Cambridge Technicals Business

Unit 1: The Business Environment

Level 3 Cambridge Technical in Business
05834 - 05837

Mark Scheme for January 2021

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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.

Subject-specific marking instructions

12-mark Level of Response marked questions are to be marked over 4 levels: Level 1 knowledge, Level 2 understanding, Level 3 analysis, Level 4 evaluation.

NB: Where permitted by the mark scheme an L1 response can be analysed to proceed directly to L3.

L3 analysis is always required before L4 can be accessed.

Annotations

Annotation	Meaning	Annotation	Meaning
✔	Tick – correct, mark awarded	L1	Level 1 (Knowledge)
✖	Cross – incorrect, mark not awarded	L2	Level 2 (Understanding)
?	Meaning of response unclear	L3	Level 3 (Analysis)
NAQ	Not answered question	L4	Level 4 (Evaluation)
TV	Too vague	CONT	Response is contextual
BOD	Benefit of doubt	SEEN	Noted but no credit given
REP	Same point repeated	BP	Blank page
OFR	Own figure rule	▬	Highlight

SECTION A			
Question	**Answer**	**Marks**	**Guidance**
1	Indicative content: **C**	1	For one mark.
2	Indicative content: **C**	1	For one mark.
3	Indicative content: **B**	1	For one mark.
4	Indicative content: **B**	1	For one mark.
5	Indicative content: **C**	1	For one mark.
6	Indicative content: **C**	1	For one mark.
7	Indicative content: **B**	1	For one mark.
8	Indicative content: **D**	1	For one mark.
9	Indicative content: **D**	1	For one mark.
10	Indicative content: **C**	1	For one mark.
11	Indicative content: **B**	1	For one mark.
12	Indicative content: **C**	1	For one mark.
13	Indicative content: **B**	1	For one mark.
14	Indicative content: **A**	1	For one mark.
15	Indicative content: **B**	1	For one mark.
16	Indicative content: **B**	1	For one mark.
17	Indicative content: **A**	1	For one mark.
18	Indicative content: **C**	1	For one mark.
19	Indicative content: **C**	1	For one mark.
20	Indicative content: **C**	1	For one mark.

SECTION B				
Question			**Answer**	**Marks**	**Guidance**

Question			**Answer**	**Marks**	**Guidance**
21			Responses include: • internal sources e.g. savings, owner's funds/owner's capital, money in bank, reserves, retained profit, selling assets, sale and lease back, etc. • external sources e.g. overdraft, loan, mortgage, credit card, hire purchase, trade credit, venture capital, share capital, crowd-funding, grant, government funding, donations, gifts, borrowing <u>money</u>, etc.	2	One mark for each correct identification up to a maximum of two identifications. Internal: 'profit' is too vague (annotate TV) needs to be 'retained profit', 'undistributed' profit, 'ploughed-back profit', 're-invested profit' or similar. Solely naming a stakeholder is too vague (annotate TV). E.g. do **not** award 'shareholders', 'investors' or 'bank', but do award 'share issue' or 'bank loan'. But, accept 'venture capitalist' as 'venture capital'. Shares (TV) – but award 'sell shares', 'issue shares', etc Do **not** award sources of income e.g. do **not** award 'sales', 'customers', 'price', etc.

Question	Answer	Marks	Guidance

22	Responses include:
	
	• social trends e.g.
	  o diet and lifestyle
	  o use of technology
	  o ethical consumerism
	  o environmental consumerism
	  o shopping habits, etc.
	
	• impact e.g. on footfall, on number of customers, on average spend, on revenue, on operations, on profits, etc.
	
	Exemplar responses:
	
	Name of business: Blakes Bavoire
	Activity of business: Restaurant
	
	Healthy eating **(1)**. It has caused an increase in customers **(1)**.
		4	In each case:
			one mark for social trend <u>plus</u>
			one mark for impact.
			
			NB Social trend taken to mean 'an increased desire/concern in society for …' .
			
			Trend must be written from society's/consumer's perspective. E.g. award 'online buying' but not 'online selling'.
			
			If the social trend is incorrect, then the impact mark cannot be awarded.
			
			Do **not** accept demand for specific products or brands e.g. McDonald's unless the generic social trend is made explicit e.g. junk food.
			
			Do **not** award other types of social factor e.g. demographic issues, attitudes to work, disposable income (see Specification).
			
			Do **not** award political, economic or legal factors; social trends required. E.g. do **not** award 'lockdown'.
			
