

Mark Scheme (Results)

Summer 2012

PL Retail Business (RB201)
Paper 01

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Mark
1 (a)	<p>Possible answers might include:</p> <p>The donation to a charity will impact on the community by allowing the charitable organisation to continue doing good work (1) and make them less reliant on other sources of community finance (1)</p> <p>Unsold fruit and veg could be given away at the end of the day (1) which might mean that homeless people in the local community are able to eat healthy food (1)</p>	(2)

Question Number	Answer	Mark
1 (b)	<p>1 mark for any one of the following impacts identified.</p> <p>Possible answers may include:</p> <ul style="list-style-type: none"> • Increase employment (1) • Increased consumer spending(1) • Injection of more money into the local economy (1) • Increased tax revenues for local government (1) • More income for local wholesalers/farmers (1) <p>Reward other valid responses</p> <p>1x1</p>	(1)

Question Number	Answer	Mark
1 (c)	<p>1 mark for each impact identified</p> <ul style="list-style-type: none"> • Increased traffic flows • Increased carbon footprint • Recyclable packaging • Genetically modified foods <p>Only accept responses that would be relevant to a small fruit and veg shop.</p> <p>Reward other valid responses</p> <p>3x1</p>	(3)

Question Number	Answer	Mark
1(d)	<p>Possible responses might include:</p> <p>The term refers to businesses who enter foreign markets (1) and increasingly conduct business across international boundaries (1)</p> <p>Fruitland might buy products from farmers in other countries (1) meaning that they may have to be flown in to the UK (1)</p> <p>Reward other valid responses</p>	(2)

Question Number	Answer	Mark
1(e)	<p>Possible answers might include</p> <p>The possible increase in sales to the business through conducting business in a socially responsible way (1) due to improved customer perception of the business (1)</p> <p>The fair treatment of staff (1) improving rates of retention (1)</p> <p>The fair treatment of supplier (1) ensuring suppliers are more likely to continue working with <i>Fruitland</i> due to better treatment (1)</p> <p>Reward other valid response</p> <p>2x2</p>	(4)

Question Number	Answer	Mark
2(a)	<p>Examples could be any of the following: -</p> <ul style="list-style-type: none"> • Age appropriate staff could match the target market • Younger workers are cheaper • Older workers could have useful experience • Customers perception might be improved if they see an age diverse workforce <p>Reward other valid responses</p> <p>2x1</p>	(2)

Question Number	Answer	Mark
2(b)	<p>Responses could include the following: -</p> <p>Car sales are a very competitive market (1) and therefore good customer service skills will differentiate Brenington Motors from rival firms (1)</p> <p>Excellent customer service skills will make the customers happy (1) and retain them as loyal customers (1)</p> <p>Reward other valid responses</p> <p>1x2</p>	(2)

Question Number	Answer	Mark
2(c)	<p>Possible answers might include</p> <ul style="list-style-type: none"> • Staff will have a contract of employment which specifies their hours of work (1) they will be entitled to a period of notice before any changes can be made (1) • Staff have rights to an 11 hour break between shifts (1) this means that they will not have to finish work at 10pm and start again at 8am • Staff who are 16 are only allowed to work a certain (1) • Staff cannot be forced to work more than 48 hours a week (1) this is usually averaged out over 17 weeks (1) <p>Reward other valid responses</p> <p>2x2</p>	(4)

Question Number	Answer	Mark
2(d)	<p>Possible answers may include</p> <p>Staff could have an appraisal with their line manager (1) this would involve reviewing performance in their job and setting targets (1)</p> <p>Customers may give feedback on their experience with staff (1) which might highlight things they are doing well such as their selling skills (1)</p> <p>Key performance indicator data such as sales per employee (1) might indicate how efficiently a member of staff is working and allow benchmarking (1)</p> <p>Reward other valid responses</p> <p>(2x2)</p>	(4)

Question Number	Answer	Mark
3(a)	<p>Responses could include</p> <p>A shopping area that is just off the main shopping location</p> <p>Reward other valid responses</p>	(1)

