

# **Cambridge Technicals Business**

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

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

## **Mark Scheme for January 2023**

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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

#### RM3

1. Make sure that you have accessed and completed the relevant training packages for on-screen marking: RM assessor Online Training and the *OCR Essential Guide to Marking*.
2. Make sure that you have read and understood the mark scheme and the question paper for this unit.
3. Practice scripts discussed at the standardisation meeting will be made available on Kiteworks. After the standardisation meeting, please log in to RM3, mark, fully annotate and submit all 10 standardisation scripts.

YOU MUST HAVE WORKED THROUGH THE 5 PRACTICE SCRIPTS AND SATISFACTORILY MARKED 10 STANDARDISATION RESPONSES BEFORE YOU CAN BE APPROVED TO MARK LIVE SCRIPTS.

### 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 RM3 50% and 100% deadlines. If you experience problems, you must contact your Team Leader without delay.
4. If you are in any doubt about applying the mark scheme, consult your Team Leader using the RM3 messaging system, email, text or phone.
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 an alternative response has **not** been provided, examiners should 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.

**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.

**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 all pages have been marked, including additional pages and annotate 'SEEN'.

7. **Award No Response (NR) if:**

- **there is nothing written in the answer space**

**Award Zero '0' if:**

- **anything is written in the answer space and is not worthy of credit (this includes text and symbols).**

Team Leaders must confirm the correct use of the NR button with their markers before live marking commences and should check this when reviewing scripts.

8. The RM3 **comments box** is used by your team leader to explain the marking of the practice responses. Please refer to these comments when checking your practice responses. **Do not use the comments box for any other reason.**

9. *Assistant Examiners may send a brief report on the performance of candidates to their Team Leader (Supervisor) via email towards the end of the marking period. The report should contain notes on particular strengths displayed as well as common errors or weaknesses.*

10. For answers marked by levels of response: See subject-specific marking instructions **item 1, below**.

11. For annotations: See subject-specific marking instructions **item 2, below**.





## 1. 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.

## 2. Annotations

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

Question			Answer	Marks	Guidance			
1	(a)	(i)	Date of the exam: 11 January 2023 or 11.1.23 (1)	7	<p><b>One</b> mark for each correct answer up to a maximum of <b>seven</b>.</p> <p>OFR applies to subtotal, VAT and total.</p> <p>Accept 1.11.23.</p>			
			Shenzhen China			Date: Exam date (1)		
			<b>Description</b>			<b>Quant</b>	<b>Unit price</b>	<b>Total (£)</b>
			Waterproof coating machine			10	550.00	5500 (1)
			Batteries coating machine			20	230.00	4600 (1)
			Charging port flex			1000	0.10	100 (1)
						<b>Subtotal</b>		10200 (1) OFR
						<b>VAT @20%</b>		2040 (1) OFR
	<b>Total</b>		12240 (1) OFR					
1	(a)	(ii)	<p><b>Responses include:</b></p> <ul style="list-style-type: none"> <li>to ensure the <u>correct items/quantities/prices/totals/ supplier address</u> are correct, to make sure all necessary/authorised items are ordered; to prevent employees making unnecessary/unauthorised orders</li> <li>to ensure the order is within <u>budget</u>/not overspend</li> <li>to make sure it is charged to the right account</li> <li>to reduce the risk of fraud</li> <li>spend a lot, high value order.</li> </ul>	2	<p><b>One</b> mark for each identification up to a maximum of <b>two</b> identifications.</p> <p>Do <b>not</b> award 'information/figures/details', 'check for mistakes/errors', annotate TV.</p> <p>Make sure order (form) is necessary (1).</p> <p>Make sure document (TV) is necessary (0).</p>			