			Award 'Veganuary' as a reduction in eating meat.
			Do not award naming festivals such as Eid, Halloween, Easter, Passover, etc. But do award '<u>celebrating/shopping for</u> Eid/Halloween/Easter/Passover', etc.
			
			NB Both social trends can be taken from the same bullet point, so long as they refer to different aspects within the category.

Question	Answer	Marks	Guidance
23	Responses include: • not exploit workforce • not use zero-hour contracts/issue stable contracts • pay fair/reasonable/living wage/<u>above</u> minimum wage/offer good rates of pay/pay well • provide good working conditions • provide good employment terms e.g. <u>extra</u> holidays, <u>extra</u> maternity/paternity entitlement • treat workers fairly/well/respectfully • give fringe benefits e.g. free financial advice, counselling, sports club membership, freebies, etc • offer job security • offer frequent pay rises • offer flexible working • have fair working practices.	4	One mark for each correct identification up to a maximum of four identifications. NB Short answer question rule applies (see MS pre-amble item 5). Mark first response only in each response space. Do **not** award meeting legal requirements; ethical behaviour requires the business to do above and beyond what the law requires. E.g. Do **no**t award 'pay minimum wage', 'equal pay', 'safe working environment' or 'no discrimination', etc as these are legal requirements. Look for words such as 'good', 'well' or 'fair' rather than 'equal', 'correct' or 'right'. Do **not** award 'employee of the month schemes', 'job rotation', 'job enrichment', 'training', 'piece rate', 'bonuses', 'reward scheme', etc (unless the link to being an ethical employer is made explicit). Answer **must** relate to how the employer treats its **employees** (as opposed to how it treats other stakeholders such as suppliers or customers). Accept general answers or practical examples.

Question	Answer	Marks	Guidance

24	Responses include:
	
	Public limited company:
	• Pros:
	   ○ separate legal entity
	   ○ business sued in own right
	   ○ business continuity if partner dies
	   ○ limited liability
	   ○ sell shares on stock exchange/to the public/to anyone
	   ○ can sell shares to raise funds
	   ○ can raise <u>large</u> amounts of capital
	   ○ shares can be bought and sold <u>easily</u>
	   ○ banks more willing to offer finance
	   ○ high profile/well known/prestigious*.
	• Cons:
	   ○ very complex legal/administrative requirements e.g. Articles of Association, Memorandum of Association, Form 10, Form 12, Certificate of Incorporation
	   ○ time consuming to set up
	   ○ expensive to set up
	   ○ must have share capital of £50,000
	   ○ requires a minimum of two shareholders
	   ○ requires a minimum of two directors
	   ○ company secretary must be qualified
	   ○ financial accounts need to be lodged at Companies House
	   ○ must hold AGMs
	   ○ financial accounts/company information must be published
	   ○ sell shares on stock exchange/to the public/to anyone
	   ○ cannot control whom shares are sold to
	   ○ profit distributed as dividends to shareholders
	   ○ risk of takeover.
			Award:
			One mark for identification of positive/negative feature(s).
			One mark for impact of the feature(s).
			One mark for further impact (must be company-/shareholder-facing).
			
			NB The candidate may give two or more valid features in or combine two valid features. This is still identification so award max 1 mark. The candidate must move the answer on to the impact of the feature to gain the subsequent marks.
			
			Do **not** award answers solely relating to size rather than legal status (with the exception of *)
			
			Do **not** award answers about shareholder decision-making unless clearly linked to AGM or making major/strategic decisions.

Question	Answer	Marks	Guidance
	Exemplar response: Name of business: Tesco plc Activity of business: Supermarket One advantage to Tesco of being a public limited company is that it has limited liability **(1)**. This means that shareholders can only lose the amount they have invested **(1+)**, increasing number of people who may be willing to risk buying its shares **(1An)**. One disadvantage to Tesco is that it could be subject to a hostile takeover **(1).** This might lead to a competitor, e.g. Asda, becoming a major stakeholder in the company **(1+),** who might then choose to change the strategic direction of the company **(1An)**.		

