

CAMBRIDGE TECHNICALS LEVEL 3 (2016)

Examiners' report

BUSINESS

05834–05837, 05878

Unit 2 Summer 2022 series

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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 and the mark scheme can be downloaded from OCR.

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Unit 2 series overview

Apart from Questions 1(b), 2(a) and 2(b)(ii), 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 previous sessions, with a good number attempting to provide a justified conclusion. The majority of candidates appeared well-prepared for this unit; the case study was well understood and accessible.

Question 1 tests candidates' ability to review business documents and the associated authority protocol that may exist in a business. While Question 1(a) is relatively well-answered and differentiated well; the main reason for the lower performance on Question 1(b) is the misinterpretation of the question requirements. These will be discussed in more detail below.

Question 2 contains two in-tray exercises testing candidates' ability to fill out a credit note accurately using information provided and writing a formal letter of apology following a customer complaint. It would appear that candidates' lack of knowledge of a credit note did not affect their ability to fill out the form accurately. However, the majority of candidates scored low in the composition of the formal letter; please refer to reasons discussed below.

Question 3 is the only level of response question in which a good number of candidates answered well showing good analytical skills. Likely consequences to a business of missing an important deadline were generally well understood. A good number of candidates attempted to evaluate this.

Question 4 tests candidates' understanding of the minimum standards of professional behaviour that employees are expected to follow in a business, as well as the factors to consider when making transportation and accommodation decisions. These questions were generally well-answered by the majority of candidates.

Candidates who did well on this paper generally did the following:	Candidates who did less well on this paper generally did the following:
<ul style="list-style-type: none"> • showed good analytical skills • answered in context • had good knowledge of formal business communication • interpreted questions accurately. 	<ul style="list-style-type: none"> • 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)

Text 1

Ben Brice is the owner of *Oceanus Shellfish Ltd*, located in a coastal bay in north Wales. *Oceanus Shellfish Ltd* farms shellfish such as oysters, mussels and sea scallops. The company's main customers are restaurant owners in mainland Europe.

Ben wants to expand the company's customer base in the local area. He has instructed Leo, a new employee who has just left school, to design a questionnaire to find out:

- the demand for shellfish in different age groups of the local population
- how to encourage more local people to buy shellfish.

Leo's first draft of the questionnaire is shown below:

1.	Have you ever heard of <i>Oceanus Shellfish Ltd</i> ?
2.	Do you like shellfish
3.	How much do you spend spend on shellfish?
4.	How can we encourage you to buy more shellfish?

1 Refer to Text 1.

(a) Identify **four** improvements to the questionnaire shown above, to make it fit for its intended purpose.

1

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2

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3

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4

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[4]

Many candidates did not perform well on this question. There were some very good suggestions for improvement, but they were too vague to be given e.g., there needs to be options for people to choose from. Some candidates simply wrote questions that they thought would be relevant without the instructions to add these to the questionnaire in Text 1. Please note for future reference that marks for these responses are not given. Candidates who performed well identified the errors/weaknesses in the questionnaire contained in Text 1 and suggested how these could be improved. The mark scheme requires candidates to specify which questions needed what kind of improvement e.g., Question 2 needs to end with a question mark.

Question 1 (b)

(b) Leo will need Ben's approval before printing the final version of the questionnaire.

Explain **two** reasons why this authority protocol needs to be followed.

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[4]

This question was not answered well by the majority of candidates. The question is about why authority protocol needs to be followed and not why the questionnaire needs to be checked. Marks for responses pertaining to the questionnaire containing errors and what type of errors to look for were not given. Correct responses either explain Ben being in the senior position thus having the authority to make decisions, or the reasons to avoid a reprint e.g., not wasting resources such as time, money and paper.

Question 2 (b) (i)

(b) *Oceanus Shellfish Ltd* has received a telephone call from a very disappointed, regular customer concerning an order which has arrived damaged.

(i) The customer has requested a credit note for the following items:

- 20 sea scallops (priced at £5.50 each)
- 15 kg of mussels (priced at £6.50 per kg)
- 50 oysters (priced at £39.95 for 25).

Complete the credit note below by filling in the nine **unshaded** boxes.

