

CAMBRIDGE
INTERNATIONAL EXAMINATIONS

JUNE 2002

GCE ADVANCED LEVEL

MARK SCHEME

MAXIMUM MARK : 40

SYLLABUS/COMPONENT : 9707/4

BUSINESS STUDIES



UNIVERSITY of CAMBRIDGE
Local Examinations Syndicate

Question Number	Levels of Response	Mark
1	<p>a) Knowledge and Application</p> <p>Level 1: States relevant legislation/nature of training</p> <p>Level 2: Outlines the main features of relevant legislation/training but without reference to business</p> <p>Analysis and Evaluation</p> <p>Level 1: Explains the impact of relevant legislation/training on a selected business</p> <p>Apply the mark scheme to parts (i) and (ii) separately</p>	<p>-</p> <p>1</p> <p>2-3</p> <p>1-2</p>
	<p>b) Knowledge and Application</p> <p>Level 1: Identifies ethical issues with a limited understanding of how they affect businesses</p> <p>Analysis and Evaluation</p> <p>Level 1: Clearly explains how ethical issues influences business activity with some understanding of why businesses consider such issues</p> <p>Level 2: Clearly explains why businesses should consider a range of ethical issues when taking decisions</p>	<p>1-2</p> <p>1-4</p> <p>5-8</p>

2	<p>Knowledge and Application</p> <p>Level 1: Outlines the basic features of product portfolio management with no understanding of its usefulness</p> <p>Level 2: Outlines the basic features of product portfolio management with a limited understanding of its usefulness</p> <p>Analysis and Evaluation</p> <p>Level 1: Clearly explains the main features of product portfolio management and has a good understanding of how it might be used</p> <p>Level 2: Attempts to evaluate the usefulness of product portfolio management, the main features of which have been clearly outlined and explained</p>	<p>1-4</p> <p>5-8</p> <p>1-6</p> <p>7-12</p>
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3	a)	Knowledge and Application	
		Level 1: A simple understanding of the different types of budget that might be set	1
		Level 2: Demonstrates a limited understanding of the nature of and need for budgets	2-4
		Analysis and Evaluation	
		Level 1: Explanation of how budgets might be used in a range of business situations with some attempt to explain their usefulness	1-3
		Level 2: Attempts to evaluate the usefulness of budgets to management in a variety of settings	4-6
	b)	Knowledge and Application	
		Level 1: Identifies relevant methods with no explanation	1-2
		Level 2: Attempts to explain the how the budget is set using one or more methods	3-4
		Analysis and Evaluation	
	Level 1: Has an appreciation of factors that might influence choice	1-4	
	Level 2: Attempts to evaluate the appropriateness of relevant methods	5-6	

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4	Knowledge and Application		
	Level 1: Simple understanding of at least TWO relevant techniques with no understanding of how they might be used, with no consideration of other factors		1-4
	Level 2: Outlines the main features of at least TWO relevant techniques with some appreciation of how they might be used. Some consideration of other factors		5-8
	Analysis and Evaluation		
	Level 1: Clearly explains a range of techniques with good understanding of how they might be used with some attempt to identify relative strengths and weaknesses. Good understanding of other factors		1-8
	Level 2: Attempts to evaluate the usefulness of a range of relevant techniques with a very good understanding of the importance of other factors		9-12
	5	a) Knowledge and Application	
		Level 1: Identifies methods of production and defines quality	
	Level 2: Understand the relationship between quality and methods of production		4-5
	Analysis and Evaluation		
	Explains how quality might be affected by the production process		1-3
	b) Knowledge and Application		
	Level 1: Lists methods that might be used		1
	Level 2: Outlines the main features of appropriate methods		2-3
	Analysis and Evaluation		
	Level 1: Explains how different methods might achieve the required quality standards		1-3
	Level 2: Attempts to evaluate the usefulness of selected methods		4-9

6	a)	Knowledge and Application	
		Level 1: Understands the meaning of each term without recognizing any relationship between them	1-2
		Level 2: Understands the meaning of the terms and has some understanding of their relationship	3-4
		Analysis and Evaluation	
		Level 1: Explains the importance of distinguishing between the two terms	1-4
		Knowledge and Application	
	b)	Level 1: Simple understanding of the nature of centralization and decentralization	1-2
		Level 2: Outlines some of the factors that influence the decision to decentralize or not	3-4
		Analysis and Evaluation	
		Level 1: Simple explanation of the factors affecting the decision on whether or not to decentralize	1-2
	Level 2: Well developed explanation with some attempt to evaluate the effect on businesses of centralisation and decentralisation	3-8	