Question	Answer	Marks	Guidance
25	Responses include: • communicate e.g. negotiate, hold a meeting, discuss, actively listen, etc • make a deal e.g. compromise, meet halfway, use a mediator, call in ACAS, etc • agree their demands e.g. give a pay rise, improve working conditions, etc. Exemplar responses: Name of business: Eastern Railway Activity of business: Train operating company The company resolved a conflict with customers over ticket prices by agreeing to delay the introduction of the price rise (✓). **L1: 1 mark** Name of business: Eastern Railway Activity of business: Train operating company The company resolved a conflict with customers over ticket prices by agreeing to delay the introduction of the price rise (✓), this temporarily stopped the public protesting (✓). **L1: 2 marks** Name of business: Eastern Railway Activity of business: Train operating company The company resolved a conflict with train drivers about concerns over driver safety by calling in a mediator (✓). **L2: 3 marks** Name of business: Eastern Railway Activity of business: Train operating company The company resolved a conflict with train drivers about concerns over driver safety by calling in a mediator (✓) who came up with a compromise that both parties were willing to accept (✓). **L2: 4 marks**	4	Levels of response **Level 2 (3 - 4 marks)** **Candidate suggests how <u>a business</u> resolved a conflict with its TU (or workforce)** **Level 1 (1 - 2 marks)** **Candidate suggests how <u>a business</u> resolved a conflict with non-TU (or workforce) stakeholders.** We are looking for an action taken by **the business** to resolve conflict to award marks. Do **not** award actions taken by employees, TUs, etc. **Begin by looking for conflict:** If details of a TU(workforce) conflict are given (or no details are given but the resolution clearly revolves around the workforce indicating that it is a TU(employee) conflict): Award at Level 2 (annotate L2). If the conflict cannot be identified as a TU(workforce) one: Award at Level 1 (annotate L1). If the response is not about conflict, award zero (annotate NAQ). **Then award a mark from within the mark band as follows:** Award bottom of mark band for a basic answer (i.e. identification of one or more actions taken by the <u>business</u>). Award top of mark band for a developed answer (i.e. explanation of one or more actions taken by the <u>business</u> – method **and** how it helps resolve the conflict).

		SECTION C		
Question		**Answer**	**Marks**	**Guidance**
26	**(a)**	Indicative content: • Third.	1	One mark for a correct identification. Contradictory response rule applies (see MS pre-amble item 5).
26	**(b)**	Indicative content: • trustees.	1	One mark for a correct identification.
26	**(c)**	Responses include: • profit is not its motive • does not aim to benefit the business/owner • aims to make money for a cause • any surplus made goes to benefit the charitable cause. Exemplar response: A charity does not aim to make money for its own sake **(1)**, instead it aims to raise money to benefit the cause it supports **(1)**.	2	One mark for each valid point, up to a maximum of two. No context required. Do **not** award references to 'third sector' as it is a statement rather than a reason.
27	**(a)**	Indicative content: • Decentralised.	1	One mark for a correct identification. Contradictory response rule applies (see MS pre-amble item 5).

Question			Answer	Marks	Guidance
27	(b)		Use level of response criteria. Indicative content: • <u>number of books donated</u> • percentage of <u>visitors who spend</u> • <u>number of</u> serious <u>complaints</u> from visitors • <u>number of volunteers</u> recruited • <u>number of</u> reported <u>accidents/injuries</u>. Exemplar response: One issue that needs to be addressed is the number of volunteers **(L1)**. This could make rota scheduling difficult **(L3)**. Another issue to address is the number of reported accidents **(L1)**. Current figures show there are three accidents a month **(L2)**. This could lead to the charity facing legal action **(L3)**. The number of reported accidents is the most important issue to address because it could lead to the charity having to pay out compensation or fines that it cannot afford **(L4)**. This is more important than being short of volunteers **(CONT)** because it means that less money will be available for the literacy programme the charity supports **(L4)**.	12	**Levels of response** **Level 4 (10 - 12 marks)** Candidate evaluates the most important issue(s) Sylvia needs to address to bring the Bricknell bookshop into line with the charity's objectives. **Level 3 (7 - 9 marks)** Candidate analyses one or more of the five issues in Fig. 1 that needs to be addressed. **Level 2 (4 – 6 marks)** Candidate explains why the issue in Fig. 1 is a problem. **Level 1 (1 – 3 marks)** Candidate identifies one or more of the five issues in Fig. 1. **L1** – **an issue** from Fig. 1. *E.g. Number of volunteers.* (One L1 per issue) Award the bottom of mark band for one issue identified. Award the middle of mark band for two issues identified. Award the top of mark band for three or more issues identified. **L2** – **an explanation of the problems caused by the issue (which stops short of being analytical).** **Either:** A <u>negative</u> impact on stakeholders *E.g. volunteers may be stressed and overworked.* **OR** Data <u>calculation</u> *E.g. The shop is 12 volunteers short.* (Max one L2 per issue). Award the bottom of mark band for explanation of reason why one issue needs fixing. Award the middle of mark band for explanation of reasons why two issues need fixing.

