CAMBRIDGE TECHNICALS LEVEL 3 (2016)

Examiners' report

BUSINESS

05834–05837, 05878

Unit 2 January 2022 series

Contents

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 and the mark scheme can be downloaded from OCR.

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Unit 2 series overview

Apart from Question 1, most candidates performed relatively well throughout the paper. There is a marked improvement in candidates' ability to answer the level of response question compared to January 2021, with a good number attempting to provide a justified conclusion. The majority of candidates appeared well-prepared for this unit, but there is evidence that perhaps there is a lack of synoptic knowledge.

Question 1 tests candidates' knowledge of different methods of meetings and the preparations involved in organising a meeting. The main reason for low marks on this question is poor exam techniques, especially in answering 1(a)(i), 1(a)(ii) and 1(c)(ii). These will be discussed in more detail below.

Question 2 tests candidates' knowledge of why certain tasks should be prioritised over others. This includes a level of response question which a good number of candidates answered well showing good analytical skills. Candidates generally performed well in this section apart from the question requiring synoptic knowledge.

Question 3 is all about paying employees, with an in-tray exercise which most candidates performed well. Candidates' lower marks on the question on payment method was usually due to poor exam techniques.

Question 4 concerns promotional materials; it tests candidates' knowledge of different electronic media available on the market and their ability to create an effective webpage for the business. Candidates who performed well included the details required by the question, the key to scoring high marks for composition questions.

Candidates who did well on this paper generally did the following:	*Candidates who did less well on this paper generally did the following:*
• showed good analytical skills • answered in context • were able to apply knowledge drawn from Unit 1 • interpreted questions accurately.	• did not fully understand the questions asked • showed gaps in their knowledge • demonstrated poor exam techniques • gave vague responses that do not show knowledge of topic concerned or case study in question.

Question 1 (a) (i)

Text 1

Amit Izuku is the Chief Executive Officer of *Izukupets Ltd*, an award-winning manufacturer of pet toys. *Izukupets Ltd* sells its innovative pet toys directly to the public from its own website. Each pet toy has its own dedicated web page showcasing the toy's special qualities. Customers are able to purchase these products online at the click of a button.

The business, which now has 55 employees, is organised by function. With the exception of the production workers, who are required to work in the factory, employees are encouraged to work from home as much as possible. Amit makes sure that weekly meetings are held with employees from each functional area, so that she is fully informed of progress.

1   **Refer to Text 1.**

Amit holds meetings with employees from each functional area once a week. Sometimes these meetings are face-to-face; at other times they are virtual.

(a) (i)   Explain **one** benefit to *Izukupets Ltd* of Amit holding face-to-face meetings with employees.

....

....

....

.... **[2]**

Few candidates scored full marks on this question. Candidates were required to state a beneficial feature of holding a face-to-face meeting e.g. can see body language, does not rely on technology, etc; before marks could be given. Candidates are advised to take note of this requirement when answering similar questions on methods of communication, payment methods, etc.

Question 1 (a) (ii)

(ii)   Explain **one** benefit to *Izukupets Ltd* of Amit holding virtual meetings with employees.

....

....

....

.... **[2]**

As in Question 1(a)(i), the mark scheme requires candidates to state a beneficial feature of holding a virtual meeting before any marks could be given. On the whole candidates performed better in this question than in the previous one with many recognising the fact that virtual meetings are not confined to a geographic location.

Question 1 (b)

(b) Identify **two** ways Amit can check personnel availability when arranging a suitable date and time for a meeting.

1..

2..

[2]

This was a straightforward question for the majority of candidates who were able to identify different methods of checking personnel availability. There is evidence of good covering of this part of the specification.

Question 1 (c) (i)

(c) (i) Name **two** documents that Amit should use to support these meetings.

In each case, identify the purpose of the document.

Document 1..

Purpose..

....

....

Document 2..

Purpose..

....

....

[4]

Most candidates were able to identify two meeting documents and explain their respective purpose accurately. The most common responses being agenda and minutes of meetings. Some of the responses for minutes of meetings show that candidates had prepared well for this topic, following feedback from the previous Examiners' Report 2021.