Question			Answer	Marks	Guidance												
1	(b)	(i)	<table border="1"> <tr> <td style="background-color: #cccccc; text-align: center;"><b>Request for repair form</b></td> <td></td> </tr> <tr> <td><b>Date:</b> 11/1/23</td> <td style="text-align: right;">(1)</td> </tr> <tr> <td><b>Department:</b> Research &amp; Development/R&amp;D</td> <td style="text-align: right;">(1)</td> </tr> <tr> <td><b>Equipment name:</b> <u>3-D</u> printer</td> <td style="text-align: right;">(1)</td> </tr> <tr> <td><b>Description of problem:</b> Stopped <u>printing</u>, not working/running, broken. Not producing/no output.</td> <td style="text-align: right;">(1)</td> </tr> <tr> <td><b>Urgent?</b> Yes/urgent/asap/very/✓</td> <td style="text-align: right;">(1)</td> </tr> </table>	<b>Request for repair form</b>		<b>Date:</b> 11/1/23	(1)	<b>Department:</b> Research & Development/R&D	(1)	<b>Equipment name:</b> <u>3-D</u> printer	(1)	<b>Description of problem:</b> Stopped <u>printing</u> , not working/running, broken. Not producing/no output.	(1)	<b>Urgent?</b> Yes/urgent/asap/very/✓	(1)	5	<p><b>One</b> mark for each correct answer up to a maximum of <b>five</b>.</p> <p>Department: do <b>not</b> award if there are multiple answers – contradictory response rule applies.</p>
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1	(b)	(ii)	<p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• <u>Business support</u> (services)</li> <li>• <u>Information Technology (IT)/ICT</u></li> <li>• Administration (Admin).</li> </ul>	1	<p><b>One</b> mark for a correct answer.</p> <p>Do <b>not</b> award if there are multiple answers – contradictory response rule applies.</p> <p>Award multiple answers if they are all correct.</p>												
2	(a)		<p><b>Responses include:</b></p> <ul style="list-style-type: none"> <li>• to make an announcement/inform/notify/publicise/promote/advertise/raise awareness <u>about product/business</u></li> <li>• to change stakeholder opinion <u>of product/business</u></li> <li>• to present a positive <u>product/business</u> image.</li> </ul>	2	<p><b>One</b> mark for each identification up to a maximum of <b>two</b> identifications.</p> <p>Look out for repetition.</p> <p>Do <b>not</b> accept to generate sales/interest/demand/feedback/gain customers as these are impacts.</p> <p>Do <b>not</b> accept 'marketing strategy', annotate TV.</p>												

Question		Answer	Marks	Guidance	
2	(b)	<p><b>Indicative content:</b></p> <p>Layout:</p> <ul style="list-style-type: none"> <li>• title line: must contain 'launch' of <u>mobile/phone</u> (1)</li> <li>• date line: 18/1/23 (1)</li> <li>• first paragraph after the date: introduction about the business i.e. produces 'smartphones' for <u>elderly or disabled/in north of England or Sheffield/on Stock Exchange</u> (1).</li> </ul> <p>Content:</p> <ul style="list-style-type: none"> <li>• <i>Unicorn Tech plc</i> (1) – transcription must be accurate</li> <li>• UT88 (1)</li> <li>• alert (button) for <u>emergencies</u> (1)</li> <li>• voice recognition/activation (1)</li> <li>• screen reader (1)</li> <li>• <u>hearing aids/Braille keyboard</u> (1)</li> <li>• contact Ariel Ali (1) – transcription must be accurate</li> <li>• aali@unicorntech.net (1) – transcription must be accurate.</li> </ul> <p>Tone:</p> <ul style="list-style-type: none"> <li>• within main body: spread interest for '<u>new</u>' product (1).</li> </ul>	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> <p>Accept 'Unicom Tech plc', 'aali@unicomtech.net'.</p> <p>Unicorn Tech plc's smartphone ..... ✓</p> <p>Unicorn Tech plc's is a manufacturer ..... X</p>	
2	(c)	(i)	<p><b>Indicative content:</b></p> <p>Marketing</p>	1	<p><b>One</b> mark for the correct answer.</p> <p>Do <b>not</b> award if there are multiple answers – contradictory response rule applies</p>



