



Oxford Cambridge and RSA

# **Cambridge Technicals Business**

## **Unit 2: Working in business**

Level 3 Cambridge Technical in Business  
**05834 - 05837 & 05878**

## **Mark Scheme for June 2022**

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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.

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## MARKING INSTRUCTIONS

### PREPARATION FOR MARKING

#### TRADITIONAL

Before the Standardisation meeting you must mark at least 10 scripts from several centres. For this preliminary marking you should use **pencil** and follow the **mark scheme**. Bring these **marked scripts** to the meeting.

#### MARKING

1. Mark strictly to the mark scheme.
2. Marks awarded must relate directly to the marking criteria.
3. The schedule of dates is very important. It is essential that you meet the traditional 40% Batch 1 and 100% Batch 2 deadlines. If you experience problems, you must contact your Team Leader (Supervisor) without delay.
4. If you are in any doubt about applying the mark scheme, consult your Team Leader by telephone or by email.
5. **Crossed Out Responses**  
Where a candidate has crossed out a response and provided a clear alternative then the crossed out response is not marked. Where no alternative response has been provided, examiners may give candidates the benefit of the doubt and mark the crossed out response where legible.

#### **Contradictory Responses**

When a candidate provides contradictory responses, then no mark should be awarded, even if one of the answers is correct.

#### **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.

**Short Answer Questions** (requiring only a list by way of a response, usually worth only **one mark per response**)

Where candidates are required to provide a set number of short answer responses then only the set number of responses should be marked. The response space should be marked from left to right on each line and then line by line until the required number of responses have been considered. The remaining responses should not then be marked. Examiners will have to apply judgement as to whether a 'second response' on a line is a development of the 'first response', rather than a separate, discrete response. (The underlying assumption is that the candidate is attempting to hedge their bets and therefore getting undue benefit rather than engaging with the question and giving the most relevant/correct responses.)

**Short Answer Questions** (requiring a more developed response, worth **two or more marks**)

If the candidates are required to provide a description of, say, three items or factors and four items or factors are provided, then mark on a similar basis – that is downwards (as it is unlikely in this situation that a candidate will provide more than one response in each section of the response space.)

**Longer Answer Questions** (requiring a developed response)

Where candidates have provided two (or more) responses to a medium or high tariff question which only required a single (developed) response and not crossed out the first response, then only the first response should be marked. Examiners will need to apply professional judgement as to whether the second (or a subsequent) response is a 'new start' or simply a poorly expressed continuation of the first response.

6. Always check the pages (and additional lined pages if present) at the end of the response in case any answers have been continued there. If the candidate has continued an answer there then add an annotation to confirm that the work has been seen.
7. There is an NR (No Response) option. Award NR (No Response) if there is nothing written at all in the answer space

Note: Award 0 marks - for an attempt that earns no credit (including copying out the question)

8. Assistant Examiners will email a brief report on the performance of candidates to your Team Leader (Supervisor) by the end of the marking period. Your report should contain notes on particular strength displayed as well as common errors or weaknesses. Constructive criticism of the question paper/mark scheme is also appreciated.

## 9. 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

## 10. Subject-specific marking instructions

L3 analysis is required before L4 can be accessed.

Question		Answer	Marks	Guidance
1	(a)	<p><b>Responses include:</b></p> <ul style="list-style-type: none"> <li>• <u>add/missing</u> a logo, company details (1)</li> <li>• <u>add/missing</u> a title e.g. Questionnaire (1)</li> <li>• <u>add/missing</u> purpose of questionnaire (1)</li> <li>• <u>add/missing</u> a question/answer space to find out the age of the respondent (1)</li> <li>• <u>add/missing</u> a question to find out where respondents are from (1)</li> <li>• <u>add/ask</u> a question about demand for (shell)fish (1)</li> <li>• <u>add/ask</u> a question about price for (shell)fish (1)</li> <li>• Q1 <u>add/missing</u> 'yes/no' response space (1)</li> <li>• Q2 – <u>insert/missing</u> a '?' (1)</li> <li>• <u>add/missing</u> 'yes/no' response space (1)</li> <li>• ask respondents who don't like shellfish to explain why (1)</li> <li>• Q3 – <u>delete</u> 'spend' (1)</li> <li>• Q3 <u>add/missing</u> timescale to the question e.g. per week, per month (1)</li> <li>• Q3 <u>add/missing</u> check box categories e.g. £ 0 - £10, £10 - £20 (1)</li> <li>• Q4 – <u>add/missing</u> more response space (1)</li> <li>• <u>add marketing techniques</u> to select from e.g. 4Ps (1)</li> <li>• <u>add/missing</u> instructions for where/how to return the questionnaire to (1).</li> </ul>	4	<p><b>One</b> mark for each identification up to a maximum of <b>four</b> identifications.</p> <p>The question requires identification of improvements/errors so do <b>not</b> accept responses in the form of a suggested question e.g. 'What is your age group?'; instead accept 'Add the question 'What is your age group?'.</p> <p>Do <b>not</b> accept answers e.g. 'title', 'purpose', TV.</p> <p>Do <b>not</b> accept vague answers e.g. add a question, must include details.</p> <p>Do <b>not</b> accept add images of products apart from logo.</p>