Question Number	Answer	Mark
3(b)	B	(1)

Question Number	Answer	Mark
3(c)	<p>Answers could include</p> <p>Measuring customer satisfaction can be used to evaluate the attitudes, opinions and satisfaction levels of your customers (1). It can identify areas of the business that do not meet customer expectations(1), retail businesses can then use</p>	

	<p>the data to implement and revise policies, procedures, prices, ranges etc(1) leading to a greater focus of the requirements of their customers (1)</p> <p>Reward other valid responses</p>	(4)
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Question Number	Indicative Content	
3(d)	<p>Answers may include</p> <ul style="list-style-type: none"> • The two people working together may have complementary skills, which can be cost-effective as people specialise and become more efficient in certain aspects of their business. One partner might be good at selling and presenting to clients, while another is better at bookkeeping • Partnerships provide moral support when difficulties arise such as cash-flow problems • You can share resources such as money and equipment meaning that the business will be able to purchase more stock. This is important because opening a book shop requires a large amount of stock which could be slow moving • Opening any new business carries a certain amount of risk. Being in a partnership means that you do not need to bare all of this risk yourself. • A second-hand bookshop will not require large amounts of capital outlay and so the advantages of a limited company are outweighed by the cost of setting one up and the loss of control to shareholders • A partnership is simple to set up and is less bureaucratic than setting up a limited company which requires formal documents to be registered at companies house and requires that accounts must be published each year • Even if Roz wanted to set up on her own she would not have had access to enough capital to pay for the cost of all the stock that would be necessary 	
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	The learner may provide a list of reasons. At the top of this level more than one reason would be identified or a basic knowledge of a reason with limited discussion.

2	3-4	A reasonable knowledge of the reasons with some valid discussion. The learner may expand on one or two points but not all. There should be more detailed developments of reasons at this level. At the top of this level an answer is likely to use appropriate terminology and show a clearer understanding of the issues.
3	5-6	A sound knowledge of the reasons will be discussed in detail. The reasons given will be well supported. At the top of this level there will be clear evidence of understanding of two or more reasons concerning the decision to set up a partnership business.

Question Number	Answer	Mark
4(a)	£23,000 Evidence of ranking for one mark. If the answer given is Majid, only award a total of one mark.	(2)

Question Number	Answer	Mark
4(b)	Answers could include the following <i>Botanicastical</i> can use this marketing information to identify whether they have the correct categories on the shelf (1) and if not make sure each category is represented (1). They can make sure that the best selling categories are displayed prominently (1) with more space allocated to the best selling categories and less space to the lower selling categories (1) Reward other valid responses	(4)

Question Number	Indicative Content
4(d)	The majority of staff are going to find themselves now working with a completely different product range and are going to be affected by this change: -

		<ul style="list-style-type: none"> • Staff will have little or no product knowledge and so will require training for example in the handling of plants or chemicals • New culture and new ways of operating Botanicastical might have particular systems or processes that might not be familiar to the DIY store employees. They may find this hard to get used to. • Differing health and safety rules relating to the types of products sold and the nature of the work undertaken for example DIY store staff might be used to working with saws but unfamiliar with working in a café. • Some staff may have to leave as they may not be comfortable with the new products and working arrangements which they might find stressful • Some staff will agree to the changes through fear redundancy therefore making them resent their new job. • Some staff may have previously worked with similar products and will find the transfer easier than some of their colleagues. • Some staff may have previously worked with similar products and may not want to change to new ways of working as they feel their old practises were superior.
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	An attempt to identify one or two possible issues is made but with limited discussion on what the company could do to effectively manage the changes. Learners might apply change management activities without identifying the issues.
2	4-6	Relevant actions have been linked to possible issues and the learner has developed the discussion to show how the company could effectively implement the changes with minimum disruption
3	7-8	Good understanding of the importance of the effective management of change and its effect on staff is shown. Possible effects of change on staff clearly linked to measures the company could take to implement the changes in an effective manner

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