

Mark Scheme (Results)

Summer 2012

GCE Business Studies (6BS02)
Paper 01

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

GCE Business Studies Unit 6BS02 Mark Scheme Summer 2012

Question Number	Answer	Marks
1(a)	B	1
1(b)	<ul style="list-style-type: none"> • Definition of retail business/advertising campaign/ sales/mass marketing (1 mark) • It is a mass market because John Lewis's campaign is aimed at females/women(1 mark) • TV advertising is rarely targeted at niche markets but is a mass marketing medium (even regional stations have audiences of millions) (1 mark) <p>NB Specific reference to 'everywoman' or 'infancy to old age' may enhance the answer.</p> <p>Up to two of the marks above can be achieved alternatively by explaining distracters, e.g.</p> <ul style="list-style-type: none"> • A - Niche marketing would only target a small sub-set of the wider target market so would not use TV (1 mark) <p>Any acceptable answer which shows selective knowledge/application and/or development</p> <p>NB Maximum of 2 additional marks for reason if part (a) is incorrect or if only the wrong answers are focused on in the explanation.</p>	3

Question Number	Answer	Marks
2(a)	A	1
2(b)	<ul style="list-style-type: none"> • Definition of efficiency /total output (1 mark) • Efficiency is increased as staff move from a five day week to a four day week as the same/more output may be produced over fewer days (1 mark) • Moving to a 4 day week is an improvement in working conditions/a motivator, which may increase output(1 mark) <p>Up to two of the marks above can be achieved alternatively by explaining distracters, e.g.</p> <ul style="list-style-type: none"> • Unit/average costs should fall, not rise, given that this is a measure of improvement in efficiency. 	3

	<p>Any acceptable answer which shows selective knowledge/application and/or development</p> <p>NB Maximum of 2 additional marks for reason if part (a) is incorrect or if only the wrong answers are focused on in the explanation.</p>	
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Question Number	Answer	Marks
3(a)	D	1
3(b)	<ul style="list-style-type: none"> • Definition or description of recession/trade/market conditions (1 mark) • During a recession consumers are likely to spend less (and save more) because disposable incomes may fall/consumers may be more cautious (1 mark). • Rather than buy new shoes they are more likely to seek repairs to existing footwear as it is cheaper (1m). • which might therefore lead to an increase in trade for a shoe repairer (1 mark) <p>Up to two of the marks above can be achieved alternatively by explaining distracters, e.g.</p> <ul style="list-style-type: none"> • Poor management of cash flow will damage the level of trade not improve it (1 mark) <p>Any acceptable answer which shows selective knowledge/application and/or development</p> <p>NB Maximum of 2 additional marks for reason if part (a) is incorrect or if only the wrong answers are focused on in the explanation.</p>	3

Question Number	Answer	Marks
4(a)	B	1
4(b)	<ul style="list-style-type: none"> • Definition of manufacturing/expanding market/economic manufacture (1 mark) • Economic manufacture is part of the design mix together with aesthetics and function (1 mark) • A pool of highly skilled manufacturing workers implies that labour is readily available (1 mark) • Which may lead to a reduction in labour costs 	3

	<p>(1 mark)</p> <ul style="list-style-type: none"> • Economic manufacture (when a product/service is able to generate a profit) will become more likely as a firm moves towards full capacity - (1 mark) • This is more likely when the market expands (1 mark) <p>Up to two of the marks above can be achieved alternatively by explaining distracters, e.g.</p> <ul style="list-style-type: none"> • Design mix will not be affected as the market expands as this will have been pre-determined (1 mark) <p>Any acceptable answer which shows selective knowledge/application and/or development</p> <p>NB Maximum of 2 additional marks for reason if part (a) is incorrect or if only the wrong answers are focused on in the explanation.</p>	
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Question Number	Answer	Marks
5(a)	C	1
5(b)	<ul style="list-style-type: none"> • Definition of cash flow forecast (1 mark) • Sales – payments = net cash flow (1 mark) • £11,500 - £5,400 = £6,100 positive (1 mark) • Projected cash flow is increasing making this figure a positive one (1 mark) <p>Up to two of the marks above can be achieved alternatively by explaining distracters, e.g.</p> <ul style="list-style-type: none"> • It is not £6,100 negative because sales is greater than payments (1 mark) <p>Any acceptable answer which shows selective knowledge/application and/or development</p> <p>NB Maximum of 2 additional marks if calculations correct but part (a) is incorrect or if only the wrong answers are focused on in the explanation.</p>	3

Question Number	Answer	Marks
6(a)	B	1
6(b)	<ul style="list-style-type: none"> • Definition of budgets/receipts/payments (1 mark) • Rent is an example of an overhead/fixed cost (1 mark) • so is therefore more likely to be known in advance because it does not change in the short term/be more predictable as a result (1 mark) <p>Up to two of the marks above can be achieved alternatively by explaining distracters, e.g.</p> <ul style="list-style-type: none"> • Prices of materials may vary at short notice because market conditions do change (1 mark) <p>Any acceptable answer which shows selective knowledge/application and/or development</p> <p>NB Maximum of 2 additional marks for reason if part (a) is incorrect or if only the wrong answers are focused on in the explanation.</p>	3