Question		Answer	Marks	Guidance
1	(b)	<p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>to avoid wasting time/money/paper for a <u>reprint</u></li> <li>Ben's superior status/Leo's lower status <b>OR</b> Ben has responsibility for making decisions/Leo does not have responsibility to make decisions.</li> </ul> <p><b>Exemplar responses:</b></p> <p>To avoid wasting time for a <u>reprint</u> <b>(1)</b> the business can be more productive doing something else <b>(+1)</b>.</p> <p>To avoid wasting money for a <u>reprint</u> <b>(1)</b> because more paper will need to be used <b>(+1)</b>.</p> <p>To avoid wasting paper for a <u>reprint</u> <b>(1)</b> saving the environment <b>(+1)</b>.</p> <p>Ben is the owner <b>(1)</b> so he has the final say <b>(+1)</b>.</p> <p>Leo being the subordinate <b>(1)</b> so he does not have the responsibility to <u>make decisions</u> <b>(+1)</b>.</p>	4	<p><b>One</b> mark for each identification up to a maximum of <b>two</b> identifications plus a further mark for each of <b>two</b> explanations.</p>

Question		Answer	Marks	Guidance
2	(a)	<p><b>Responses include:</b></p> <ul style="list-style-type: none"> <li>• does not have to return the payment</li> <li>• can keep sales revenue/money not lost</li> <li>• to avoid refund charges</li> <li>• improve cash flow</li> <li>• reduce cash outflow</li> <li>• maintain cash inflow.</li> </ul> <p><b>Exemplar response:</b>  He does not have to return the payment <b>(1)</b>, improving cash flow <b>(1)</b>.</p> <p>He does not have to return the payment <b>(1)</b> for the oysters <b>(CONT) (1)</b>, improving cash flow <b>(1)</b>.</p> <p>Can keep sales revenue <b>(1)</b>, this prevents cash outflow <b>(1)</b>.</p> <p>Can keep sales revenue <b>(1)</b> for the damaged shellfish <b>(CONT) (1)</b> preventing cash outflow <b>(1)</b>.</p> <p>To avoid paying refund charges <b>(1)</b> which decreases profit <b>(1)</b>.</p>	3	<p>Award:  <b>One</b> mark for a reason ✓  <b>Plus</b>  <b>One</b> mark for analysis i.e. a business-facing consequence of reason given ✓  <b>One</b> mark for context <b>CONT</b></p> <p>Analysis must be a business-facing consequence <u>as a result</u> of reason identified.</p> <p>Do <b>not</b> award description of what a credit note is.</p> <p>For context look for  Shellfish, seafood, ice, thaw, damaged delivery, company, etc.</p>



Question			Answer	Marks	Guidance																															
2	(b)	(i)	<p><b>Indicative content:</b></p> <table border="1"> <thead> <tr> <th>Quantity</th> <th>Description</th> <th>Price</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>20</td> <td>Sea scallops</td> <td>£5.50 (1)</td> <td>£ 110.00 (1)</td> </tr> <tr> <td>15 kg</td> <td>Mussels</td> <td>£6.50 (1)</td> <td>£ 97.50 (1)</td> </tr> <tr> <td>50</td> <td>Oysters</td> <td>£39.95 (1) per pack</td> <td>£79.90 (1)</td> </tr> <tr> <td colspan="3"></td> <td><b>Sub total</b></td> <td>£ 287.40 (1) <b>(OFR)</b></td> </tr> <tr> <td colspan="3"></td> <td><b>Delivery charge</b></td> <td>£ 0.00 (1)</td> </tr> <tr> <td colspan="3"></td> <td><b>Total credit</b></td> <td>£ 287.40 (1) <b>(OFR)</b></td> </tr> </tbody> </table>	Quantity	Description	Price	Total	20	Sea scallops	£5.50 (1)	£ 110.00 (1)	15 kg	Mussels	£6.50 (1)	£ 97.50 (1)	50	Oysters	£39.95 (1) per pack	£79.90 (1)				<b>Sub total</b>	£ 287.40 (1) <b>(OFR)</b>				<b>Delivery charge</b>	£ 0.00 (1)				<b>Total credit</b>	£ 287.40 (1) <b>(OFR)</b>	9	<p><b>One</b> mark for each correct answer up to a maximum of nine.</p> <p>OFR applies to subtotal and total credit only.</p> <p>£ sign can be omitted.</p> <p>Accept 'free' written in delivery charge box or a line through. If left blank no mark.</p> <p>Do <b>not</b> award £1.60, £1.59 OR £1.598 as unit price for oysters.</p>
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2	(b)	(ii)	<p><b>Indicative content:</b></p> <ol style="list-style-type: none"> <li>1. date of letter - 24/5/22 (1) or 5/24/22 (1)</li> <li>2. Terry's Fine Dining (1) (part of the address)</li> <li>3. 325 High Street, Lldovelli SA7 7XY (1)</li> <li>4. correct salutation i.e. <u>Dear</u> Sir/Madam/Customer/Manager/Terry</li> <li>5. <u>customer ref ER7634</u> (1)</li> <li>6. state credit note <u>enclosed</u> (1)</li> <li>7. £287.40 or OFR (1)</li> <li>8. <u>credit note 30965</u> (1)</li> <li>9. reference to phone call (1)</li> <li>10. tone – includes an apology (1)</li> <li>11. layout – correct position of date i.e. between company and customer's address (1)</li> <li>12. matching salutation and complimentary close 'Yours faithfully/Yours sincerely' (1).</li> </ol>	12	<p>Up to 12 marks.</p> <p>This question assesses content tone and layout. Candidates should not be penalised for errors of spelling, punctuation, grammar or sentence construction.</p>																															