Question	Answer	Marks	Guidance
			Award the top of mark band for explanation of reasons why three or more issues need fixing. **L3** –**a business-facing impact (<u>negative</u>) of not addressing the issue**. *E.g. Losing out on revenue.* (Max one L3 per issue). Award the bottom of mark band for one issue analysed. Award the middle of mark band for two issues analysed. Award the top of mark band for three or more issues analysed. **L4** evaluation – **a justified decision of the most important issue(s).** Award 10 marks for a non-contextual justification of importance i.e. a selection with valid reason (with no context). Award 11 marks for a contextual justification of importance i.e. a selection with valid reason (with context – annotate CONT). Award 12 marks for a comparative contextual justification of importance i.e. a selection which argues why one issue(s) is more important than another issue e.g. more important than, ranking or prioritisation (with context – annotate CONT). **For context** look for: volunteers, donations, literacy, stairs, gas heater, 46000, etc. Do **not** award any word given in the question e.g. do **not** award 'charity', 'bookshop' (or bookstore) or 'book'. **NB:** The question is about **issues** (and the problems that result). **Do <u>not</u> award <u>causes</u> or <u>solutions</u>.** **An issue is required to award any marks.** **No issue identified, then no marks.** **NB Fig. 1 issues ONLY.**

Question			Answer	Marks	Guidance
28	**(a)**		Responses include: • revenue e.g. income, money in, inflow, earnings, turnover, sales, money received, takings. • cost e.g. outgoings, money out, outflow, expenses of business, money spent, something you pay for, pay out. Exemplar response: Revenue is money coming in **(1)**; cost is money going out **(1)**. Costs are expenses **(1)**. Revenue is the money received **(1)**.	2	One mark for 'cost'. One mark for 'revenue'. Do **not** award examples. The difference does **not** need to be made explicit. NB Revenue: Watch out for answers which could relate to income or profit e.g. do **not** award 'money business makes' (TV). NB Watch out for candidate confusion between 'cost' and 'price'. E.g. do **not** award 'cost is the price of an item'.
28	**(b)**		Responses include: • all books are donated/given/obtained for free/obtained at no cost/obtained at no charge/obtained without paying, etc • no cash outflows/no money going out. Exemplar response: The bookshop does not buy stock **(1)** so there are no cash outflows **(1).** It is given all of the books it sells **(1)** so no money leaving the charity **(1)** to pay for the books.	2	One mark for how inventory (books) obtained plus one further mark for a link to cashflow. For the link to cash flow - do **no**t award references to cost/expenses. Needs to refer to no cash outflow/no money going out of the business.

	Question		Answer	Marks	Guidance

28	**(c)**		Indicative content:
			• better than expected
			    ○ cash outflow/total outflow
			    ○ overhead costs
			    ○ other costs.
			• worse than expected
			    ○ cash inflow/total inflow
			    ○ sales revenue for books
			    ○ sales revenue for drinks
			    ○ net cash flow
			    ○ closing balances
			    ○ opening balance.
				4	One mark for each correct identification of an aspect that is better than expected, to a maximum of two such identifications.
					Plus
					One mark for each correct identification of an aspect that is worse than expected, to a maximum of two such identifications.
					
					'Sales revenue' (without reference to books/drinks) can be awarded for 'worse than expected', however, the other answer must not repeat 'sales revenue'.

Question			Answer	Marks	Guidance
29	(a)		Indicative content: • Health and Safety at Work Act • Health and Safety (Display Screen Equipment) Regulations • Manual Handling Operations Regulations • Working Time Regulations.	1	One mark for a correct identification. Answer **must** include 'Act'/'Regulation'/'Directive', as appropriate. Legislation **must** be fully named to award e.g. 'Health and Safety Act' (TV). Do **not** award the abbreviation 'HASAWA'. Accept 'Directives' for 'Regulations'. Also accept: – Workplace (Health and Safety and Welfare) Regulations – Provision and Use of Workplace Equipment Regulations – Personal Protective Equipment at Work Regulations – Management of Health and Safety at Work Regulations. Do **not** award 'Consumer Protection Act' (a book in itself is not unsafe). Date of legislation not required, therefore ignore incorrect dates.

