

**CAMBRIDGE TECHNICALS LEVEL 3 (2016)**

**Examiners' report**

**BUSINESS**

**05834–05837, 05878**

**Unit 2 January 2023 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

Most candidates performed relatively well throughout the paper. The majority of candidates appeared well-prepared for this unit; the case study appeared to have been well understood and accessible.

Question 1 contains two in-tray exercises to test candidates' ability to fill out an order form and a request for repair form commonly found in a business. While most candidates were able to fill out the order form accurately, they were less certain about the reasons for why the form needs to be approved by a higher authority. The functions of the business support services department also appeared to be relatively unknown among the cohort.

Question 2 tests candidates' knowledge of the different methods of communication available to a business when promoting its products to its customers. There is an in-tray exercise where candidates are required to compose a press release using the information provided in Text 2. While the majority of candidates struggled to identify the different purposes of a press release, the composition question was generally well scored. Candidates who performed badly on Question 2 (c) (ii) did not read the question properly.

Question 3 starts by testing candidates' knowledge of organising an event. It contains the only level of response question on factors to be considered when choosing a venue. While most candidates showed good knowledge of this topic, analyses of how these factors may impact on Unicorn Tech plc proved to be challenging for some candidates. However, most candidates who achieved Level 3 were able to select the most significant factor in their evaluation, showing good exam techniques.

Question 4 is about the prioritising of tasks, and tests key concepts such as delegation and interactivity of tasks. Candidates' performance on this question was poor on the whole, especially Question 4 (a) (ii) and Question 4 (b).

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"> <li>• showed good analytical skills</li> <li>• answered in context</li> <li>• had good knowledge of the layout and content of a press release</li> <li>• interpreted questions accurately.</li> </ul>	<ul style="list-style-type: none"> <li>• did not fully understand the questions asked</li> <li>• did not read the business scenario carefully before answering the questions</li> <li>• showed gaps in their knowledge</li> <li>• demonstrated poor exam techniques</li> <li>• gave vague responses that do not show knowledge of topic concerned or case study in question.</li> </ul>

### Question 1 (a) (i)

**Text 1**

Unicorn Tech plc is a manufacturer of smartphones. The company is well known for producing a range of smartphones designed for the older population.

Unicorn Tech plc is based in the north of England. Following its flotation on the London Stock Exchange just over a year ago, the company expanded its product range to include smartphones specifically designed for people with disabilities.

The company's Research and Development department relies heavily on 3-D printers to design and develop new smartphone models. The department is currently running low on some essential supplies.

**1 Refer to Text 1.**

- (a) (i) Complete the purchase order form below to obtain the supplies needed by the Research and Development department. Use today's date.

<p><b>Unicorn Tech plc</b>  <b>Unit 2 Unicorn Park</b>  <b>Sheffield S13 3OP</b>  <b>Tel: 0114 222 3389</b></p>			
<p><b>To:</b></p> <p><b>Shilong Tech</b>  <b>Shilong Industrial Park</b>  <b>Shenzhen</b>  <b>China</b></p>		<p><b>Purchase order form number: 3289</b></p> <p><b>Date: .....</b></p>	
Description	Quantity	Unit price (£)	Total (£)
Waterproof coating machine	10	550.00	.....
Battery coating machine	20	230.00	.....
Charging port flex	1000	0.10	.....
		<b>Subtotal</b>	.....
		<b>VAT @20%</b>	.....
		<b>Total</b>	.....

[7]

A well-answered question by most candidates who scored full marks showing good numeracy skills. The most common mistake being getting the total for the order wrong by subtracting the VAT from the subtotal. OFR applies to 'Subtotal', 'VAT' and 'Total' only.

### Question 1 (a) (ii)

- (ii) The completed purchase order form will need to be approved by someone in the organisation with sufficient authority.

Identify **two** reasons why this approval is necessary.

1 .....

2 .....

**[2]**

Few candidates scored full marks on this question. The mark scheme requires candidates to give specific examples of mistakes that should be avoided, e.g. getting the unit price, quantities wrong instead of vague responses, e.g. to check spelling and grammar, to avoid making mistakes, etc. Candidates who gave specific examples to be avoided were given 1 mark maximum. To gain full marks candidates are required to identify other reasons such as to make sure the order is not over the budget set, to make sure it is charged to the right account, etc.

### Question 1 (b) (i)

- (b) (i) One of the 3-D printers has stopped printing. Complete the 'Request for repair' form below to report the problem. Mark the repair as urgent.

<b>Request for repair</b>
<b>Date:</b> .....
<b>Department:</b> .....
<b>Equipment type:</b> .....
<b>Description of problem:</b> ..... ..... ..... ..... ..... ..... ..... ..... .....
<b>Urgent?</b> .....

