

**CAMBRIDGE**  
INTERNATIONAL EXAMINATIONS

**OCTOBER/NOVEMBER 2001**

**ADVANCED SUBSIDIARY LEVEL**

**MARK SCHEME**

**MAXIMUM MARK : 40**

**SYLLABUS/COMPONENT : 8707/01**

**BUSINESS STUDIES**



**UNIVERSITY of CAMBRIDGE**  
Local Examinations Syndicate

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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)	Part Mark
	<b>Section A – Short Answer</b>	
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.	1
	Correct explanation of both terms.	2
b)	Simple statement of the nature of depreciation.	1
	Clear explanation of why a business should depreciate its fixed assets	2-3

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

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7 a)	<b>Knowledge and Application</b>	
	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
	<b>Analysis and Evaluation</b>	
	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)	<b>Knowledge and Understanding</b>	
	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
	<b>Analysis and Evaluation</b>	
	Level 1: Explains what the limitations of published accounts are and how these might affect their usefulness to stakeholder groups	1-4

#### 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
<b>TOTAL</b>	<b>14</b>	<b>15</b>	<b>6</b>	<b>5</b>