

CAMBRIDGE TECHNICALS LEVEL 3 (2016)

Examiners' report

BUSINESS



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Introduction

Our examiners' reports are produced to offer constructive feedback on candidates' performance in the examinations. They provide useful guidance for future candidates. The reports will include a general commentary on candidates' performance, identify technical aspects examined in the questions and highlight good performance and where performance could be improved. The reports will also explain aspects which caused difficulty and why the difficulties arose, whether through a lack of knowledge, poor examination technique, or any other identifiable and explainable reason.

Where overall performance on a question/question part was considered good, with no particular areas to highlight, these questions have not been included in the report. A full copy of the question paper can be downloaded from OCR.

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Online post series external feedback

Keep an eye out for updates on our post series feedback on Exams for Cambridge Technicals Webinars available in the autumn term.

Paper Unit 2 series overview

Most candidates appeared to show a high level of engagement with the business scenario, Knit-happy. This is particularly apparent in their responses to Questions 1 and 4. Compared to past performances where most candidates struggled with the business model presented by a not-for-profit organisation, this evidently shows good coverage of the specification in preparation for the exam.

Question 1 tests candidates' knowledge of the measures that an organisation such as Knit-happy could take in ensuring confidentiality of the data it keeps, as well as the consequences of failing to do so. The level of response question tests candidates' knowledge of the advantages and disadvantages to the organisation of receiving online payments. While most candidates demonstrated sound knowledge of online payment methods, few attempted to analyse the likely impacts on the organisation of the advantages and disadvantages identified. As in previous sessions, few attempted to evaluate. The key to a good evaluation lies in candidates' accurate interpretation of the question, which in this case, is about the online payment method preferred by the charity.

Question 2 consists of several in-tray tasks that an organisation would undertake when making accommodation and travel arrangements. On the whole candidates showed a much higher level of understanding for accommodation arrangements while many were not able to identify factors that should be considered when making travel arrangements. This question also tests candidates' ability to arrange accommodation for a group of participants within the constraints of cost and sleeping preferences.

Question 3 is the most challenging question on the paper. This tests candidates' knowledge of the factors that should be taken into account when prioritising tasks. Some lower ability candidates' performance showed that they did not interpret the question accurately. This is particularly evident in part (b) where some attempted to prioritise the tasks given in Text 3, perhaps because this was how it was tested in past series.

Question 4 concerns promotional materials; it tests candidates' knowledge of social media and their ability to create an effective promotional material for the charity. Candidates who performed well included the details required by the question, the key to scoring high marks for composition questions.

Answer **all** the questions.

Text 1

Knit-happy is a charity based in Shrewsbury. Its main mission is to provide a friendly and supportive environment for the vulnerable, the lonely and the elderly people in the local community. Volunteers meet once a week in the church hall of St Agatha's Church where they spend time together knitting toys, blankets, jumpers, etc.

The knitted items are sold on the charity's website and in some local shops. These sales are the main source of revenue of *Knit-happy*. Other sources of revenue include money donated online and monetary support sent by cheque or given in cash.

To keep its production costs low, *Knit-happy* also relies on donations of knitting materials and tools such as wool, yarn, knitting needles, patterns, etc.

Question 1 (a)

1 Refer to Text 1.

- (a) For each of the storage methods below, identify **one** way *Knit-happy* could try and ensure the confidentiality of the personal data that it stores.

Manual method.....

.....

Electronic method.....

.....

[2]

Most candidates scored both marks. The question asks for two methods *Knit-happy* could use for storing the data that it collects. These must be practical methods so 'keeping data secure' is too vague for a manual method. Methods for preventing loss or corruption of data such as 'using an external drive' or 'anti-virus software' do not answer the question.

Question 1 (b)

- (b) Explain **two** implications for *Knit-happy* of failing to maintain data confidentiality.

1.....

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.....

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2.....

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.....

.....

[4]

A relatively well-answered question where the majority of candidates scored 2 marks. It was pleasing to see good use of context which is required for full marks to be awarded. 'Loss of donations' was among the most common answers showing candidates' sound understanding of the activities of the organisation. Answers pertaining to the consequences on stakeholders such as employees, volunteers or customers as a result of a breach of confidentiality do not answer the question.

Question 1 (c)

(c) *Knit-happy* prefers to receive donations online rather than by cheque or cash. Evaluate the advantages and disadvantages to *Knit-happy* of receiving donations online.