Question			Answer	Marks	Guidance
2	(c)	(ii)	<p>Responses include:</p> <ul style="list-style-type: none"> <li>• damaged reputation/image</li> <li>• loss of sales/revenue/customers, low sales/revenue, fewer customers</li> <li>• loss of trust (in business)</li> <li>• increased financial/time cost</li> <li>• lawsuits/fines/legal action.</li> </ul>	2	<p><b>One</b> mark for a correct identification up to a maximum of <b>two</b> identifications.</p> <p>Do <b>not</b> accept responses that are not implications to the business, e.g. mistakes are made, incorrect/inaccurate information.</p> <p>Do <b>not</b> accept 'loss of competitive advantage', 'negative publicity', 'unprofessional'.</p> <p>Do <b>not</b> accept lose profit.</p>
2	(d)		<p><b>Responses include:</b></p> <ul style="list-style-type: none"> <li>• email</li> <li>• text (message)/short message service (SMS)</li> <li>• picture message/multimedia messaging service (MMS)</li> <li>• social media e.g. WhatsApp, Facebook</li> <li>• direct message e.g. Microsoft Messenger</li> <li>• web calls e.g. Skype, Discord, etc</li> <li>• phone calls</li> <li>• web page</li> <li>• adverts on APPs</li> <li>• <u>LED</u>digital billboards/<u>digital</u> posters</li> <li>• podcasts</li> <li>• blogs</li> <li>• web-conferencing e.g. webinar</li> <li>• video conferencing e.g. Microsoft Teams, Zoom</li> <li>• tele-conferencing e.g. VoIP.</li> </ul>	2	<p><b>One</b> mark for each correct identification to a maximum of <b>two</b> identifications.</p> <p>Do <b>not</b> award if there are multiple answers and some of them are wrong – contradictory response rule applies.</p> <p>Award multiple answers only if all of them are correct.</p> <p>Do <b>not</b> accept 'message', annotate TV.</p> <p>Do <b>not</b> accept 'computers', '(mobile) phones', 'internet', 'online' - TV.</p>

Question		Answer	Marks	Guidance
3	(a)	<p><b>Responses include:</b> Documentation e.g.</p> <ul style="list-style-type: none"> <li>itinerary, agenda, timetable, business card, promotional materials (e.g. leaflet/booklet/brochure <u>on product/company</u>), map, seating plan</li> </ul> <p>Other items:</p> <ul style="list-style-type: none"> <li>visitors' badge/pass</li> <li>PowerPoint/presentation</li> <li>evaluation/feedback forms</li> <li>discounts code/vouchers</li> <li>freebies e.g. keyrings, pens, pencil, note pads, prototypes, phones, snacks, etc.</li> </ul>	2	<p><b>One</b> mark for each correct identification to a maximum of <b>two</b> identifications.</p> <p><b>NB</b> must be items in a resource pack.</p> <p>Where there are multiple answers, award appropriate ones.</p> <p>Promotional materials: do <b>not</b> accept notes/handouts on product.</p>

