

**NOVEMBER 2002**

**GCE ADVANCED LEVEL**

**MARK SCHEME**

**MAXIMUM MARK : 40**

**SYLLABUS/COMPONENT : 9707/04**

**BUSINESS STUDIES**



Page 1 of 4	Mark Scheme	Syllabus	Paper
	A Level Examinations - November 2002	9707	4

Question Number	Levels of Response	Mark
1	a)	
	<b>Knowledge and Application</b>	
	Level 1: Identifies objectives of public and private sector organizations	1-2
	Level 2: Explains the significance of profits objective to both public and private sector organizations	3-4
	<b>Analysis and Evaluation</b>	
	Level 1: Explains how and why the objectives change as a result of privatization, using exemplification	1-4
	b)	
	<b>Knowledge and Application</b>	
Level 1: Identifies relevant stakeholders	1-2	
Level 2: Outlines the objectives of different stakeholder groups	3-4	
<b>Analysis and Application</b>		
Level 1: Explains how different groups of stakeholders might be affected by privatization	1-5	
Level 2: Attempts to evaluate the effects of privatization on stakeholders	6-8	

2		Level 1: Describes working capital	1-3	
		Level 2: Outlines the importance of working capital and its constituent elements and identifies in general terms what needs to be done to improve working capital position	4-8	
		<b>Analysis and Evaluation</b>		
		Level 1: Explains the methods that might be used to improve working capital	1-6	
		Level 2: Attempts to evaluate the methods that might be used to improve working capital	7-12	
	3	a)	<b>Knowledge and Application</b>	
			Level 1: Distinguishes between primary and secondary research	1-2
			Level 2: Outlines the factors that might affect the choice of research	3-4
			<b>Analysis and Evaluation</b>	
			Level 2: Explains the factors and how they affect the choice of research	1-4
		b)	<b>Knowledge and Application</b>	
		Level 1: Identifies a range of methods	1-2	
		Level 2: Outlines the main features of at least TWO methods	3-4	
	<b>Analysis and Evaluation</b>			
	Level 1: Explains how the methods might be used with some appreciation of their relative strengths and weaknesses	1-5		
	Level 2: Attempts to evaluate the methods that might be used in different situations	6-8		

4		Level 1: Defines demand elasticities	1-3
		Level 2: Outlines the main elements of demand elasticities with some attempt at how the results of calculations are interpreted	4-8
		<b>Analysis and Evaluation</b>	
		Level 1: Explains how Marketing Managers might use the results of the different demand elasticities	1-8
5	a)	Level 2: Attempts to evaluate the usefulness of demand elasticities	9-12
		<b>Knowledge and Application</b>	
		Level 1: Defines profit and cash flow	1-2
		Level 2: Understands the difference between profit and cash flow	3-4
		<b>Analysis and Evaluation</b>	
		Level 1: Explains how and why there might be a difference between profit and cash flow	1-4
	b)	<b>Knowledge and Application</b>	
		Level 1: Identifies appropriate stakeholders	1
		Level 2: Identifies the main ratios that could be used by different stakeholders	2-4
		<b>Analysis and Evaluation</b>	
	Level 1: Explains how different ratios might be used by different stakeholders	1-5	
	Level 2: Attempts to evaluate the usefulness of selected ratios to stakeholders	6-8	

6	a)		
		Level 1: Draws and labels an organization chart	1-2
		Level 2: Identifies key features of the formal organization	3-4
		<b>Analysis and Evaluation</b>	
		Level 1: Explains the main features of the formal organization with reference to an organization chart	1-4
	b)	<b>Knowledge and Application</b>	
		Level 1: Attempts to define the term/nature of informal leadership	1-2
		Level 2: Clear understanding of the nature of informal leadership	3-4
		<b>Analysis and Evaluation</b>	
		Level 1: Explains how informal leaders might influence the workings of a business	1-5
	Level 2: Attempts to evaluate the role of informal leadership on the workings of a business	6-8	