Question	Answer	Marks	Guidance
3	<p><b>Use levels of response criteria.</b></p> <p><b>Responses include:</b></p> <ul style="list-style-type: none"> <li>• taken to court/sued/law suit, <b>not</b> 'legal action'</li> <li>• pay fines</li> <li>• bad publicity</li> <li>• damaged customer trust</li> <li>• boycott</li> <li>• protest from pressure groups</li> <li>• negative reviews</li> <li>• business closure</li> <li>• bad reputation</li> <li>• loss of revenue</li> <li>• loss of custom</li> <li>• lower profit</li> <li>• lower hygiene rating</li> <li>• loss of stock</li> <li>• loss of license.</li> </ul> <p><b>Exemplar response:</b> If the records are not ready then the business may not be allowed to operate (<b>L1</b>) causing loss of revenue (<b>L3</b>).</p> <p>Failure to meet this deadline may lead to bad word of mouth (<b>L1</b>) and customers choosing to leave (<b>L2</b>). This will lead to a fall in custom (<b>L3</b>).</p>	12	<p><b>Levels of response</b></p> <p><b>Level 4 (10 - 12 marks)</b> Candidate evaluates likely consequences of failing to meet the deadline for inspection.</p> <p><b>Level 3 (7 - 9 marks)</b> Candidate analyses likely consequence(s) of failing to meet the deadline for inspection.</p> <p><b>Level 2 (4 – 6 marks)</b> Candidate explains likely consequence(s) of failing to meet the deadline for inspection.</p> <p><b>Level 1 (1 – 3 marks)</b> Candidate identifies likely consequence(s) of failing to meet the deadline for inspection.</p> <p><b>L1</b> – identifies a consequence/impact to business of failing to meet deadline. Award bottom of mark band for 1 consequence identified, middle of mark band for 2 consequences identified, and top of mark band for 3 or more consequences identified.</p> <p>Accept answers that refer to the impact on business of failing the inspection.</p> <p>Do <b>not</b> award the business will be viewed as disorganised/unprofessional, annotate TV.</p> <p><b>L2</b> – development of L1 point that falls short of being analytical (e.g. cause, impact on customers, etc). Award bottom of mark band for 1 impact explained, middle of mark band for 2 impacts explained, and top of mark band for 3 or more impacts explained.</p>

Question	Answer	Marks	Guidance
	<p>Failing to meet the deadline is likely to damage the business' reputation (<b>L1</b>). This may decrease the business' market share (<b>L3</b>).</p> <p>Overall the most serious consequence is the potential damage to the business' reputation if it fails to fulfil its legal duty (<b>CONT</b>) because this may lead to long-term loss of existing and potential customers (<b>L4</b>) who may choose to use another business instead. This is more serious than an increase in costs due to the fines, provided that it is not a huge sum of money (<b>L4</b>).</p>		<p><b>L3</b> – analysis which is business-facing i.e. a consequence to the business of identified reason/impact. Award bottom of mark band for 1 impact analysed, middle of mark band for 2 impacts analysed, and top of mark band for 3 or more impacts analysed. Link between L1/L2 and L3 required e.g. there is no link between being fined and decrease in revenue so do not award.</p> <p><b>L3 examples include:</b> damage to reputation, lower profits, reduced cash flow, shut/close down, etc.  <b>NB:</b> Max one L3 per L1/L2 point.</p> <p><b>L4</b> evaluation – an overall judgement of which is the most serious consequence.</p> <p><b>NB</b> 2xL1 plus at least one L3 needed for L4 to be awarded.</p> <p><b>NB</b> Do not award 'legal action' as a valid pick in the conclusion since it is TV as L1.</p> <p>Award 10 marks for a non-contextual justified judgement (with no context) i.e. pick one with non-contextual reasoning.  Award 11 marks for a contextual justified judgement (with context) i.e. pick one with contextual reasoning.  Award 12 marks for a detailed, contextual justified judgement (with context) i.e. pick one and explain rejection of at least one of the others.</p>

