptionist/Telephonist.	
AO	Mark allocation	Exemplar answers
AO2 MB1 = 2	1 mark for examining similarities (maximum 2 marks)	<u>Similarities for shop manager</u> <ul style="list-style-type: none"> • Previous office experience also required • Must also be a good communicator • Also expected to be smart in appearance • Same ability to handle awkward visitor <u>Differences for shop manager</u> <ul style="list-style-type: none"> • Leadership skills more necessary • Organisational/decision making skills rather than employed as a decision taker • Motivation skills much more important
AO2 MB1 = 2	1 mark for examining differences (maximum 2 marks) (Accept any valid comparisons/arguments) (4 marks)	

2 (d) (i)	Outline two likely reasons that <i>PPS</i> will have for holding exit interviews.	
AO	Mark allocation	Exemplar answers
AO1 MB1 = 2	1 mark for reason	<ul style="list-style-type: none"> • To learn reasons for the person's departure - on the basis that criticism leads to <i>PPS</i> organisational improvement • To enable <i>PPS</i> to transfer knowledge and experience - from the departing employee to a successor • To yield useful information about <i>PPS</i> - to assess/improve the working environment • Gives <i>PPS</i> a chance to survey and analyse the opinions of departing employees - who can be more constructive and objective than staff still in their jobs
AO1 MB2 = 2	1 mark for outline (1 + 1) x 2 (4 marks)	

2 (d) (ii)	Give one benefit to the employee from having an exit interview.	
AO	Mark allocation	Exemplar answers
AO1 MB3 = 1	1 mark for benefit to employee (1 mark)	<ul style="list-style-type: none"> • A chance to give constructive feedback • Opportunity to leave on a positive note • Opportunity to air grievances

2 (e)	For each of these headings, give an appropriate example of one other open question that should be asked at an exit interview for <i>PPS</i> employees.	
AO	Mark allocation	Exemplar answers
<p>A01 MB2 = 3</p> <p>A02 MB2 = 3</p>	<p>1 mark for example of open question</p> <p>1 mark for appropriateness of question (for each heading)</p> <p>(1 + 1) x 3</p> <p>(6 marks)</p>	<p><u>Training and development</u></p> <ul data-bbox="734 577 1380 1019" style="list-style-type: none">• How could <i>PPS</i> have helped you make fuller use of your capabilities and potential?• How well were your training/development needs met?• What training/development that you had did you find most helpful and enjoyable?• What improvement could be made to the way that you were inducted?• What can you say about the way your performance was measured, and the feedback to you of performance results?• How well did the appraisal system work? <p><u>Job/work</u></p> <ul data-bbox="734 1093 1364 1608" style="list-style-type: none">• What could you have done better or more for us had we given you the opportunity?• What extra responsibility would you have welcomed that you were not given?• What would you say about how you were motivated?• What suggestion would you make to improve working conditions?• What can you say about the way you were managed on a day to day basis?• How would you have changed the expectations/objectives placed on you?• How could <i>PPS</i> have enabled you to make better use of your time? <p><u>Leaver's future</u></p> <ul data-bbox="734 1682 1380 1825" style="list-style-type: none">• What is it about your new employers that makes you want to join them?• What are your new employers offering that we are not?

2 (f)	Analyse the influence that this legislation has on how your chosen business selects a new employee or employees.	
AO	Mark allocation	Exemplar answers
<p>A03 MB1 = 1</p> <p>A03 MB2 = 3</p>	<p>1 mark for content of Act/law in context</p> <p>1 mark for analysing how Act/law influences selection in context of the chosen business (maximum 3 marks)</p> <p>(Answers that relate to recruitment are not valid unless linked to selection)</p> <p>(4 marks)</p>	<p>eg <u>Sex Discrimination Act/Equal Treatment Directive</u>; <i>UNISON</i></p> <ul style="list-style-type: none"> • Influences employment of men and women throughout the Union - eg head office specialists, regional union officials. Under the updated Act/under the Directive, direct and indirect discrimination is covered. The “principle of equal treatment” must be applied in relation to “employment and working conditions” • SDA has influenced <i>UNISON</i>'s design of application form (eg no reference to sex other than 'Title') and this carries through to EO questionnaire (sex is monitored) and interview • SDA influences selection for shortlist, and nature of interview questions • Interview panels composed of men and women • The SDA permits positive action by <i>UNISON</i> to balance men and women: eg reserved seats for one sex on a <i>UNISON</i> committee is permitted to ensure a reasonable lower limit of that sex serves on the committee <p>eg <u>DDA</u>; <i>Princess Royal Hospital (PRH)</i></p> <ul style="list-style-type: none"> • Influences employment of people with and without disabilities in all areas eg medical, clerical, manual. <i>PRH</i> is affected because of its size • Design of application forms influenced, requires disabilities to be identified • Disabilities discussed at interview, and <i>PRH</i> policy outlined • <i>PRH</i> is allowed to make exceptions due to needs of job, eg porters involved with heavy lifting (patients/equipment)