**[5]**

Another well-answered question in which most candidates scored full marks. Candidates who did not score full marks tended to get the date either wrong or incomplete. Some candidates gave the wrong answer for 'Department', this was probably due to not reading Text 1 carefully enough.

### Question 1 (b) (ii)

- (ii) Identify the functional area of the business the 'Request for repair' form should be sent to after completion.

..... **[1]**

Surprisingly this question was not answered well by most candidates. Common incorrect responses include 'the technician', 'human resources', 'reprographics', etc. The functions of the Business Support Services department proved to be relatively unknown to the majority of candidates.

### Question 2 (a)

**Text 2**

Unicorn Tech plc's latest smartphone model, the UT88, is designed to help disabled users lead a fuller life.

The UT88 has the following features:

- an alert button, for contacting friends and family in case of emergency
- a voice recognition feature, enabling users to operate the device by speaking into the smartphone
- a screen reader setting, allowing the phone to read aloud the content of the screen
- connectivity to specialist disability devices, e.g. hearing aids, Braille keyboards, etc.

The board of directors has decided to issue a press release ahead of the launch of the UT88.

Ariel Ali has been appointed the key contact for the press release. She can be contacted by email at the following address: aali@unicorntech.net. The press release is to be published exactly a week from today.

**2 Refer to Text 2.**

(a) Identify **two** different purposes of a press release.

1 .....

.....

2 .....

.....

**[2]**

This was a difficult question for the majority of candidates, most scored 1 mark for stating the purpose as to inform, promote, raise awareness, etc about a business or a product. The maximum score for identifying these promotional purposes of a press release is 1 mark. In order to score full marks candidates were required to identify other purposes such as to change stakeholder opinion or to present a positive image of a product or business. Candidates are advised to avoid giving answers, e.g. 'to inform'. This is deemed to be too vague; to inform about what, is needed for marks to be given. The mark scheme also makes a distinction between purpose and impact. To generate sales may be the ultimate goal, however this answer does not demonstrate any knowledge of a press release so therefore is not acceptable.



## Question 2 (b)

**(b)** Write a press release for the launch of Unicorn Tech plc's new product.

You will be assessed on the content, tone and layout of your press release. Your press release should include an introduction to the company, the name and features of the product it is launching, contact details and any other relevant information.

Use the space provided on the **opposite page** to write your press release.

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

**[12]**

You may use this box to draft your press release.

Press release	
Title .....	
Date .....	

It was pleasing to see that the majority of candidates made good use of Text 2 and followed the instructions given in the question in their responses; most scored more than 6 marks. Most responses contained an appropriate introduction to the business or product and the features of the new product were well described. Common mistakes include the title which must contain the words 'launch' and 'mobile/phone', and the date. Candidates are reminded that the transcriptions of company name and name of contact person must be accurate for marks to be given. Another important note when answering this question is that any responses written in the draft box will not receive any marks.

**Reminders for candidates**

Candidates should be reminded to check they have been accurate when they write company names and contacts. They should also be reminded that responses written in the draft box will not receive any marks.

**Question 2 (c) (i)**

(c) The press release will need to be checked to ensure that it is fit for purpose.

(i) Identify the functional area of the business that would be responsible for checking the press release.

..... [1]

A well-answered question by the majority of candidates who correctly identified the marketing department as being in charge of checking the press release.

**Question 2 (c) (ii)**

(ii) Identify **two** implications to the business of poor checking.

1 .....

2 .....

[2]

Candidates who did not score any marks misinterpreted the question. This question asks for the implications of poor checking, not what to look for when checking a document. Bottom-line implications to a business such as damaged reputation, loss of sales, etc are appropriate responses to the question.

### Question 2 (d)

(d) Identify **two** types of electronic communication Unicorn Tech plc could use to communicate with potential users of its new UT88 smartphone.

1 .....

2 .....

**[2]**

The majority of candidates were able to identify two types of electronic communication methods available to a business when communicating with stakeholders scoring full marks. Candidates are advised to avoid vague responses such as 'internet' or 'online', specific examples are required. Some candidates identified electronic devices which can be used, e.g. 'computers', 'telephones'; these are again too vague for marks to be given.

### Question 3 (a)

#### Text 3

In addition to the press release, the board of directors has decided to hold a launch event featuring a multi-media presentation about the UT88. Journalists, social media influencers, electronic goods wholesalers and mobile phone retailers from the UK and abroad will be invited. During the launch event, attendees will also be able to:

- test the features of the new phone
- have any queries answered
- collect promotional materials for display.