Question			Answer	Marks	Guidance
29	(b)		Use level of response criteria. Responses include: • improve lighting • improve the staircase • use mats in potentially slippery areas e.g. doorway or upstairs • repair/replace/fix the tiles • fit a non-slip flooring covering • restrict use of the stool • request visitors to ask for assistance from volunteers for high shelves • supply step ladders to reach high shelves • do not stack the books as high • remove the <u>piles</u> of books • buy bookshelves to store books • remove books from in front of the fire notice and extinguisher • ensure the gas heater is safe e.g. move/change the gas heater or fit a guard • keep kettle out of reach of visitors • ensure kettle lead is not left trailing • install a drinks machine instead of the kettle • stop serving hot drinks/replace with cold drinks • separate the area containing the kettle/drinks tray • have mops and cloths available for spills • put up warning signs/tape • do a safety inspection • conduct a risk assessment.	12	**Levels of response** **Level 4 (10 - 12 marks)** Candidate justifies their recommendation(s) of how Sylvia could improve safety at the Bricknell bookshop. **Level 3 (7 - 9 marks)** Candidate analyses one or more recommended safety improvements. **Level 2 (4 – 6 marks)** Candidate explains reason(s) <u>why</u> one or more safety improvements need to be made. **Level 1 (1 – 3 marks)** Candidate identifies one or more safety improvements. **L1** – **a safety improvement**. *E.g. Improve the lighting*. (One L1 per improvement) Award the bottom of mark band for one improvement identified. Award the middle of mark band for two improvements identified. Award the top of mark band for three or more improvements identified. **L2** – **an explanation of why the improvement needs to be made (which stops short of being analytical).** *E.g. So that visitors do not fall down the stairs.* (Max one L2 per improvement) Award the bottom of mark band for explanation of reason why one improvement needs to be made. Award the middle of mark band for explanation of reasons why two improvements need to be made. Award the top of mark band for explanation of reasons why three or more improvements need to be made.

Question	Answer	Marks	Guidance
	Exemplar response: Sylvia should have the tiling repaired **(L1)**. This would minimise the likelihood of the charity being required to pay compensation for an injury claim **(L3)**. Sylvia should also replace the gas heater with an electric one **(L1)** because the flames on the heater could easily set on fire, endangering people's lives **(L2)**. Fixing this issue would ensure that the charity avoids negative publicity which could have caused untold damage to the charity's reputation **(L3)**. I recommend that the first action Sylvia should take is to remove the gas heater **(CONT)** as visitors could be burned or, even, killed **(L4)**. Replacing the tiles is slightly less urgent as warning signs could be put in place temporarily to reduce the likelihood of serious injuries **(L4)**.		**L3** – **a business-facing impact (<u>positive</u>) of making the improvement** *E.g. Reducing compensation claims.* (Max one L3 per issue). Award the bottom of mark band for one improvement analysed. Award the middle of mark band for two improvements analysed. Award the top of mark band for three or more improvements analysed. **L4** evaluation – **a justification of recommended improvement(s).** Award 10 marks for a non-contextual justification of recommended improvement(s), i.e. why selected improvement(s) are good. Award 11 marks for a contextual justification of recommended improvement(s) i.e. why selected improvement(s) are good (with context – annotate CONT). Award 12 marks for a comparative contextual justification of recommended improvements i.e. why selected improvement is good which includes comparison e.g. better than, rejection of other improvements, ranking or prioritisation (with context – annotate CONT). **For context** look for: volunteers, donations, literacy, stairs, gas heater, 46000, etc. Do **not** award any word given in the question e.g. do **not** award 'bookshop' (or bookstore) or 'book'. **NB** Do **not** award L4 for a justification of why safety in general needs to be improved. A justification of the selected improvements is required. I.e. **Justification must include something specific to the improvement recommended** e.g. 'lighting so can <u>see</u> where going' (rather than generic arguments about safety e.g. 'lighting to reduce accidents' or 'lighting to avoid legal action').

Question			Answer	Marks	Guidance
					'Remove the books' (TV)**,** but award 'remove the books on the floor', 'remove the piles of books', etc.
					Do **not** award ''reduce the number of books', 'clearing emergency exits', 'extending the building', 'creating extra rooms', 'get new premises' or 'restrict the number of visitors to the shop'.
					NB: The question is about **improvements** (and the benefits that result). **Do <u>not</u> award <u>issues</u> or <u>causes</u>.**
					No mark for naming a hazard.
					An improvement (fix) required to award any marks.
					No improvement, then no marks
					NB SAFETY issues only.