2 (g)	Evaluate the process used by your chosen business to recruit (but not select) an employee or employees for a particular job role.	
AO	Mark allocation	Exemplar answers
<p>AO1 MB3 = 3</p> <p>AO4 MB1 = 1 MB2 = 1 MB3 = 1</p>	<p>1 mark for describing recruitment process in general (maximum 3 marks)</p> <p>1 mark for evaluating process in context of the chosen business (maximum 3 marks)</p> <p>(Answers that relate to selection are not valid unless linked to recruitment)</p> <p>(6 marks)</p>	<p>eg electrician at <i>NAM Electrics</i></p> <ul style="list-style-type: none"> Local radio used - appropriate because it is low cost - and local candidates are needed for this job role - <i>NAM Electrics</i> does not advertise in the local paper - however, many people expect job adverts in local paper - this could mean that <i>NAM Electrics</i> may miss out on potential electricians <i>NAM Electrics</i> also uses the JobCentre - written information provided there gives key details - this information is also available on the internet - but there is a limited amount of information only - which means that some people may choose not to apply - although an applicant can phone <i>NAM Electrics</i> from the JobCentre

3 (a)	<p>(i) Using one result from the survey, outline how that result shows that <i>Wood City Ltd</i> has well-motivated employees.</p> <p>(ii) Using another result from the survey, outline how that result shows that <i>Wood City Ltd</i> has poorly motivated employees.</p>	
AO	Mark allocation	Exemplar answers
AO1 MB2 = 1	(i) 1 mark for outlining (interpreting or commenting on) the result	(i) <ul style="list-style-type: none"> • (A) Two-thirds means 67%/the majority are proud - does not mean the rest have negative feelings/suggests most have reached self-esteem level • (B) Nearly 50% have worked for the company for a long time -demotivated employees would not stay so long • (C) Only about 1 in 5 leaves every year - suggests most have job satisfaction
AO1 MB3 = 1	1 mark for linking the result to motivation of employees in <i>Wood City Ltd</i>	
AO1 MB2 = 1	(ii) 1 mark for outlining (interpreting or commenting on) the result	(ii) <ul style="list-style-type: none"> • (A) Two-thirds have confidence means one-third appear not to have confidence - this suggests a lack of security/a belief they are not being managed effectively • (B) Over half the employees have been there less than 5 years - suggests many are leaving because not sufficiently motivated • (C) 21% is a high turnover of staff - indicates lack of job satisfaction
AO1 MB3 = 1	1 mark for linking the result to motivation of employees in <i>Wood City Ltd</i>	
(4 marks)		

3 (b) (i)	Give one advantage and one disadvantage to <i>Wood City Ltd</i> from using these non-financial incentives, rather than pay increases, to encourage employees to stay.	
AO	Mark allocation	Exemplar answers
AO1 MB1 = 1	1 mark for advantage	<u>Advantage</u> <ul style="list-style-type: none"> • Less expensive for the company • Greater recognition of employee priorities and lifestyle
AO1 MB1 = 1	1 mark for disadvantage	<u>Disadvantage</u> <ul style="list-style-type: none"> • Incentives may be viewed with scepticism • Employees may prefer pay increase so will not react positively • Award such as employee of the month may demotivate employees who never achieve it
	(2 marks)	

3 (b) (ii)	Examine how the 'employee of the month' scheme supports <i>Wood City Ltd's</i> aim, "we provide excellent customer service".	
AO	Mark allocation	Exemplar answers
AO2 MB1 = 2	1 mark for examining how the incentive scheme supports the aim (maximum 2 marks) (two points examined briefly or one point examined fully)	<ul style="list-style-type: none"> • Motivates employees to give excellent customer service - competitive environment can improve quality of customer service • Winner will be highly motivated to keep standard up - and others will be motivated to achieve this standard/to better this standard • Customers may be involved in the selection process - allows them to become involved/be asked about performance
	(2 marks)	

