

Examiners' Report/
Principal Examiner Feedback

Summer 2013

PL Business, Admin & Finance (BA309)

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Introduction

Once again the examination entry was small but it was possible to draw some conclusions from the responses seen. As with the previous series, all parts of the paper were accessible with no question left unattempted.

Responses to questions

In this series, students attaining a grade E were expected to be able to answer, questions 1-5, 6a-6c and to pick up marks on question 6d and 6e. At the A*/A boundary, questions 7a and 7b allowed students to provide evidence of good understanding, application, analysis and evaluation.

Q6a. In this series most students were able to score highly on this question. This was due to applying their responses to the case study organisation rather than discuss motivation in generic terms. This was a welcome improvement on the last series.

Q6b. This question should not have proved difficult but some answers described the positive impact on Greencore rather on the end consumer. This is a common fault seen over a number of exam series.

Q6c. This was a relatively simple question where most students were able to score reasonable marks by discussing the environmental benefit of Greencore's CSR policies. The stimulus was well used with this question.

Q6d. Most students scored at least half marks in this benefits to the organisation question.

Q6e(i) This question required students to identify two stakeholders that might be in conflict due to the CSR policies. Some weaker students found this difficult and failed to demonstrate an understanding of stakeholders. Others could not identify appropriate conflicts.

Q7a. Better students were able to score reasonably well on this question. Again some students discussed benefits to Greencore not the communities. These students were awarded up to 2 marks if they identified policies from the stimulus. Some students failed to realise that Greencore's customers were the supermarkets, not end users, so comments about employees undertaking community service improving local sales were not valid.

Q7b. A number of generic responses were seen from weaker students which limited the marks awarded. Better students were able to identify at least one financial and one political issue facing multinationals and reach some sort of conclusion as to the impact on Greencore or similar organisations. These students scored highly.

Grade Boundaries

Grade boundaries for this, and all other papers, can be found on the website on this link:

<http://www.edexcel.com/iwant to/Pages/grade-boundaries.aspx>

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