The event is scheduled to take place in exactly one month's time. The estimated number of attendees is 150. The event will start at 10 am and end at 5 pm. Refreshments and snacks will be served throughout the day.

### 3 Refer to Text 3.

(a) Identify **two** items that should be included in the resource pack for attendees.

1 .....

2 .....

**[2]**

While the majority of candidates demonstrated their knowledge of the content of a resource pack, their responses were mainly confined to different types of information an attendee would expect to find. However, the mark scheme requires candidates to identify commonly found documentation such as an agenda, an itinerary, etc, instead of the different types of information which may be provided. Candidates are urged to be specific and accurate when answering a question that asks for the identification of specific items.

### Question 3 (b)

(b) Evaluate factors which Unicorn Tech plc should consider when choosing the venue for the launch event.

[12]

.....

.....

.....

.....

.....

.....

This question tests the higher level skills of analysis and evaluation. The majority of candidates were able to identify and explain factors Unicorn Tech plc should take into account when choosing the venue for the launch event. However, these factors were often not analysed to achieve Level 3. As in previous sessions, analysis is the business-facing impact for taking or not taking into account the factor identified. These are bottom-line impacts, e.g. increase/decrease sales/reputation. Candidates are reminded to be specific when describing the impacts – ‘affect/impact sales/reputation’ is deemed too vague.

Evaluation is awarded for selecting the most significant factor with a reason for the selection. To achieve full marks candidates are required to discuss why at least one other factor is less important. However, this is conditional on whether there is context in the concluding paragraph, an important point to note.

### Question 3 (c) (i)

(c) (i) Identify **two reasons** why Unicorn Tech plc should protect any electronic data it holds about the attendees from unauthorised access.

1 .....

2 .....

[2]

The most common mistake that candidates made when answering this question was to give a generic response to a specific question about why the business should protect the data it holds about the attendees. The majority of candidates clearly understood the reasons and provided the right answers but without specific references to attendees in their responses marks could not be given. Candidates are advised to answer in context whenever possible in order not to lose marks.

**Misconception**



Candidates should be reminded not to give a generic response to a specific question.

**Question 3 (c) (ii)**

(ii) Identify **three methods** that Unicorn Tech plc could use to protect any electronic data it holds about the attendees from unauthorised access.

1 .....

2 .....

3 .....

**[3]**

A well-answered question by the majority of candidates who clearly had a good knowledge of the different methods available on the market. Candidates are advised to note that 'multi-factor authentication' was deemed too vague as a response, this needs to be drilled down to the methods used, e.g. passwords, usernames, etc.

### Question 4 (a) (i)

**Text 4**

Ben Stopes, Unicorn Tech plc’s Marketing Manager, has been put in charge of organising the launch event for the UT88. Ben still has the following tasks to complete:

- Task 1 Prepare a request for the approval of the funds needed to cover the cost of the launch event. The deadline for the submission of this request is in five days’ time. Ben needs to gather all relevant information about the launch event from his team before the cost can be finalised and the request submitted to his line manager.
- Task 2 Finalise the list of attendees. This involves contacting all those who have not replied to their invitations.
- Task 3 Inform the venue of the number of attendees to organise catering for, so that the total cost for the use of the venue can be obtained.

**4 Refer to Text 4.**

**(a) (i)** Identify which of the tasks described in **Text 4** is **not** suitable for delegation.

..... **[1]**

This question tests candidates’ understanding of ‘delegation’ and a good proportion of candidates were able to correctly identify Task 1 as the task that is not suitable for delegation due to its complexity.

### Question 4 (a) (ii)

**(ii)** Using an example from the tasks described in **Text 4**, explain what is meant by ‘interactivity of tasks’.

.....  
.....  
.....  
..... **[2]**

Interactivity of tasks was much less well understood by the majority of candidates. It is often misunderstood as a task that requires interaction with other team members or stakeholders. Full marks are given for using an appropriate example from Text 4 to explain the term.

### Question 4 (b)

(b) If Ben **fails** to submit the request for the approval of the funds to his line manager by the deadline, explain **two** likely impacts on the success of the UT88 smartphone.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

**[4]**

Candidates' performance on this question was less good on the whole, with the majority not answering the question set. The question asks for two likely impacts on the success of the new product if Ben fails to meet the deadline. Instead of explaining how the performance of the new product could be impacted, most candidates described the consequences of not having enough funds to organise the launch event. As the question asks for likely impacts, loss of sales/reputation are what we are looking for. To achieve full marks, the responses have to be in context. It is important to note that the rule we have used throughout this qualification has been that any words found in the question cannot be accepted as context.



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