Question Number	Answer	Marks
7	<p>Knowledge: 1 mark for identifying what is meant by good relationships with suppliers or why they might be important, e.g. supplies can be relied upon</p> <p>Application: 1 mark for a contextual response, e.g. recognition of the importance of perishable goods to Nando's</p> <p>Analysis: Up to 2 marks for explaining links or consequences, e.g. a break down in relationships between Nando's and their suppliers may delay delivery (1 mark) which could disrupt production/damage Nando's reputation (1 mark)</p>	4

Question Number	Answer	Marks
8	<p>Knowledge: Up to 2 marks for outlining the principles behind Herzberg's 2-factor theory, e.g. hygiene and motivation factors</p> <p>Application: up to 2 marks for linking evidence of Nando's human resource policy, e.g. offer flexible working hours = hygiene factor (1 mark); Nando's want staff to be happy and work as a team = motivator (1 mark)</p>	4

Question Number	Answer	Marks
9	<p>Knowledge (1) Application (1) Analysis (2) x 2</p> <p>Knowledge: 1 mark for identifying a reason, e.g. transient nature of employees, leave for better job, age. Alternatively a mark can be given for a good definition/understanding of the concept labour turnover. This may include the formula instead of the definition.</p> <p>Application: 1 mark for using the evidence, e.g. Paulo may return to Portugal</p> <p>Analysis: Up to 2 marks for explaining the above, e.g. if the average age of employees is low, this suggesting that the job may be thought of as an interim one (1 mark) for example students, staying in an area for a relatively short period of time, may only be seeking casual employment (1 mark)</p> <p>OR</p> <p>The training given may, paradoxically, lead employees to seek better opportunities elsewhere (1) once they are more confident/ more skilled as a result (1).</p> <p>N.B. 1 mark for an attempt at analysis; 2 marks for developed analysis</p>	8

Question 10		Marks: 8	
Level	Mark	Descriptor	Possible Content
1	1-2	Available for knowledge such as identifying what is meant by training	e.g. the acquisition of skills and knowledge/staff development
2	3-4	Available for contextualising the response by referring to training,	e.g. Nando spent £425 per person 75 per cent of the total Nando's HR budget
3	5-6	Available for considering causes/reasons/ consequences to Nando's of spending this money on training NB Analysed NOT IN CONTEXT = 5 marks; IN CONTEXT = 6 marks	e.g. Because training improves the skill level, productivity and customer service as a consequence is better e.g. recruitment might be easier because potential employees would be more likely to apply given the benefits of training such as higher pay or improved job security
4	7-8	Evaluation must be present i.e. the candidate must present arguments for and against whether the staff training is effective in the context of Nando's NB Evaluates ONE side in context = 7 marks; BOTH sides = 8 marks	e.g. It depends on the nature or quality of the training – induction training improve productivity if the trainees are learning about health and safety procedures? Does it focus on providing the skills required to improve productivity; is 45 hours enough to provide the right skills? The effectiveness of training might also depend on the nature of the trainee

Question 11		Marks: 8	
Level	Mark Per factor	Descriptor	Possible Content
1	1	Available for knowledge such as identifying what is meant by price elasticity of demand or identifying factors which affect PED	e.g. PED formula or definition such as 'a sensitivity of demand to changes in price'
2	2	Available for putting the answer into context by referring to Nando's	e.g. location of Nando's restaurants near rivals like KFC will make demand more price elastic; providing fast food which is better quality will make demand less price elastic
3	3	Available for analysing the consequences of PED to Nando's. NB need NOT be in context	e.g. this is because the availability of competition will mean that consumers may compare prices of chicken and be more tempted by a cheaper option from KFC
4	4	Evaluation must be present, i.e. the candidate should present a balanced response NB MUST be in context on <i>at least one side</i>	e.g. but if Nando's chicken is better than KFCs even though KFC is next door then consumers are not going to be so influenced by KFC being close by so the PED may still be low