Question 1 (c) (ii)

(ii) Name the functional area responsible for printing and distributing these documents.

.... **[1]**

> According to the specification, Business Support Services is the functional area responsible for printing and distributing internal business documents. However, this was unknown to the majority of candidates. The mark scheme has allowed Administration, IT and reprographics to be accepted.

Question 1 (d)

(d) Identify **two** reasons why Amit should check the meeting documentation carefully.

1...

....

2...

....

[2]

> This was the most poorly performed question on the paper. Many candidates' responses were vague e.g. to check spelling and grammar, to avoid making mistakes, etc. The mark scheme requires specific examples of mistakes that should be avoided e.g. getting the time/date of the meeting wrong; to make sure the venue is correctly stated, etc. Few candidates scored any marks.

Question 2 (a) (i)

> **Text 2**
>
> Amit has identified the following tasks as high priority for *Izukupets Ltd*:
>
> **Task 1:** stopping employees using the company's IT equipment and software inappropriately
>
> **Task 2:** investigating the increasing number of pet toys being returned by customers
>
> **Task 3:** monitoring changes in the economy which may affect the demand for pet toys.

2   **Refer to Text 2.**

    (a) (i)   Analyse **three** reasons why **Task 1** is a high priority for *Izukupets Ltd*.

               Which of these reasons is the most important? Justify your view. **[12]**

....

....

....

....

....

....

Some candidates misinterpreted this question and discussed the importance of prioritising the three tasks given in Text 2. Responses pertaining to Tasks 2 and 3 were not given any marks. The question requires responses to focus on Task 1 which the majority of candidates managed to do, even though some made a mistake in their conclusion by justifying why Task 1 is of the highest priority. The question asks candidates to choose the most important reason, not why Task 1 is the most important. Candidates are advised to read the question carefully before attempting to respond, and then frequently refer back to it to make sure that they do not go off at a tangent and lose marks.

It is worth pointing out that 'being/appear unprofessional' is too vague to be considered analysis. Candidates are also advised not to use the word 'affect' or 'impact' in their analyses without making it explicit in terms of whether it is a good or adverse effect or impact. Often analyses marks were lost for vague responses such as 'it will affect their reputation'.

Question 2 (a) (ii)

(ii) Identify **two** protocols that could be introduced at *Izukupets Ltd* to stop employees using the company's IT equipment and software inappropriately.

1...

2...

[2]

The majority of candidates were able to give practical rules that the business could introduce to stop inappropriate use of IT. Targeted at the distinction level, the question has proved to be a lot more accessible perhaps because of candidates' own experiences in their centres.

Question 2 (b) (i)

(b) Amit has decided that **Task 2** is suitable for delegation due to the length of time that will be required to complete this task.

(i) Explain what is meant by 'delegation'.

....

....

....

.... **[2]**

This was a relatively easy question for most candidates who were able to explain delegation in sufficient depth to gain full marks. Some candidates used examples in their explanation which were fully acceptable.

Question 2 (b) (ii)

(ii) Identify **one** reason why this task is likely to take a lot of time.

....

.... **[1]**

Another relatively well-answered question by the majority of candidates who were able to recognise that Task 2 is likely to require a lot of research which can be time-consuming.

Question 2 (c)

(c) Identify **two** economic factors that *Izukupets Ltd* should monitor for **Task 3**.

1..

2..

[2]

The majority of candidates did not know what economic factors were. Candidates are reminded that 10% of the marks in the examination for this unit will be allocated to synoptic application of knowledge. There will be questions that draw on knowledge and understanding from Unit 1 The business environment that has to be applied in the context of this unit.

Question 3 (a) (i)

Text 3

Izukupets Ltd pays its employees by electronic transfer. All employees are emailed a document detailing their earnings at the end of each month.

3   **Refer to Text 3.**

(a) All *Izukupets Ltd*'s employees receive a document detailing their earnings each month.

(i)   Name the document that employees receive.

.... **[1]**

Most candidates were able to identify payslip accurately.