Question			Answer	Marks	Guidance
					<p>Context includes: Seafood, health, legal duty, government, food safety, disease, shellfish, locals, consumption.</p> <p>Do <b>not</b> award any references to employee action/impact</p>
4	(a)	<p><b>Responses include:</b></p> <ul style="list-style-type: none"> <li>punctual/on time/not late</li> <li>appropriate language/not swear/not use slang/polite/positive body language/(actively) listen/appropriate tone</li> <li>appropriate clothes/wear formal clothes/not trainers/not jeans</li> <li>appropriate appearance e.g. well-groomed.</li> </ul> <p><b>Exemplar responses:</b></p> <p>Leo must be punctual <b>(1)</b> to avoid bad reviews <b>(+1)</b>.</p> <p>Leo must make sure that he wears formal clothes <b>(1)</b> to present a good brand image <b>(+1)</b>.</p>	4	<p><b>One</b> mark for each identification up to a maximum of <b>two</b> identifications plus a further mark for each of <b>two</b> explanations.</p> <p><b>One</b> mark for identifying a professional standard plus a further mark for explaining how the business benefits.</p> <p>Do <b>not</b> accept 'professional' TV.</p> <p>Being a good communicator TV.</p>	

Question		Answer	Marks	Guidance
4	(b)	<p><b>Responses include:</b></p> <ul style="list-style-type: none"> <li>• convenience e.g. flexible departure time, no timetable to follow, does not need another mode of transport</li> <li>• comfort</li> <li>• flexibility e.g. take breaks whenever needed</li> <li>• positive publicity/promotion/advertising (from van signage)</li> <li>• duration of journey/faster/quicker</li> <li>• number of travellers</li> <li>• need for refrigeration</li> <li>• storage space/luggage</li> <li>• cost/no transfer costs</li> <li>• access/availability to a van</li> <li>• personal preference.</li> </ul> <p><b>Exemplar responses:</b></p> <p>Cost <b>(1)</b>.</p> <p>Cost <b>(1)</b> because there are two <b>(CONT)</b> travellers <b>(2)</b>.</p> <p>Promotion <b>(1)</b>.</p> <p>The signage on the van promotes their shellfish <b>(CONT)(2)</b>.</p> <p>The van is chosen because it is refrigerated <b>(CONT)(2)</b>.</p>	6	<p>In each case, award: two marks for a contextual explanation (✓✓)(CONT annotation required). one mark for a non-contextual explanation (✓).</p> <p>Do <b>not</b> award vague answers e.g. easier; annotate TV.</p> <p>Do <b>not</b> award 'price' for 'cost'.</p> <p>Context includes: Two, shellfish, refrigerated, defrost, ice, freezer, farm, both, company, trade stand, exhibits, Wales, exhibition, <u>promotional</u> event, 10am, 5pm, etc.</p>

Question		Answer	Marks	Guidance
4	(c)	<p><b>Responses include:</b></p> <ul style="list-style-type: none"> <li>• location e.g. Central London, close to event, safety, environment</li> <li>• grade e.g. comfortable</li> <li>• cost</li> <li>• availability for two rooms/on date required</li> <li>• capacity e.g. how many people can sleep in each room, size of room</li> <li>• specific facilities e.g. catering (1), Wifi (1), bath/shower (1), parking (1), etc.</li> </ul> <p><b>Exemplar responses:</b></p> <p>The location of the hotel must not be too far from the event <b>(1)</b>.</p> <p>The location of the hotel must not be too far from the promotional <b>(CONT)</b> event <b>(2)</b>.</p> <p>The hotel must have parking <b>(1)</b>.</p> <p>The hotel must have parking facilities for the company van <b>(CONT)(2)</b>.</p>	6	<p>In each case, award: two marks for a contextual explanation (✓✓)(CONT annotation required). one mark for a non-contextual explanation (✓).</p> <p>Do <b>not</b> award 'reviews' as it is a way for assessing the factors.</p> <p>Context includes: Two, shellfish, refrigerated, defrost, ice, freezer, farm, both, company, trade stand, exhibits, Wales, exhibition, <u>promotional</u> event, 10am, 5pm, van, etc.</p> <p>Facilities TV.</p>

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