Question Number	Question		
12a*	Evaluate how flexible working might affect Nando's, the business		
Level	Mark	Descriptor	Possible Content
1	1	<p>Knowledge must be present. Some awareness of what is meant by a flexible working environment.</p> <p><i>QWC: To achieve a mark of 1 the candidate will have struggled to use business terminology or write legibly with frequent errors in spg and/or weak style and structure of writing.</i></p>	e.g. choosing when to work/hours to suit
2	2-3	<p>Application must be present, i.e. the answer must be contextualised by referring to Nando's/chain restaurant context</p> <p>Low Level 2: 2 marks Just a simple reference to a restaurant</p> <p>High Level 2: 3 marks A specific reference to Nando's</p> <p><i>QWC: To achieve a mark of 2-3 the candidate will use some business terms but the style of writing could be better / there will be some errors in spg / the legibility of the text could have been better in places.</i></p>	<p>e.g. Staff may be required to work a lunch time shift and then the late evening shift, when the restaurant is likely to be busy.</p> <p>e.g. More senior staff at the restaurant may have even more flexibility to work from home to do the bookkeeping or stock inventories for ingredients</p>
3	4	<p>Analysis must be present, i.e. the candidate must give reasons/causes/consequences of a flexible working environment for Nando's NB does NOT have to be in context</p> <p><i>QWC: To achieve a mark of 4 the candidate will use business terminology well/style of writing is appropriate to the question/ reasonable to good</i></p>	e.g. Labour costs can be reduced because Nando's is not employing staff to stand idle during quiet periods/ customer service can be improved because staff are available during periods of high demand

		<i>spg</i>	
	5-7	<p>Low Level 4: 5 marks. Evaluation must be present, i.e. the candidate must present an alternative argument but NOT in context</p> <p>Medium Level 4: 6 marks Evaluation must be present, i.e. the candidate must present an alternative argument IN context</p> <p>High Level 4: 7 marks A convincing and balanced answer throughout making good use of concepts and terminology in context</p> <p><i>Assessment for QWC: The candidate will use business terminology precisely and effectively/organises their answer to provide a coherent and fluent response/ good to excellent spelling, punctuation and grammar.</i></p>	<p>e.g. Consequences of long waiting times may dissuade customers from returning to Nando's, which may reduce sales</p> <p>e.g. Nando's must be careful to get the right staff into the restaurant at the right times otherwise meals may spoil</p> <p>e.g. But if Nando's gets the balance of employee hours and duties right then other stakeholders like shareholders might benefit because flexible working can motivate catering staff who may need to work from home occasionally to avoid losing family time because of travelling to work</p>

Question Number	Question		
12(b)*	Evaluate how flexible working might affect Nando's employees		
Level	Mark	Descriptor	Possible Content
1	1	<p>Knowledge must be present. Some awareness of what is meant by a flexible working.</p> <p><i>QWC: To achieve a mark of 1 the candidate will have struggled to use business terminology or write legibly with frequent errors in spg and/or weak style and structure of writing.</i></p>	e.g. Choosing where to work, from home to do the accounts
2	2-3	<p>Application must be present, i.e. the answer must be contextualising by referring to Nando's employees.</p> <p>Low Level 2: 2 marks Just a simple reference to a restaurant's employees</p> <p>High Level 2: 3 marks A specific reference to Nando's employees</p> <p><i>QWC: To achieve a mark of 2-3 the candidate will use some business terms but the style of writing could be better / there will be some errors in spg / the legibility of the text could have been better in places.</i></p>	<p>e.g. the staff at the restaurant may be more motivated</p> <p>e.g. Kitchen staff at Nando's may be able to vary shifts to suit child care/university study requirements</p>
3	4	<p>Analysis must be present, i.e. the candidate must give the reasons/causes/consequences to Nando's employees.</p> <p>NB does NOT have to be in context</p> <p><i>QWC: To achieve a mark of 4 the candidate will use business terminology well/style of writing is appropriate to the question/ reasonable to good spg</i></p>	e.g. Employees feel they control their work/life balance because they could work three split-shifts in the restaurant and then have four days off

	5-7	<p>Low Level 4: 5 marks. Evaluation must be present, i.e. the candidate must present an alternative argument but NOT in context</p> <p>Medium Level 4: 6 marks Evaluation must be present, i.e. the candidate must present an alternative argument IN context</p> <p>High Level 4: 7 marks A convincing and balanced answer throughout making good use of concepts and terminology in context</p> <p><i>Assessment for QWC: The candidate will use business terminology precisely and effectively/organises their answer to provide a coherent and fluent response/ good to excellent spelling, punctuation and grammar.</i></p>	<p>e.g. The benefit will depend on just how flexible the working hours are and how much choice employees have / consequences for social life</p> <p>e.g. Flexible working may add to a lack of certainty over job security given that it is catering which is known for high labour turnover rates</p> <p>e.g. may have to work very long hours in a kitchen which is not very motivating/ could cause disputes between restaurant waiters over favouritism and working hours</p>
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Assessment Objectives

QUESTION	Content	Knowledge	Application	Analysis	Evaluation	Total
1	2.3.1a	2	1	-	1	4
2	2.3.2b	1	1	1	1	4
3	2.3.1e	1	1	1	1	4
4	2.3.2a	2	1	1		4
5	2.3.3a	2	2			4
6	2.3.3c	1	1	1	1	4
7	2.3.3d	1	1	2		4
8	2.3.4c	2	2	-		4
9	2.3.4b	3	3	2		8
10	2.3.4b	2	2	2	2	8
11	2.3.1b	2	2	2	2	8
12	2.3.4e	2	4	2	6	14
TOTAL		21	21	14	14	70

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