

Cambridge Technicals Business

Unit 2: Working in Business

Level 3 Cambridge Technical in Business
05834 - 05837

Mark Scheme for January 2021

OCR (Oxford Cambridge and RSA) is a leading UK awarding body, providing a wide range of qualifications to meet the needs of candidates of all ages and abilities. OCR qualifications include AS/A Levels, Diplomas, GCSEs, Cambridge Nationals, Cambridge Technicals, Functional Skills, Key Skills, Entry Level qualifications, NVQs and vocational qualifications in areas such as IT, business, languages, teaching/training, administration and secretarial skills.

It is also responsible for developing new specifications to meet national requirements and the needs of students and teachers. OCR is a not-for-profit organisation; any surplus made is invested back into the establishment to help towards the development of qualifications and support, which keep pace with the changing needs of today's society.

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 2021

Annotations

Annotation	Meaning
Tick	Valid point, mark awarded
Cross	Incorrect
Question mark	Response unclear
BOD	Benefit of doubt (mark awarded)
TV	Too vague (mark not awarded)
REP	Repetition (no additional marks awarded)
NAQ	Not answered question (incorrect focus)
L1	Level 1 response (identification)
L2	Level 2 response (explanation)
L3	Level 3 response (analysis)
L4	Level 4 response (evaluation)
CONT	Context (required for high L4 award only)
OFR	Own figure rule

Subject-specific marking instructions

For Level of Response marked questions marked over 4 levels. Once L1 point has been identified, they can analyse the point made and proceed directly to L3.

L3 analysis is required before L4 can be accessed.

Question		Answer	Marks	Guidance										
1	(a)	<p>Indicative content:</p> <table border="1"> <thead> <tr> <th>Importance of factor to consumers</th> <th>Priority 1, 2, 3 or 4?</th> </tr> </thead> <tbody> <tr> <td>Fair working conditions for those who make the clothes</td> <td>1</td> </tr> <tr> <td>The brand label of the clothing</td> <td>4</td> </tr> <tr> <td>The price charged to the customer</td> <td>3</td> </tr> <tr> <td>How environmentally friendly the manufacturing process is</td> <td>2</td> </tr> </tbody> </table>	Importance of factor to consumers	Priority 1, 2, 3 or 4?	Fair working conditions for those who make the clothes	1	The brand label of the clothing	4	The price charged to the customer	3	How environmentally friendly the manufacturing process is	2	4	<p>One mark for each identification up to a maximum of four identifications.</p>
Importance of factor to consumers	Priority 1, 2, 3 or 4?													
Fair working conditions for those who make the clothes	1													
The brand label of the clothing	4													
The price charged to the customer	3													
How environmentally friendly the manufacturing process is	2													
1	(b)	<p>Responses include:</p> <ul style="list-style-type: none"> • more complaints • lose customers • poor reputation • bad reviews • fewer customers • poor customer satisfaction/not meet customer needs • lose sales • reduced profit • fail to breakeven • limited survival. <p>Exemplar response:</p> <p>Eg <i>Green Chic</i> may suffer from a bad reputation which may threaten the survival of the business (1).</p> <p>Eg <i>Green Chic</i> may suffer from a bad reputation which may threaten the survival of the new (CONT) business (2).</p>	2	<p>In each case, award: Two marks for a contextual consequence. ✓✓ CONT One mark for a non-contextual consequence. ✓</p> <p>Do not award 'unhappy customers', 'customer boycott/not want to shop' as consequence. Consequence identified must be to business for marks to be awarded.</p> <p>Context list: <u>new</u> business, fashion, ethical, etc.</p> <p>Do not accept 'shop', 'store' as context.</p>										