3 (c) (i)	Outline how the European Working Time Directive (Working Time Regulations) is likely to influence this situation.	
AO	Mark allocation	Exemplar answers
AO1 MB1 = 2	1 mark for each point of knowledge regarding the regulations (maximum 2 marks)	<ul style="list-style-type: none"> Maximum continuous time <i>Wood City Ltd</i> employees can work in a week is 48 hours - with 20 minute rest break after every 6 hours - night shift have their work time limited to 8 hours in any 24 hour period.
AO2 MB1 = 2	1 mark for how it is likely to influence this situation	<ul style="list-style-type: none"> This means that <i>Wood City Ltd</i> may need to take on additional employees - and/or may negotiate additional hours with existing employees
	(4 marks)	

3 (c) (ii)	(Name one stakeholder of <i>Wood City Ltd</i> other than customers and employees.) Give two examples of how the change to shift work would affect this stakeholder.	
AO	Mark allocation	Exemplar answers
AO1 MB1 = 2	1 mark for each effect on the stakeholder (No mark for naming the stakeholder)	<u>Local community</u> <ul style="list-style-type: none"> More jobs/extra work But extra traffic/noise at night <u>Supplier</u> <ul style="list-style-type: none"> More business Deliveries at different times <u>Lender</u> <ul style="list-style-type: none"> More money invested Greater profit/greater risk
	(2 marks)	

3 (d)	How would encouraging such community involvement be likely to motivate <i>Wood City Ltd's</i> employees?	
AO	Mark allocation	Exemplar answers
<p>A02 MB1 = 3</p> <p>A02 MB2 = 3</p>	<p>1 mark for use of, or reference to, theory (maximum 3 marks)</p> <p>1 mark for how employees are likely to be motivated (maximum 3 marks)</p> <p>(Accept answers based on other theorists, or on negative motivation) (6 marks)</p>	<ul style="list-style-type: none"> • Social needs are met - they are meeting new people such as magistrates/people interested in health care • Improves self esteem - because they have a sense of achievement/they are improving the quality of the community where they live • Self actualisation met - they gain personal development through (eg) training as a school governor

3 (e)	Analyse how one of the following affects the efficient running of your chosen business.	
AO	Mark allocation	Exemplar answers
AO1 MB1 = 1 MB2 = 1 AO3 MB3 = 4	1 mark for knowledge of selected topic (maximum 2 marks) 1 mark for analysing how efficient running is affected in context of both the topic and the chosen business (maximum 4 marks) (6 marks)	<u>Competition law; Tesco</u> <ul style="list-style-type: none"> • The Competition Act 1998 is designed to make sure that businesses compete on a level footing. It does so by prohibiting certain types of anti-competitive behaviour (Chapters I and II prohibitions) • OFT has powers to investigate businesses suspected of breaching the Act and to impose tough penalties on those that do. • Enterprise Act 2002 introduces a cartel offence whereby individuals who dishonestly take part in serious anti-competitive agreements can be prosecuted • As the leading UK retailer by size, <i>Tesco</i> cannot exploit its dominant position - nor can it operate as part of a cartel • As a result it must compete, which encourages buying efficiency/economies of scale - this keeps prices down and keeps <i>Tesco</i> competitive and efficient

3 (e)	Analyse how one of the following affects the efficient running of your chosen business.	
AO	Mark allocation	Exemplar answers
<p>AO1 MB1 = 1 MB2 = 1</p> <p>AO3 MB3 = 4</p>	<p>1 mark for knowledge of selected topic (maximum 2 marks)</p> <p>1 mark for analysing how efficient running is affected in context of both the topic and the chosen business (maximum 4 marks)</p> <p>(6 marks)</p>	<p><u>Trade unions; Asda</u></p> <ul style="list-style-type: none"> • Trade unions seek to improve members' pay and working conditions - but in doing so they have an effect on business profits and/or working practices • <i>Wal-Mart</i>, owner of <i>Asda</i>, has often been reported as having poor working practices • It has a history of non-unionisation and believes in its business model, which with global sales of £150bn, shows efficiency • <i>Asda</i> has been criticised by unions over its employment practices, eg high-profile tribunal defeats in 2006 - an <i>Asda</i> worker sacked for leaving the shop floor to take an epilepsy pill won more than £7,000 in compensation for unfair dismissal; <i>Asda</i> had to pay £27,750 in compensation to 37 Asian workers for racial discrimination • Evidence that <i>Asda</i> does not welcome union membership includes a tribunal ruling in 2006 (against which it appealed) that it had breached the Trade Union and Labour Relations Consolidation Act (1992) by offering staff at one depot a 10% pay rise if they gave up GMB membership • Given this situation, <i>Asda</i> remains a popular employer and is extremely profitable in the UK, eg £650 million profits in 2005 • This suggests that <i>Asda</i> is efficient, even given the problems that have arisen in relation with union involvement

