

Mark Scheme for the Component

June 2006

9914/MS/R/06

OCR (Oxford, Cambridge and RSA Examinations) is a unitary awarding body, established by the University of Cambridge Local Examinations Syndicate and the RSA Examinations Board in January 1998. OCR provides a full range of GCSE, A level, GNVQ, Key Skills and other qualifications for schools and colleges in the United Kingdom, including those previously provided by MEG and OCEAC. It is also responsible for developing new syllabuses to meet national requirements and the needs of students and teachers.

This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by Examiners. It does not indicate the details of the discussions which took place at an Examiners' meeting before marking commenced.

All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the Report on the Examination.

OCR will not enter into any discussion or correspondence in connection with this mark scheme.

© OCR 2006

Any enquiries about publications should be addressed to:

OCR Publications
PO Box 5050
Annersley
NOTTINGHAM
NG15 0DL

Telephone: 0870 870 6622
Facsimile: 0870 870 6621
E-mail: publications@ocr.org.uk

CONTENTS

Advanced Extension Award

AEA Business 9914

MARK SCHEME FOR THE COMPONENT

Component	Content	Page
9914	AEA Business	1
*	Grade Thresholds	5

**Mark Scheme 9914
June 2006**

1 To what extent does British Airways meet the needs of its stakeholders? [20]

Level	The candidate;	Mark
4	<ul style="list-style-type: none"> • Integrates subject understanding with the given context, synthesising ideas, evidence and subject theory to produce a coherent, reasoned and logically correct answer. • Demonstrates excellent subject knowledge and applies this accurately and with precision to the given situation. • Selects appropriately from the variety of tools and techniques within the subject specification to support their reasoning. • Communicates their conclusion in an effective manner using appropriate grammatical and linguistic style. 	20 - 16
3	<ul style="list-style-type: none"> • Integrates subject understanding with the given context, applying ideas, evidence and subject theory to produce a coherent answer. • Demonstrates good subject knowledge and applies this accurately and with precision to the given situation. • Selects tools and techniques within the subject specification to support their reasoning. • Communicates their conclusion using appropriate grammatical and linguistic style. 	15 - 11
2	<ul style="list-style-type: none"> • Applies subject understanding in the given context, synthesising ideas, evidence and subject theory to produce an answer. • Demonstrates some subject knowledge and applies this accurately to the given situation. • Applies tools and techniques within the subject specification to support their reasoning. • Communicates their conclusion in a sound manner using appropriate grammatical and linguistic style. 	10 - 6
1	<ul style="list-style-type: none"> • Offers an answer in the given context. • Demonstrates some subject knowledge and applies this to the given situation. • Applies tools and techniques within the subject specification. • Communicates their conclusion in a manner that uses inappropriate grammatical and linguistic style. 	5 - 1

2 Recommend, and justify, a strategy which British Airways might adopt in the light of ONE of the following scenarios;

- Either** increasing fuel prices;
OR society's concerns about the environment;
OR deteriorating labour relations;
OR Ryan Air announcing the operation of transatlantic flights.

[20]

Level	The candidate;	Mark
4	<ul style="list-style-type: none"> • Integrates subject understanding with the given context, synthesising ideas, evidence and subject theory to produce a coherent, reasoned and logically correct strategy. • Demonstrates excellent subject knowledge and applies this accurately and with precision to the given situation. • Selects appropriately from the variety of tools and techniques within the subject specification to support their reasoning. • Communicates their conclusion in an effective manner using appropriate grammatical and linguistic style. 	20 - 16
3	<ul style="list-style-type: none"> • Integrates subject understanding with the given context, applying ideas, evidence and subject theory to produce a coherent strategy. • Demonstrates good subject knowledge and applies this accurately and with precision to the given situation. • Selects tools and techniques within the subject specification to support their reasoning. • Communicates their conclusion using appropriate grammatical and linguistic style. 	15 - 11
2	<ul style="list-style-type: none"> • Applies subject understanding in the given context, applying ideas, evidence and subject theory to produce an answer. • Demonstrates some subject knowledge and applies this accurately to the given situation. • Applies tools and techniques within the subject specification to support their reasoning. • Communicates their conclusion in a sound manner using appropriate grammatical and linguistic style. 	10 - 6
1	<ul style="list-style-type: none"> • Offers an answer in the given context. • Demonstrates some subject knowledge and applies this to the given situation. • Applies tools and techniques within the subject specification. • Communicates their conclusion in a manner that uses inappropriate grammatical and linguistic style. 	5 - 1

**Advanced Extension Award (Business) (9914)
June 2006 Assessment Series**

Component Threshold Marks

Component	Max Mark	Distinction	Merit	Ungraded
9914/01	40	31	22	0

Overall

	Distinction	Merit	Ungraded
Percentage in Grade	5.08	33.97	60.95
Cumulative Percentage in Grade	5.08	39.05	100.00

The total entry for the examination was 327.

OCR (Oxford Cambridge and RSA Examinations)
1 Hills Road
Cambridge
CB1 2EU

OCR Information Bureau

(General Qualifications)

Telephone: 01223 553998

Facsimile: 01223 552627

Email: helpdesk@ocr.org.uk

www.ocr.org.uk

For staff training purposes and as part of our quality assurance programme your call may be recorded or monitored

Oxford Cambridge and RSA Examinations
is a Company Limited by Guarantee
Registered in England
Registered Office; 1 Hills Road, Cambridge, CB1 2EU
Registered Company Number: 3484466
OCR is an exempt Charity

OCR (Oxford Cambridge and RSA Examinations)
Head office
Telephone: 01223 552552
Facsimile: 01223 552553

© OCR 2006