Question	Answer	Marks	Guidance
2	<p>Responses include:</p> <p>Features:</p> <ul style="list-style-type: none"> • travelling • equipment required • accommodation required • reliance on technology • IT knowledge • charging method e.g. distance, location, duration • functionality of method e.g. visual, touch, audio quality. <p>Exemplar responses:</p> <p>Telephone conferencing does not need expensive equipment (1).</p> <p>Telephone conferencing does not need expensive equipment (1) so Layla could spend the money on developing her business (+1).</p> <p>Web conferencing can be expensive to set up (1). Web conferencing does not require Layla to travel (1), reducing business costs (+1).</p> <p>Face-to-face meetings at each supplier's venue allow Layla to touch (1) the garments.</p> <p>Face-to-face meetings at each supplier's venue requires Layla to travel (1) which takes a long of time. Time Layla could be using to develop a marketing campaign for the new business (+1).</p>	12	<p>One mark for each identification up to a maximum of six identifications plus a further one mark for each of three benefits and three drawbacks.</p> <p>Benefits/drawbacks must link to identification.</p> <p>Do not accept 'instant responses' or 'discuss in detail' as they apply to all methods of meetings.</p> <p>Do not accept 'it is free'.</p> <p>Feature must be stated for benefit/drawback to be awarded. No feature, no marks.</p> <p>NB The first method is telephone conferencing as opposed to making telephone calls.</p>

Question	Answer	Marks	Guidance
3	<p>Use levels of response criteria.</p> <p>Responses include:</p> <ul style="list-style-type: none"> • serves as a reminder/enables recall • used as a reference/checklist/review • proof/evidence • used to communicate with absentees • used to compare suppliers • to avoid disputes • to prevent confusion/misunderstanding/misinterpretation • to ensure all actions agreed are carried out • to maximise effective use of (meeting) time. <p>Exemplar response:</p> <p>Eg Accurate minutes of meetings avoid confusion (L1) for example about the prices agreed for different garments (L2). This ensures that <i>Green Chic</i> is not overcharged (L3).</p> <p>Having minutes of meeting avoid disputes (L1). This allows <i>Green Chic</i> to maintain good relationships with its suppliers (L3).</p> <p>Overall, it is vitally important that minutes of meetings are kept because without records of what have been discussed Layla would be unable to ensure that terms and conditions of what have been agreed are followed (L4). For example, a supplier could have agreed to give <i>Green Chic</i> a certain discount for bulk buying garments (CONT). Ensuring terms and conditions are met is much more important to Layla than using minutes as a document to communicate with absentees because having discounts agreed keep costs low and improve cash flow. This is especially important for a newly set up business such as <i>Green Chic</i> (L4).</p>	12	<p>Levels of response</p> <p>Level 4 (10 - 12 marks) Candidate evaluates the importance to <i>Green Chic</i> of Layla keeping minutes of her meetings.</p> <p>Level 3 (7 - 9 marks) Candidate analyses advantage(s) of keeping minutes of meetings.</p> <p>Level 2 (4 – 6 marks) Candidate explains benefit(s) of keeping minutes of meetings.</p> <p>Level 1 (1 – 3 marks) Candidate identifies benefit(s) of keeping minutes of meetings.</p> <p>L1 – benefits of minutes of meetings (must be positive). <i>E.g. reduce confusion.</i> Award bottom of mark band for stating one benefit. Award middle of mark band for stating two benefits. Award top of mark band for stating three or more benefits.</p> <p>L2 – explain benefits identified by use of appropriate examples (can be positive or negative). <i>E.g. Layla has a record of prices agreed.</i> Award the bottom of mark band for explanation of one benefit. Award middle of mark band for explanation of two benefits. Award top of mark band for explanation of three or more benefits.</p>

Question	Answer	Marks	Guidance
			<p>L3 – analysis which is business facing (must be positive) i.e. an advantage on the business of the benefits identified (max one L3 per L1/L2 point). <i>E.g. reduce costs.</i> Award the bottom of mark band for one advantage. Award the middle of mark band for two advantages. Award the top of mark band for three or more advantages.</p> <p>L4 – an overall judgement on the <u>degree</u> of importance of keeping minutes, supported by previous analysis. Award 10 marks for a generic judgement of <u>degree</u> of importance with benefit. Award 11 marks for a contextual judgement of <u>degree</u> of importance with benefit. Award 12 marks for a <u>comparative</u>, contextual judgement of degree of importance.</p> <p>NB the context for L4 must be found within the evaluative judgement (rather than in other parts of the response).</p> <p>For context look for– fashion, garments, clothing, fabric, designs, jeans, t-shirts, new business, sole trader, unlimited liability, small business, etc.</p> <p>Do not accept what to look for when checking minutes e.g. spelling mistakes, omissions, etc.</p>