Oceanus Shellfish Ltd Blue Wharf Bay, Isle of Anglesey, LL33 3ZZ			
Credit Note			
Customer: Terry's Fine Dining 325 High Street Lldovelli SA7 7XY		Credit note number: 30965 Customer reference: ER7634	
Quantity	Description	Unit Price	Total
20	Sea scallops		
15 kg	Mussels		
50	Oysters		
		Sub total	
		Delivery charge	
		Total credit	

[9]

Most candidates scored full marks showing good numeracy skills. The most common mistake being getting the unit price for oysters wrong due to not reading the text carefully enough. OFR (Own Figure Rule) applies to 'Subtotal' and 'Total credit' only.

Question 2 (b) (ii)

- (ii) Compose a letter to the disappointed customer to accompany the credit note, apologising for the damaged products. You should include as much detail as possible. Use today's date.

You will be assessed on the content, tone and layout used in your letter.

Use the letterhead on the **opposite page** to write your letter. You **may** use the space below to draft your letter. You will **not** receive marks for your draft.

[12]

The majority of responses indicate that many candidates do not know the layout of a formal letter. Common mistakes include the position of the date, appropriate salutation for a formal letter and the matching complimentary close. While most candidates managed to get the tone of the letter correct i.e., apologetic; the content of their letter lacks details required as stated on the mark scheme. A common mistake being the use of the word 'attach' instead of 'enclose' to indicate there is a document accompanying the letter. Marks were also lost for spelling the customer's name and address inaccurately. The key to scoring well in a question like this lies in candidates' ability to include as much relevant details as possible, these are often explicitly given in the text.

Question 3

Text 3

Oceanus Shellfish Ltd has a legal duty to keep accurate records on the movements of all shellfish into and out of the farm. These records must be kept to show there is a low risk of spreading disease and that the shellfish are safe for human consumption.

Government officials inspect *Oceanus Shellfish Ltd's* records annually. If *Oceanus Shellfish Ltd's* records are deemed inadequate, legal action could be taken against the company.

Ben has received a letter informing him that this year's inspection will be on Friday next week. Ben needs time to check the company's records and get them ready for inspection. He decides to delegate some of his other tasks to ensure he meets this deadline.

3 Refer to Text 3.

Analyse likely consequences for *Oceanus Shellfish Ltd* if Ben fails to check the records and have them ready for inspection by Friday next week.

Which would be the most serious consequence? Justify your view.

[12]

A pleasing performance from the majority of candidates with many achieving Level 4. Most responses contain clear chains of argument detailing likely consequences of missing the deadline. A note of caution to avoid starting a chain of argument with the business having to shut down or close; this likely consequence is better used to end an analysis. To achieve Level 4 candidates are required to have identified at least two likely consequences with at least one of these analysed. In order to achieve the top mark candidates are reminded to include context in their conclusion, this is an area that requires improvement.

Question 4 (a)

Text 4

Ben has decided to exhibit the company's shellfish at a promotional event organised by the Shellfish Farmers' Association in Central London. He has asked Leo to accompany him, to help set up the trade stand.

The event will start at 10 a.m. and finish at 5 p.m. They will need accommodation in London on the night before the event. Ben has decided that they will travel to London in one of the company's refrigerated vans.

4 Refer to Text 4.

(a) Explain **two** minimum standards of professional behaviour that Leo must observe on the trip.

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[4]

This question was well attempted by the majority of candidates who were able to identify two minimum standards of professional behaviour as per the categories stated on the specification. However, the mark scheme requires responses to state clear positive behaviour required e.g., be on time rather than punctuality. Candidates are advised to avoid using the word 'professional' in answering the question for two reasons; firstly, it is the word being tested in the question and secondly, the word 'professional' itself is deemed too vague as a qualifier.

Question 4 (b)

(b) Explain **three** factors that may have influenced Ben's decision to travel to London in a company van.

[6]

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A good number of candidates scored full marks giving valid contextual factors that Ben would have considered. Candidates are advised to give contextual responses for these lower tariff questions as far as possible.

Question 4 (c)

(c) Explain **three** factors that Ben needs to consider when choosing the accommodation for the overnight stay in London.

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3

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[6]

A similar question to Question 4(b) although not as well-answered. Most candidates knew the factors that Ben should take into account when choosing accommodation, however, many did not gain marks for answering in context. Again, the advice is to give contextual responses for these lower tariff questions as far as possible.

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