Question 3 (a) (ii)

(ii)   Identify the functional area responsible for issuing this document.

.... **[1]**

This question was not nearly as well-performed as 3(a)(i). Most candidates identified Finance as the functional area in charge of the task. There was a clear misunderstanding that Finance is the department in charge of any task to do with money. This is another synoptic question that requires candidates to be well-prepared for before sitting this paper.

Question 3 (a) (iii)

(iii) Explain **one** benefit and **one** drawback to *Izukupets Ltd* of using electronic transfer to pay its employees.

Benefit ....

....

....

....

Drawback ....

....

....

....

[4]

This question is marked in exactly the same way as 1(a)(i) and 1(a)(ii). The mark scheme requires candidates to state a beneficial/detrimental feature of using electronic transfer before any marks could be given. Candidates are advised to avoid giving vague responses e.g. it is quicker, easier. Responses need to contain some knowledge of what electronic transfers are. In addition, explanation of feature identified has to be business-facing, e.g. how *Izukupets Ltd* can benefit from using the payment method and not its employees.

Question 3 (b) (i)

(b) A new employee at *Izukupets Ltd* is about to receive details of her first month's earnings.

(i) The new employee is paid an hourly rate of £9.50. She has worked for 132 hours.

Complete the document below by filling in the missing figures in the **three** unshaded boxes. A space has been provided for your workings below.

Earnings	Amount	Deductions	Amount
Gross pay	£	Tax	£41.67
		NI	£55.00
		Pension	£36.50
		Student loan plan	£10.00
		Total deductions	£
		Net pay	£

Workings

[3]

An easy question for most candidates who were able to calculate gross pay and net pay accurately. In addition to good numeracy skills, candidates have demonstrated sound knowledge of how gross and net pay are calculated.

Question 3 (b) (ii)

(ii) State what is meant by each of the following terms.

Gross pay ....

....

Net pay ....

....

[2]

This question was not as well-answered as it might have been given that most candidates clearly understood the difference between gross and net pay in 3(b)(i). However, the mark scheme requires a clear understanding of the term 'pay' and this is what most candidates did not show. There was also some confusion over what deductions consist of, some candidates thought they were expenses or costs which were not acceptable.

Question 3 (b) (iii)

(iii) Other than earnings, identify **two** contractual obligations that Amit should include on the contract of employment *Izukupets Ltd* issues to its new employee.

1...

2...

[2]

A straightforward question for most candidates who were able to identify two contractual obligations of a business correctly.

Question 4 (a)

Text 4

Izukupets Ltd has recently launched a new pet toy for dogs. The toy is called 'Monty the squeaky monkey'. The new product has the following qualities:

- made from natural materials

- comes in a range of sizes to suit different dog breeds

- affordable prices – small (£6.99), medium (£8.99), large (£10.99)

- designed to withstand rough play

- machine washable.

A web page, to be included on the company's own website, will be specially designed to promote and sell this new product.

4 **Refer to Text 4.**

(a) Other than a web page, identify **three** types of electronic communication *Izukupets Ltd* could use to promote its new product.

1..

2..

3..

[3]

This question was answered relatively well by the majority of candidates who were able to identify different electronic media correctly. Candidates most commonly scored 2 marks, with some candidates suggesting TV and radio; evidently not reading the question carefully enough.

Question 4 (b)

(b) Design a web page to promote and sell *Izukupets Ltd*'s new product.

You will be assessed on the content, tone and layout of your web page.

Use the space provided on the **opposite page** to show the design of your web page.

You **may** use the space below to draft your web page. You will **not** receive marks for your draft.

[12]

You may use this box to draft your web page.