Question		Answer	Marks	Guidance
4	(a)	<p>Indicative content:</p> <ul style="list-style-type: none"> Skills i.e. communication (1), listening (1), numeracy (1), organisation (1), decision making (1), problem-solving (1), <u>time</u> management (1), working as a team (1). <p>Responses include:</p> <ul style="list-style-type: none"> Personal attributes e.g. well-mannered (1), use appropriate language (1), tidy appearance (1), well dressed (1), honest (1), reliable (1), enthusiastic (1), able to use initiative (1), confident (1), punctual (1), hard-working (1), professional. 	6	<p>One mark for each identification to a maximum of three skills and three personal attributes.</p> <p>Accept any appropriate personal attributes.</p> <p>Do not accept 'task' e.g. processing payment.</p>
4	(b)	<p>Responses include:</p> <ul style="list-style-type: none"> name of employer/employee contact details of employer rate of pay e.g. salary, wage, hourly rate, overtime pay start/end date full or part time/working hours holiday entitlement sick pay entitlement maternity/paternity leave, maternity/paternity pay. 	2	<p>One mark for each identification to a maximum of two identifications.</p> <p>Must be appropriate for Layla's business.</p> <p>Do not accept 'payment', annotate TV.</p> <p>Do not accept holiday pay, fringe benefits.</p> <p>Do not accept names of other documents e.g. job description, person specification.</p>

Question		Answer	Marks	Guidance
4	(c)	<p>Indicative content:</p> <ul style="list-style-type: none"> • Content <ul style="list-style-type: none"> - date serviced office required 10 Feb 2021 (1) - specify that the office required for <u>whole</u> day (1) - IT equipment (1) - photocopying facilities (1) - stationery (1) - car park (1) - refreshments (1) - public transport (1) - enquire about total cost/charge <u>for office</u> (1) - <u>request</u> for reply/response (1). • Tone – ‘thank you’ in the closure (1). • Layout – word ‘enquiry’ in subject line (1). 	12	<p>One mark for each required item up to a maximum of twelve.</p> <p>Do not award marks for answers in the drafting box.</p> <p>Do not award ‘location of office’, annotate TV.</p> <p>Do not award ‘look forward to hearing from you’, ‘speak soon’; these are NOT requests for reply.</p>
4	(d)	<p>Responses include:</p> <ul style="list-style-type: none"> • not having to repeat tasks • paper record • can include complex details • easier to compare on paper • can include attachments. <p>Exemplar response:</p> <p>Eg Using an email means that Layla can send the same email to multiple recipients (1), saving a considerable amount of time (1).</p>	4	<p>One mark for each identification of a <u>positive feature</u> of <u>emails</u> up to a maximum of two identifications plus a further one mark for each of two explanations of benefits.</p>

Question		Answer	Marks	Guidance
4	(e)	<p>Responses include:</p> <ul style="list-style-type: none"> • <u>change</u> 'you're' to 'your' • <u>enlarge</u> font size e.g. of business name, address • <u>use</u> a consistent font • <u>use</u> an easy to read font e.g. Arial • <u>align</u> the text to the left/centre • <u>state</u> what the shop sells e.g. ethical clothing • <u>add</u> the opening hours • <u>add</u> the email address • <u>add</u> social media links • <u>add</u> the owner's name i.e. Layla Green • <u>add</u> a slogan • <u>add</u> business logo • <u>delete</u> the exclamation marks • <u>delete</u> 'see you there' • <u>remove</u> Emoji image. 	6	<p>One mark for each clear <u>instruction</u> for improvement up to a maximum of six improvements.</p> <p>Improvement (not errors) must be clearly stated.</p> <p>Instruction required: e.g. do not accept 'the opening hours of the shop' but do accept 'add the opening hours of the shop'.</p> <p>Do not accept 'add prices' because the business card is too small for this purpose.</p> <p>NB <i>Green Chic</i> is a retailer, it does not make clothes.</p> <p>Clear instructions must contain a verb e.g. change, remove, add, should be, needs to be, etc.</p>

OCR (Oxford Cambridge and RSA Examinations)
The Triangle Building
Shaftesbury Road
Cambridge
CB2 8EA

OCR Customer Contact Centre

Education and Learning

Telephone: 01223 553998

Facsimile: 01223 552627

Email: general.qualifications@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; The Triangle Building, Shaftesbury Road, Cambridge, CB2 8EA
Registered Company Number: 3484466
OCR is an exempt Charity

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

© OCR 2021