Question	Answer	Marks	Guidance
3 (b)	<p><b>Responses include:</b> Venue's:</p> <ul style="list-style-type: none"> <li>• <b>location</b> e.g. near transport links, in a low crime area, close to HQ in Sheffield, near hotels, easy access, travelling time</li> <li>• <b>quality/grade</b> e.g. good, high, 5*, good reviews</li> <li>• <b>catering</b> e.g. refreshments, snacks, dietary requirements, vegan, allergies, good quality, etc</li> <li>• <b>capacity</b> e.g. size, sufficient space, for 150, big room</li> <li>• <b>reprographics</b> e.g. paper, printer, photocopier</li> <li>• <b>Internet</b> e.g. essential for PowerPoint/smart phones, projector, screen, fast, free, reliable</li> <li>• <b>parking</b> e.g. free parking, capacity, disabled spaces</li> <li>• <b>disabled</b> access e.g. ramps, wheelchair access, lifts, handrails, hearing loops</li> <li>• <b>*cost</b> e.g. low, reasonable, within budget,.</li> </ul> <p><b>Exemplar response:</b> Eg The venue should be close to public transport (<b>L1</b>). This would increase attendance leading to an increase in potential sales (<b>L3</b>).</p> <p>The quality (<b>L1</b>) of the venue should have good reviews (<b>L2</b>). It is important to present a good image on the business potentially leading to more sales (<b>L3</b>).</p> <p>Cost (<b>L1</b>) of the venue should not be too high (<b>L2</b>) to minimise cash outflow (<b>L3</b>).</p> <p>Fast (<b>L2</b>) Wifi (<b>L1</b>) enhances the quality of the presentation which could increase the reputation of the business (<b>L3</b>).</p>	12	<p>Levels of response</p> <p>Level 4 (10 - 12 marks) Candidate evaluates likely factors to be considered when choosing the launch event venue.</p> <p>Level 3 (7 - 9 marks) Candidate analyses likely factor(s) to be considered when choosing the launch event venue.</p> <p>Level 2 (4 – 6 marks) Candidate shows understanding of likely factor(s) to be considered when choosing the launch event venue.</p> <p>Level 1 (1 – 3 marks) Candidate identifies likely factor(s) to be considered when choosing the launch event venue.</p> <p><b>L1</b> – a relevant factor to be considered when choosing <u>venue</u>. Award bottom of mark band for 1 factor identified, middle of mark band for 2 factors identified, and top of mark band for 3 or more factors identified.</p> <p><b>NB</b> do not accept factors not related to venue.</p> <p>*Accept 'price of venue' for cost.</p> <p><b>L2</b> – description of L1 requirement. Award bottom of mark band for 1 factor described, middle of mark band for 2 factors described, and top of mark band for 3 or more factors described.</p>

Question	Answer	Marks	Guidance
	<p>Overall, the most important factor to consider is the quality of the venue because they are introducing a new phone (<b>CONT</b>). Presenting a good image (<b>L4</b>) is likely to secure the long-term success of the business. Cost consideration is not as important because spending more on the venue is likely to lead to a more positive image on the company and its new phone (<b>L4</b>).</p>		<p><b>L3</b> – analysis which is business facing i.e. an impact on the business (max one L3 per L1 point). Award bottom of mark band for 1 factor analysed, middle of mark band for 2 factors analysed, and top of mark band for 3 or more factors analysed.</p> <p>E.g. more publicity (reviews), better corporate image, improved reputation, more promotion/sales, increased market share/ customers/profit/revenue, improved cashflow, greater cash inflows, reach breakeven faster, could not expand (opportunity cost), more money (revenue), increase channels of distribution.</p> <p><b>L4</b> – evaluation – a justification as to which factor is most important. Award 10 marks for a <u>selection</u> of which factor is most important with <b>non-contextual justification</b> (no context). Award 11 marks for a <u>selection</u> of which factor is most important with <b>contextual justification</b> (context). Award 12 marks for a <u>selection</u> of which factor is most important with <b>contextual comparative justification</b> i.e. why at least one of the other factors is less important (with context).</p> <p>Context list e.g. UT88, (smart/mobile) phones, disability, hearing aids, Braille, screen saver, voice recognition, influencers, retailers, wholesalers, journalists, <u>PowerPoint</u> (presentation), etc.</p> <p>Do <b>not</b> award 'launch' as CONT as it is in the question.</p>

