

GCE Applied Business

Unit F257: Managing risks in the workplace

Exemplar candidate responses – June 2011 series

Evaluate whether or not Tom and Ellie should accept the offer from Eucamp for its use of the static caravans. [14 marks]

Response 1

[Awarded 14 marks]

This candidate does all that is necessary to achieve full marks. The response is contextualised from the very start with frequent references to caravans, 50% discount rate, tent pitches and the like. At least two of the contextualised benefits given are further developed to explain the positive consequences to the business – of being able to handle poor summers and paying off the bank loan. The candidate then moves on to make an overall decision. The candidate recommends that the offer should be accepted and gives a fully justified and contextually detailed judgement as to the variability of the weather, the need for income stability and the use of tent pitches to extrapolate more profit. A top Level 4 mark, of 14, is awarded.

- (c) Evaluate whether or not Tom and Ellie should accept the contract on offer from Eucamp for its use of the static caravans.

If is a special order. ~~of~~ ~~for~~ The price of special order are usually lower than the normal ~~at~~ ~~price~~ ~~with~~ Eucamp is saying that they want to rent all of static caravans by 50% discount for the whole summer.

L2

The benefit of Tom and Ellie take ~~to~~ this offer is that they can ensure they earn every ~~of~~ static caravans CONT at 50% of price everyday in the summer. Because this is ~~is~~ a business that quite depends on weather so if the weather of that summer is bad they can still get quite a reasonable payment from Eucamp.

L3

L2

However, Tom and Ellie can argue that if they sure they can rent out all of the static caravans at that summer CONT they will get a higher profit because Eucamp just ~~is~~ ~~is~~ want to rent all of the static caravans at 50% of the normal price for Tom and Ellie making more profit may be a priority because they have loan

[L3] needs to pay back.

In my point of view- I will suggest Tom and Ellie take the offer from Eurcamp. The reason is that they can have a stable profit even though is lower than ~~usual~~ usual. In the long term QFC can ensure they can get the same profit they made ~~in each~~ in each because

[L4] it may be affected by the weather. ^[L4] therefore a stable profit in each summer is good. Also they have got another 60 tent

[L4] pitches which they can still make a full profit on it and the number of it are more than the static caravans.

So I think having the offer to get 50% off of static caravans for the summer and ~~not~~ making the variance profit

[L4] depends on weather by tent pitches is they best way they can run the business.

[14]

[Total: 24]



Response 2**[Awarded 6 marks]**

This response is immediately in context with references to the bank loan, discounted prices, the pool, the kiosk etc. However, despite the second sentence suggesting the offer would be useful because CFC has a bank loan, no explanation as to why the offer would be useful is given and so, up to this point, no marks can be awarded.

Thankfully the candidate moves on from this point explaining, in context, a disadvantage of the offer – low revenue (Level 2). This disadvantage is then developed to explain the consequence to CFC. The candidate argues that because of the recent spending on the pool and kiosk funds are low at CFC and that taking this offer may lead to revenue levels falling below that which is required to pay the wages of the much needed staff (an analytical and therefore Level 3 response). No further discussion is given, nor is an attempt to reach a decision made. The highest level which this response has achieved is Level 3. A low Level 3 mark, of six, is awarded for making one analytical comment.

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- (c) Evaluate whether or not Tom and Ellie should accept the contract on offer from Eucamp for its use of the static caravans.

By accepting the offer from Eucamp, Tom and Ellie are securing a long term financial guarantee? This is very helpful as they have a loan to repay, this also allows for Tom & Ellie to concentrate on other areas of the business? Tom's workload shall decrease as it won't be managing the caravan site, this allows him options of helping out on the grounds, looking at ways of expanding or improving current industrial relations. However Eucamp's offer is at a discounted price which means their revenue shall decrease. With the implementation of a swimming pool and kiosk their funds are already extremely low. If new staff really are needed then Tom & Ellie just won't have the money in order to pay these extra wages. I therefore think that CFC should not accept this offer, they shall face financial implications, especially as they are already struggling. Managing the business is a top priority as they need

L2

L3

Discuss to what extent CFC's problems would be solved by taking on more employees. [14 marks]

Response 1 [Awarded 3 marks]

This response begins well by giving one benefit to CFC of taking on more staff – the avoidance (or at least the reduction) of accidents. The answer is clearly given in context with reference to Mike being unable to use his lifeguard skills because of being at the kiosk. The candidate, therefore, enters Level 2 in the first paragraph.

Disappointingly, the rest of the response is written with no contextual references whatsoever. The drawbacks of recruiting staff such as needing to pay and train them, each costing time and money apply to all businesses and no attempt was made to apply this to CFC's current position of extremely limited resources.

The highest level this response achieves is Level 2. The response is, therefore, awarded a low Level 2 mark, of three, for giving one benefit to CFC of employing more staff.

(d)* Discuss to what extent CFC's problems would be solved by taking on more employees.

More staff would have helped Joe's accident from happening, because someone else could have run the kiosk and Mike could've lifeguarded, so Joe could've been stopped and his accident may have been avoided.

L2

The business would however have to pay to recruit and train any new staff to work safely in the workplace, so the business would've a lot of expenditure and they would've to spend lots of time to do so.

L1

L1

L1

Response 2

[Awarded 2 marks]

This candidate gives at least one advantage (lowers stress levels) and one disadvantage (cost) of employing more staff. Despite passing reference to 'financial situation' and some name dropping all of the comments made would apply equally to all businesses and were no more, or less, significant for CFC. The financial situation of any business may lead to them not being able to afford to take on staff.

To enter Level 2 the candidate would need to have made specific reference to what it is about CFC's current financial situation that may lead this to be true – perhaps the recent £5000 spend on drainage, the poor previous season, the taking out of a bank loan, or the likelihood to compensation claims being made against them.

This response is, therefore, given the maximum award at Level 1 – two marks.

(d)* Discuss to what extent CFC's problems would be solved by taking on more employees.

By having more employees it would resolve any problems the employees may have with each

LI other due to stress with too much work.

However the financial situation of the business may not allow this due to not

LI having enough money to take on a new

LI employee as they would also have to be trained which will cost the business even more money which they do not have to spend

LI on new employees. But if the business had

the ~~choice~~^{chance} to gain more employees it will mean that they would work as a part of

the team and gain more customers as if

the employees at the moment are working

15

to their best ability then they may feel stressed and have more time off work and get less production and could ~~also~~ increase labour turnover. So by allowing one or two more employees then they would relieve job pressure and could cover a job for Mike and not allow for an accident to occur again. In the longer term a new employee will relieve pressure and allow all employees to feel more relaxed within the working environment.

But it will have to be decided on if the owners have got enough money to be able to pay the wages of them as this will be very expensive and may not allow the business to accept new employees at the moment due to financial problems and the threat of getting sued.

To evaluate by having a couple / one new employees it will help the business with the employee relations and it will increase production and customer care. But the business will need to be able to find the finance to pay on new employee their wages and should overall increase business reputation and business profits. [14]

[Total: 36]

Turn over