Note - not to scale with the question paper
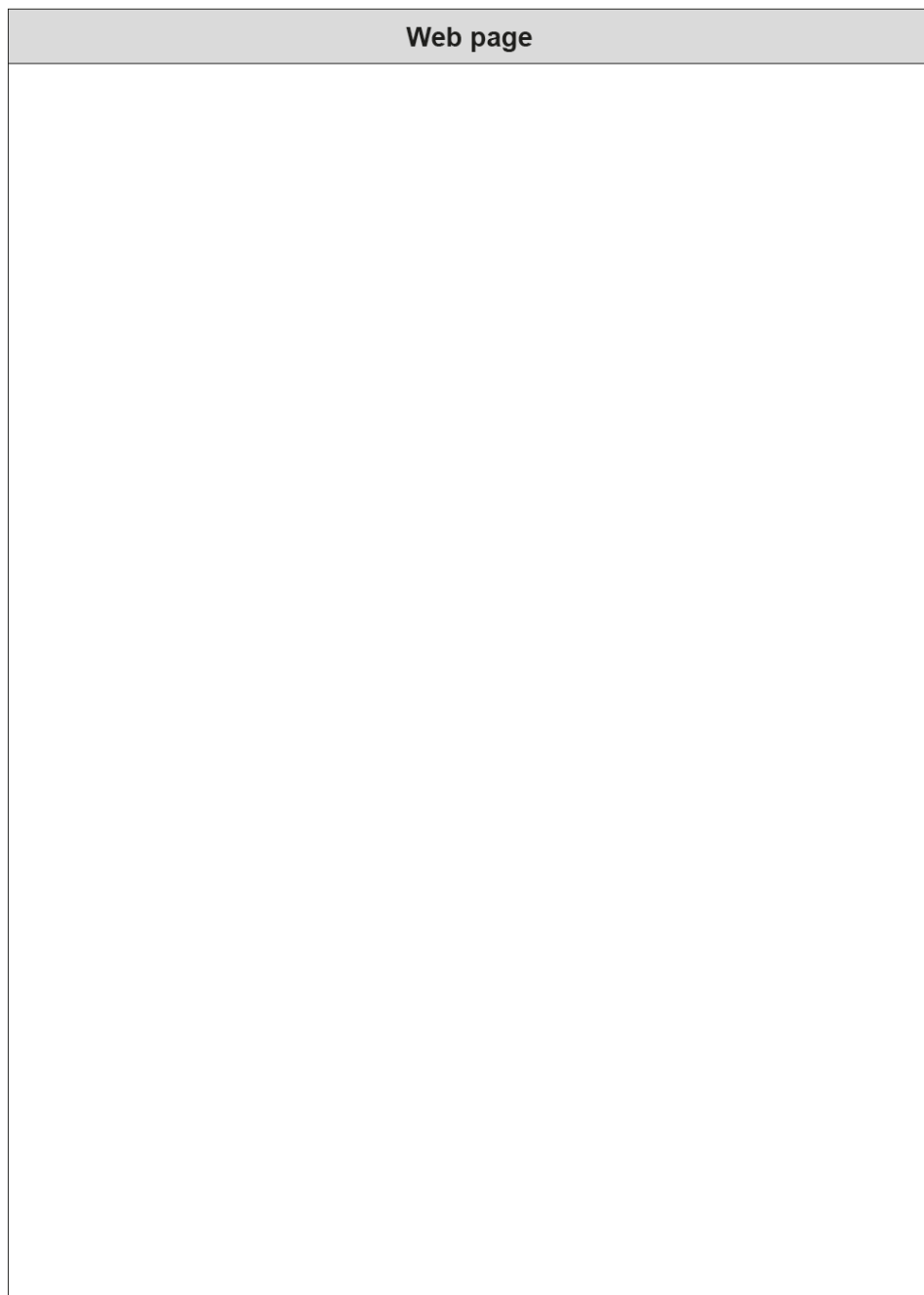
Web page

Generally well-answered showing good grasp of the content of a webpage. Candidates are to be commended on the efforts they put into the design of the webpage, some images of the product were especially impressive. However, few candidates included a button or link to make a purchase, even fewer included a menu bar for navigating the webpage. It was pleasing to see that the majority of candidates were able to follow the instructions closely by including details given in Text 4 for the product. There was a small number of candidates however who decided to ignore the details given and created a completely different product. These candidates did not read the question carefully. Candidates are reminded to check the spelling of company and product names to make sure that they are accurate.

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