

### **OCTOBER/NOVEMBER 2001**

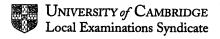
#### **ADVANCED SUBSIDIARY LEVEL**

## **MARK SCHEME**

**MAXIMUM MARK: 40** 

**SYLLABUS/COMPONENT: 8707/01** 

**BUSINESS STUDIES** 



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# CAMBRIDGE INTERNATIONAL EXAMINATIONS

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### MARK SCHEME SHEET

Subject/Paper No: 8707/1

Month: November

Year: 2001

Question Number		Question (including any Source Details)	
		Section A – Short Answer	
1	a)	Simple statement e.g. dividing the market into sub-groups	1
		Clear explanation with some attempt to provide examples of different methods of segmentation.	2
	b)	Simple statement with one developed reason	1-2
		Two well developed reasons	3
2		One or two points that lack any development in terms of the effect that the assistance has on business	1-2
		Well developed explanation covering a range of assistance programmes with clear understanding of how these assist businesses in their country.	3-5
3	a)	One appropriate reason	1
		Two appropriate reasons	2
	b)	Simple explanation of a relevant method.	1-2
		Well developed explanation of a relevant method.	3
4	a)	Correct explanation of just one of the terms.  Correct explanation of both terms.	1 2
	b)	Simple statement of the nature of depreciation.	1
		Clear explanation of why a business should depreciate its fixed assets	2-3

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	Section B – Essay Page 2 of 3	
5	Knowledge and Application	
	Level 1: Outlines some of the functions of packaging but without any attempt to relate these to product success	1-4
	Level 2: Outlines functions of packaging and also makes some attempt to explain the importance of these to product success	5-9
	Analysis and Evaluation	
	Level 1: Clearly explains how different aspects of packaging influences product success by linking this element to other elements of the marketing mix	1-6
	Level 2: Attempts to evaluate the usefulness of packaging in product success and recognizes that it may have little effect on certain types of products or in certain markets.	7-11
6 a)	Knowledge and Application	
	Level 1: Simple statement referring to the nature of work measurement and method study.	1-3
	Level 2: Clear explanation of the main stages of work measurement and method study	4-8
b)	Knowledge and Application	
	Level 1: Identifies uses of work study results in worker motivation but no attempt to link to appropriate theories	1
	Analysis and Evaluation	
	Level 1: Explanation of the usefulness with clear and appropriate discussion of motivation theories.	1-6
	Level 2: Attempts to evaluate the usefulness of work study in the light of theories on motivation	7-11

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7 a)	Knowledge and Application	
	Level 1: Identifies one or two stakeholder groups and makes some attempt to discuss the use they might make of financial statements	1-2
	Level 2: Outlines a range of stakeholder groups and provides a well developed discussion of how they might use the information in the published accounts	3-5
	Analysis and Evaluation	
	Level 1: Simple explanation of how the information might be analysed using techniques such as ratio analysis.	1-2
	Level 2: Some attempt to evaluate the usefulness of the information obtained from published accounts	3-7
b)	Knowledge and Understanding	
	Level 1: States one or two limitations without any explanation.	1-2
	Level 2: Demonstrates an understanding of the limitations of published accounts and makes some attempt to relate these to stakeholder groups	3-4
	Analysis and Evaluation	
	Level 1: Explains what the limitations of published accounts are and how these might affect their usefulness to stakeholder groups	1-4
		1

### Mark Distribution

	K/A Level 1	K/A Level 2	A/E Level 1	A/E Level 2
Section A	10	10	0	0
Section B	4	5	6	5
TOTAL	14	15	6	5