Question	Answer	Marks	Guidance
30	Use level of response criteria. Indicative content: Marketing technologies: • email • (create a bookshop) website/webpage/ecommerce site/app • advertise on <u>other</u> websites/apps e.g. ad space/ banners, pop ups, etc • social media (accept brand names e.g. Twitter, Instagram, etc) • instant messaging • text message/SMS • picture message/MMS • video messaging • LED display boards. Exemplar response: Sylvia could create a Facebook page **(L1)**. This is a cheap method of marketing **(L2)** which should help keep the charity's marketing costs low **(L3)**. Sylvia could send emails **(L1)** to regular visitors giving details of new stock that has come into the bookshop. Since an email can be sent to multiple recipients at once **(L2)** this may save Sylvia some time which she can use to tidy up the bookshop **(L3)**.	12	**Levels of response** **Level 4 (10 - 12 marks)** Candidate justifies which is the best marketing technology for Sylvia to use to secure the success of the Bricknell bookshop. **Level 3 (7 - 9 marks)** Candidate analyses one or more marketing technologies that the business could use. **Level 2 (4 – 6 marks)** Candidate explains <u>why</u> (or <u>why not</u>) the business might choose to use the named marketing technology. **Level 1 (1 – 3 marks)** Candidate identifies one or more marketing technologies. **L1** – a **marketing technology.** *E.g. social media.* (One L1 per marketing technology). Award the bottom of mark band for one marketing technology identified. Award the middle of mark band for two marketing technologies identified. Award the top of mark band for three (or more) marketing technologies identified. **L2** – explains a **positive** or **negative feature** of the named marketing technology (specific to the technology, rather than marketing in general). *E.g. reach worldwide.* (Max one L2 per marketing technology) Award the bottom of mark band for explanation of benefit/drawback of one marketing technology. Award the middle of mark band for explanation of benefit/drawback of two marketing technologies.

Question	Answer	Marks	Guidance
	Sylvia could create a website **(L1)** for the Bricknell bookshop. This could include the facility to buy books online **(L2)**, earning more revenue for the charity **(L3)**. I think that a Facebook page would best secure the long-term success of the bookshop because it would be far more interactive than a website or emails **(L4)**. Sylvia should easily be able to keep the page up-to-date and can respond quickly to potential donators **(CONT)**, volunteers or visitors who message the page **(L4)**.		Award the top of mark band for explanation of benefit/drawback of three (or more) marketing technologies. **L3** – **a business-facing impact (positive or negative) of the explained benefit or drawback (<u>must be a direct impact of L2 point made,</u> but can be generic to all types of marketing)**. *E.g. increasing revenue.* (Max one L3 per **L2** point). Award the bottom of mark band for the benefit/drawback of one marketing technology analysed. Award the middle of mark band for the benefit/drawback of two marketing technologies analysed. Award the top of mark band for the benefit/drawback of three (or more) marketing technologies analysed. **L4** evaluation – **an overall decision as to which one marketing technology will best** secure long-term success. Award 10 marks for a non-contextual justified decision (with no context) i.e. a selection with valid reason. Award 11 marks for a contextual justified decision i.e. a selection with valid reason (with context – annotate CONT). Award 12 marks for a comparative contextual justified decision i.e. a selection with valid reason which also includes why at least one other marketing technology is an inferior choice (with context – annotate CONT). **For context** look for: volunteers, donations, literacy, stairs, gas heater, 46000, etc. Do **not** award any word given in the question e.g. do **not** award 'bookshop' (or bookstore) or 'book'. **NB** Do **not** award L4 for a justification of why technology in general should be used for. **The justification must include something specific to the selected technology** e.g. 'social media because specific types of customers can be targeted' (rather than generic arguments about marketing e.g. 'social media will increase awareness' or 'social media will increase sales')

Question			Answer	Marks	Guidance
					'Advertising online'/'advertising on the internet' (TV) – specific technology required e.g. advertise on own website or advertise on social media, etc. Do **not** award market research technologies. **A marketing technology required to award any marks.** **No marketing technology, then no marks.** **Do <u>not</u> award pieces of hardware. Marketing technologies are required.**