[12]

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This question requires candidates to evaluate the advantages and disadvantages to Knit-happy of receiving payments online. As such, the focus is on the online method rather than cash or cheques. The mark scheme requires candidates to show how online payments work before marks could be awarded; e.g. 'it is an electronic method, 'payments are transferred from bank to bank'. Candidates who discussed at length how cash and cheque payments work without first referring to online payments did not answer the question. As in previous sessions, few candidates demonstrated analytical skills. Even fewer attempted to evaluate. In order to achieve Level 4, an evaluation of whether the advantages of online payments outweigh the disadvantages is required. Candidates who compared the different methods of payment in the conclusion were not awarded Level 4 because this does not answer the question set.

Question 2 (a)

Text 2

The revenue from *Knit-happy's* sales of knitted items and donations from members of the public is used to organise events to enrich the lives of those that the charity seeks to support. A two-day mini break to the seaside is organised every summer.

This year the destination is Weston-super-Mare. Linda Sandhurst, one of the founders of the charity, is in charge of the mini break. She needs to consider the accommodation and travel arrangements carefully, as most of the 18 recipients will be elderly people with special care needs. They will be accompanied by 7 charity volunteers.

2 Refer to Text 2.

- (a) Explain two personnel factors which might influence the accommodation arrangements for the mini break.

1.....
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2.....
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[4]

In order to answer this question candidates needed to understand the personnel issues presented in the business scenario. It was pleasing to see that the majority of candidates had a sound understanding of the personnel issues faced by an organisation that works with older people. However, the mark scheme requires these personnel factors to be stated clearly before any marks could be awarded. Candidates are advised to take note of this important exam technique.

Question 2 (b) (i)

- (b) Linda has decided to book accommodation at the Mermaid's Head Hotel. The table below shows the different types of room available at the hotel, with their respective prices.

| Room type: | Number available | Price per room |
|--------------|------------------|----------------|
| Triple room | 3 | £120 |
| Double room* | 12 | £95 |
| Twin room | 5 | £95 |
| Single room | 10 | £75 |

* Double rooms are suitable for couples only.

All 25 participants are single with the exception of two couples who need double rooms.

Assume that the participants who are single have no preference for a single room or for sharing a twin or triple room.

- (i) Calculate the quantity of each type of room that Linda needs to book to keep the total cost of the accommodation as low as possible.

Give your answers in the table below. Space has been left for your workings.

| Room type: | Quantity of rooms required |
|-------------|----------------------------|
| Triple room | |
| Double room | |
| Twin room | |
| Single room | |

Space for working

[4]

This in-tray exercise tests candidates' ability to choose appropriate accommodation for a group of people based on the constraints presented in the question. Many candidates were able to work out the correct number for each type of room. Candidates are advised to read the question carefully before writing their answers in the table. The heading in the answer box clearly states 'quantity of rooms required' but a small number of candidates gave the cost for each type of room instead, losing valuable marks.

Question 2 (b) (ii)

- (ii) The table below shows the two types of breakfast available at the hotel and their respective prices.

| Breakfast | |
|----------------------|-----------------------|
| Continental £5.50 | Full English £6.80 |

10 of the participants require a Continental breakfast. The remaining 15 require a Full English breakfast.

Calculate the total cost of accommodation for the mini break, including breakfasts.

Give your answers in the table below. Space has been left for your workings.

| | Cost |
|------------------------|------|
| Triple room | |
| Double room | |
| Twin room | |
| Single room | |
| Continental breakfast | |
| Full English breakfast | |
| Total cost | £ |

Space for working

[7]

This task requires candidates to calculate the cost for each type of room according to their answers in 2bi. The majority of candidates were able to do so accurately, including the calculation of breakfasts. A small minority misunderstood that two nights' stay was required. Candidates are again advised to read the question carefully before attempting it. Own figure rule applies to the calculation of cost for each type of room and for the grand total.

Question 2 (c)

- (c) Complete the cheque below to the value of 50% of the total cost you have calculated in 2(b)(ii) to secure the booking. Make the cheque payable to “Mermaid’s Head Hotel”. Use today’s date.

| | |
|---------------------------------|--|
| Urban Bank Plc | 657 The Sphinx, Lothian Avenue, London NW9 7UT |
| | Date: |
| Payee | |
| The sum of | |
| | |
| | <i>Linda Sandhurst</i> Knit-happy |
| 072345 06-32-45 87017322 | |

[4]

Some candidates showed no knowledge of how a cheque should be completed. However, the majority of candidates were able to work out 50% of the total they calculated in Question 2(b)(ii). Some marks were lost due to carelessness, e.g. the payee name was not spelt accurately or the date was either wrong or incomplete. Accuracy is very important when completing payment documents.