3 (f)	Evaluate the extent to which the work of your chosen business is affected by the environmental issue of recycling.	
AO	Mark allocation	Exemplar answers
<p data-bbox="172 499 284 566">AO3 MB1 = 2</p> <p data-bbox="172 719 284 786">AO4 MB1 = 2</p>	<p data-bbox="363 499 671 640">1 mark for analysing how recycling affects the business (maximum 2 marks)</p> <p data-bbox="363 719 683 891">1 mark for evaluating the effect of recycling on the work of the business (maximum 2 marks)</p> <p data-bbox="555 1435 699 1467">(4 marks)</p>	<p data-bbox="726 499 874 530"><u>McDonalds</u></p> <ul data-bbox="726 539 1385 1444" style="list-style-type: none"> • McDonalds must recycle through UK legislation, eg a proportion of the packaging sold to customers - it does so by paying an annual fee to Valpak to recycle packaging waste on its behalf • Restaurants have a target to recycle 100% of corrugated cardboard, constituting 30% of the average restaurant's total waste - this recycling activity diverts a significant amount of waste from landfill • Used cooking oil is 10% of a restaurant's total waste, and is recycled - into animal feedstuffs, biodiesel and lubricants • Restaurants promote recycling, buying recycled products eg 100% recycled kitchen towel rolls, toilet paper, outdoor furniture made from recycled plastic • Recycling banks on restaurant sites have been introduced to encourage customers • Conclusion that functions other than production are now influenced by the need to recycle - and, though recycling is required by law, McDonalds now shows greater awareness of the positive publicity/gain from recycling

Content area distribution

Question	Content area			
	1.1	1.2	1.3	1.4
1 a)	6			
1 b)	7			
1 c)	4			
1 d)	3			
1 e)	4			
1 f)	6			
2 a)		2		
2 b)		3		
2 c)		4		
2 d)		5		
2 e)		6		
2 f)		4		
2 g)		6		
3 a)			4	
3 b)			4	
3 c)			4	2
3 d)			6	
3 e)				6
3 f)				4
Marks	30	30	18	12

Question	AO1 Band equivalent			AO2 Band equivalent			AO3 Band equivalent			AO4 Band equivalent			
	1	2	3	1	2	3	1	2	3	1	2	3	
1 a)		3				3							6
1 b) (i)					2	2							4
1 b) (ii)	2				1								3
1 c)	4												4
1 d)	2					1							3
1 e)	1	1					2						4
1 f)							1	1		2	1	1	6
2 a)				2									2
2 b)				3									3
2 c)				4									4
2 d) (i)	2	2											4
2 d) (ii)			1										1
2 e)		3			3								6
2 f)							1	3					4
2 g)			3							1	1	1	6
3 a)		2	2										4
3 b) (i)	2												2
3 b) (ii)				2									2
3 c) (i)	2			2									4
3 c) (ii)	2												2
3 d)				3	3								6
3 e)	1	1							4				6
3 f)							2			2			4
Total	18	12	6	16	9	6	6	4	4	5	2	2	90
	36			31			14			9			

Analysis of paper

The overall target for each Assessment Objective is based on 40%, 35%, 15% and 10% as agreed for Unit 1, which, on a 90 mark paper, gives

36 marks for AO1; 31.5 (= 31) marks for AO2; 13.5 (= 14) marks for AO3;

9 marks for AO4.

MB level analysis: MB1 18+16+6+5 = 45 (50%)
 MB2 12+9+4+2 = 27 (30%)
 MB3 6+6+4+2 = 18 (20%)
 (weightings as per Specimen Paper)