Question			Answer	Marks	Guidance
3	(c)	(i)	<p><b>Responses include:</b></p> <ul style="list-style-type: none"> <li>to prevent lawsuits from <u>attendees</u>/about <u>attendee data</u></li> <li><u>attendees</u> expect the business to comply with the Data Protection Act</li> <li>prevent misuse/avoid fraud of using <u>attendee data</u></li> <li>to avoid complaints from <u>attendees</u>/about <u>attendee data</u></li> <li>to prevent <u>attendee</u> data from being made public</li> <li>so that <u>attendees</u> trust the business with their data</li> <li>to maintain a good reputation amongst <u>attendees</u>.</li> </ul>	2	<p><b>One</b> mark for each identification up to a maximum of <b>two</b> identifications.</p> <p>Accept journalists, influencers, wholesalers, retailers, delegates as attendees.</p>
3	(c)	(ii)	<p><b>Responses include:</b></p> <ul style="list-style-type: none"> <li>encryption</li> <li>firewall</li> <li><u>anti</u>-spyware</li> <li><u>anti</u>-malware</li> <li><u>anti</u>-virus</li> <li>passwords/username, pin codes</li> <li>biometrics e.g. iris/voice recognition; finger prints</li> <li>screen saver/lock</li> <li>security token</li> <li>privacy filters/screen guards</li> <li>lock hard-drive/memory stick in a safe</li> <li>door lock for <u>computer</u> room e.g. door fob/card reader</li> <li>delete data.</li> </ul>	3	<p><b>One</b> mark for each identification up to a maximum of <b>three</b> identifications.</p> <p>Do <b>not</b> accept methods for protecting hardcopies e.g. lock paper files in a cabinet/room.</p> <p>Do <b>not</b> award non-disclosure agreements.</p> <p>Do <b>not</b> award multi-factor authentication, annotate TV.</p> <p>Do <b>not</b> award brand names e.g. Norton Security, AVG, McAfee, etc.</p>
4	(a)	(i)	<p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>task 1</li> <li>preparing a request for the approval of funds.</li> </ul>	1	<p><b>One</b> mark for a correct identification.</p>

Question			Answer	Marks	Guidance
4	(a)	(ii)	<p><b>Responses include:</b> Explanation:</p> <ul style="list-style-type: none"> <li>• some tasks affect/rely on other tasks</li> <li>• the interdependency of tasks</li> <li>• some tasks cannot start before other tasks are done</li> </ul> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Task 1 cannot be completed before Task 2 and/or Task 3 are done.</li> <li>• Task 3 cannot be done until Task 2 is done.</li> </ul> <p><b>Exemplar response:</b> A task cannot start without another task being completed <b>(1)</b>.</p> <p>Ben cannot finalise the report until he knows how much the total cost of the venue will be <b>(2)</b>.</p> <p>Task 1 cannot be completed before task 2 is done <b>(2)</b>.</p>	2	<p>In each case, award:</p> <p>Two marks for a contextual explanation or One mark for a non-contextual explanation.</p>

Question		Answer	Marks	Guidance
4	(b)	<p><b>Responses include:</b> Impact on new product:</p> <ul style="list-style-type: none"> <li>poor/low/limited sales/customers/revenue</li> <li>poor image/bad reputation</li> <li>bad/less publicity, bad reviews.</li> </ul> <p><b>Exemplar responses:</b></p> <p>E.g. The new mobile <b>(CONT)</b> phone loses sales <b>(2)</b>.</p> <p>E.g. The new product loses sales <b>(1)</b>.</p>	4	<p><b>In each case</b>, award: <b>Two</b> marks for a contextual impact <b>(CONT annotation required)</b> or <b>One</b> mark for a non-contextual impact.</p> <p>Explanation must state how the impact identified affects the sales, image, etc of UT88 rather than simply repeating the question – success.</p> <p>Accept impacts on company.</p> <p>Do <b>not</b> award unprofessional.</p> <p>Do <b>not</b> award lower profit.</p> <p>Context list: launch, mobile, Sheffield, north of England, journalists, wholesalers, retailers, influencers, electronic goods, disability, hearing aids, Braille, screen saver, elderly, refreshments, snacks, catering, etc.</p> <p>Do <b>not</b> award phone, smartphone, attendees, UT88, new (product) as context.</p>

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