Question 2 (d)

- (d) Other than personnel requirements and cost, explain **one** factor that Linda should consider when making travel arrangements.

.....

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.....

[2]

This is a question that most candidates found difficult either because they did not interpret it accurately or they did not fully understand it. When making a reservation for travel, the date/time of departure/return must be considered as well as the destination. It was evident that some candidates did not read the question carefully and stated cost and personnel requirements instead.

Question 3 (a)

Text 3

Linda is responsible for the long-term survival of the charity. With an increasing number of charities competing for donations and funds, Linda is constantly on the lookout for new ways of promoting *Knit-happy*.

Linda's scheduled tasks for next week include:

- shopping for refreshments because stocks are running low;
- meeting with a major local retailer who has expressed an interest in ordering a large number of knitted Easter bunnies;
- meeting with church officers to discuss improvement to the disabled access at St Agatha's Church.

3 Refer to Text 3.

(a) Identify **one** likely reason why Linda may have to prioritise the scheduled tasks.

.....
.....[1]

A difficult question for many who mistakenly stated factors to be considered when prioritising tasks, these are answers to Question 3(b). Reasons for having to prioritise tasks include someone may have excessive workload; insufficient time or too busy to complete all the tasks at hand; or simply to make sure that deadlines or appointments are not missed. Candidates are advised to read the question carefully.

Question 3 (b)

(b) Explain, using examples from Text 3, **three** factors which Linda should consider when assigning priorities to the scheduled tasks.

1.....
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2.....
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3.....
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[6]

Some candidates evidently misinterpreted this question and attempted to prioritise the tasks given in Text 3. The mark scheme requires candidates to identify factors to be considered when prioritising tasks before marks can be awarded. To gain the second mark an example given in Text 3 had to be used to explain the factor identified. This proved to be challenging for many candidates because in most cases merely quoting the example did not explain the factors identified, please refer to exemplar answers in the mark scheme. However, the majority of candidates were able to identify some factors, the most common being 'importance'. 'Interactivity of tasks' was the factor that was the least well-understood.

Question 4 (a)

Text 4

Linda has managed to secure the order for a large number of knitted Easter bunnies.

To fulfil the large order, the charity needs:

- donations of funds;
- donations of knitting materials and tools e.g. wool, yarn and knitting needles;
- volunteers to knit the bunnies.

Linda has decided to appeal on social media for donations and volunteers.

4 Refer to Text 4.

- (a) Explain **one** reason why Linda may have decided to promote the *Knit-happy* appeal on social media rather than distributing leaflets locally.

.....

.....

.....

..... [2]

Similar to Question 1(c), candidates were required to identify a feature of either social media or leaflets for marks to be awarded. Candidates are advised to avoid giving vague answers such as 'social media is cheaper' without stating a specific feature of the method to make it 'cheaper' for example. The majority of candidates showed sound understanding of the two methods of promotion but it is important to note how these questions should be answered in order to avoid mark loss.

Question 4 (b)

(b) Create promotional material suitable for distribution via social media to appeal for donations and volunteers to fulfil the large order. You should include the following information:

- address: St Agatha's Church, Chapel Lane, Shrewsbury SY4 6OI
- telephone number: 01743 765980
- contact person: Linda Sandhurst
- any other relevant information.

You will be assessed on the tone and content of your promotional material.

Use the space provided on the **opposite page** for your promotional material.

You may use the space below to draft your promotional material. You will not receive any marks for your draft.

[12]

This question was a pleasure to mark and some candidates showed a high level of creativity and artistic skills. However, few gained 10 marks or above for failing to include details required by the question. Common omissions were 'volunteers for knitting', 'additional relevant information e.g. email address'. Some candidates were also penalised to inaccurately transcribing the name of the charity, the name of the contact person and the address. There were also a small minority who wrote their answers in the draft space provided and not in the answer space. The question states very clearly that no marks will be awarded for drafts. Careful checking of answers to this question is encouraged.

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