

Mark Scheme (Results)

Summer 2013

Principal Learning Retail Business
Exploring Retail (RB201/01)

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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.
- Mark schemes will indicate within the table where, and which strands of QWC, are being assessed. The strands are as follows:
 - i) ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear*
 - ii) select and use a form and style of writing appropriate to purpose and to complex subject matter*
 - iii) organise information clearly and coherently, using specialist vocabulary when appropriate.*

Question Number	Answer	Mark
1 (a)	<p>1 mark for each disadvantage stated. Possible disadvantages:</p> <ul style="list-style-type: none"> • unlimited liability • the business does not continue to operate if the owner dies or is ill • difficulty in raising finance <p>Reward other valid responses</p> <p style="text-align: right;">2x1</p>	(2)

Question Number	Answer	Mark
1(b)	<p>1 mark for a relevant channel. Possible channels include:</p> <ul style="list-style-type: none"> • Shop • E-Tailing • Mobile technology <p>Reward other valid responses</p> <p style="text-align: right;">2x1</p>	(2)

Question Number	Answer	Mark
1(c)	<p>Answers could include the following</p> <ul style="list-style-type: none"> • Where two or more people own the business (1) having come to an agreement on how to share investments and profits (1) <p>Award one mark for demonstrating knowledge of a partnership and a second point for development. Award other valid responses.</p> <p>Reward other valid responses</p> <p style="text-align: right;">1+1</p>	(2)

Question Number	Answer	Mark
1(d)	<p>Benefits could include any two of the following:-</p> <ul style="list-style-type: none"> • Responsibilities can be shared (1) • Partners can bring extra investment into the business (1) • If one partner dies or becomes ill the business can continue to operate (1) • Partners can consult one another about business decisions (1) <p>Reward other valid responses</p> <p style="text-align: right;">2x1</p>	(2)

Question Number	Answer	Mark
1(e)	<p>Possible responses could include:</p> <ul style="list-style-type: none"> • Retail price index might show that inflation is high meaning the cost of goods is rising quickly (1). This will mean people will be spending more money on food and less on luxuries such as jokes (1). • Unemployment might affect the number of people who can afford the jokes and novelties (1) which means that if unemployment is high then revenue is likely to be low (1) <p>Reward other valid responses</p> <p style="text-align: right;">2x2</p>	(4)

Question Number	Answer	Mark
2(a)	<p>Possible responses could include:</p> <ul style="list-style-type: none"> • Age • Sex • Disability <p>Reward other valid responses</p> <p style="text-align: right;">2x1</p>	(2)

Question Number	Answer	Mark
2(b)	<p>Award one mark for each criteria:</p> <ul style="list-style-type: none"> • Number of calls answered • Number of machines serviced • Number of customer complaints • Time taken at each station <p>Reward other valid responses</p> <p style="text-align: right;">2x1</p>	(2)

Question Number	Answer	Mark
2(c)	<p>Award one mark for partial description and two marks for a full description</p> <ul style="list-style-type: none"> • Call centre staff might need to be good at problem solving in order to deal with customer complaints (1) which means that they would have to understand what customers are unhappy with and come up with solutions (1) • Operative might need to be organised in order to manage their journeys around the country (1) by making sure that they keep track of all the stock that they carry with them and the times of trains between stations (1) • All teams need to be organised because they have to maintain accurate records (1) to ensure they keep track of stock/customer complaints (1) <p>Please reward other valid responses</p> <p style="text-align: right;">2x2</p>	(4)

Question Number	Answer	Mark
2(d)	<p>Possible responses could include:</p> <ul style="list-style-type: none"> • Customers could fill in comment forms (1) which they could post to the company or leave in the vending machines (1) • Customers could answer a short questionnaire at the end of their phone calls (1) this could be done by pressing numbers on their phone, which could be recorded on a computer (1) <p>Reward other valid responses in context</p> <p style="text-align: right;">2x2</p>	(4)

Question Number	Answer	Mark
3(a)	A	(1)

Question Number	Answer	Mark
3(b)	<p>Possible answers include:</p> <p>Use of technical terms - reward one mark each if candidates use the following words to describe the relationship:</p> <ul style="list-style-type: none"> • Strong (1) • Positive (1) <p>Alternatively accept a prosaic explanation which adequately describes the relationship, for example:</p> <ul style="list-style-type: none"> • The more hours of television that a person watches the more that they are willing to spend on sweets (1) as you can see from the fact that the dots on the graph go up and to the right (1) 	(2)

Question Number	Answer	Mark
3(c)	<p>Explanations could include:</p> <ul style="list-style-type: none"> • If the sample is too small then the results won't be representative (1) of the entire population being investigated (1) which would mean that the information that has been collected might not accurately represent the interests of customers (1) and so therefore the wrong decisions might be made (1) • The sample must be designed in such a way that it reflects the population being investigated (1). The researcher would have to ask questions to different groups of people (1) each of whom would have different views and opinions (1) which would need to be taken into account (1) • Potential customers might try the chocolates (1) and give their opinions of flavours (1) which could be analysed to make improvements for patterns (1) <p>Reward any other valid responses</p>	(4)

Question Number	Indicative Content	
3(d)	<p>Candidates should consider the importance of risk taking when promoting new products.</p> <p>Possible arguments might include:</p> <ul style="list-style-type: none"> • Customers might get bored with the same products all the time and so it is important to try new things • If a product is promoted before competitors then the business might have an advantage over them in the market and if the risk pays off then it could lead to earning a lot of money <p>However</p> <ul style="list-style-type: none"> • If the risk doesn't pay off then the business might lose a large amount of money which could have been invested in other things • Taking risks might alienate existing customers who might like the products that the businesses currently offers and would prefer it if things did not change 	
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	The learner may provide a list of relevant points. At the top of this level more than one issue relating to risk taking would be identified or a basic knowledge of a factor with limited analysis with no link or

		inaccurate links to the context.
2	3-4	<p>A reasonable knowledge of factors relating to risk taking with some valid analysis. The learner may expand on one or two points but not all. A maximum of three marks for a one-sided answer.</p> <p>At the top of this level an answer is likely to use appropriate terminology and show a clearer understanding of the factors. There should be a balance of positive and negative factors at this level with some links to the context.</p>
3	5-6	<p>A sound knowledge of the issues will be discussed in detail</p> <p>The factors raised will be well supported.</p> <p>At the top of this level there will be clear evidence of understanding of one or more factors concerning the importance of risk taking to the retail business with consideration given to both sides of the analysis, in the context of Sweeter Confections.</p>

Question Number	Answer	Mark
4(a)	The only correct answer is large. Do not accept 300 stores as a valid answer.	(1)

Question Number	Answer	Mark
4(b)	<p>Explanations could include:-</p> <p>Carpets are large and bulky products (1) which would require a large amount of space to display (1) which would be easier to find on an out of town park (1) as opposed to crowded town centres (1)</p> <p>Out of town parks have cheaper rents (1) which means that more space can be given to stock and parking (1) so that a larger range of carpets can be sold (1) and customers can drive up to the store to collect their carpets (1)</p> <p>Award a maximum of one mark for theory relating to out of town retail. Further marks are to be awarded for discussion in context of <i>Onstyle Carpets</i>.</p> <p>Accept other valid responses</p>	(4)

Question Number		Indicative Content
4(c)		<p>Candidates need to consider the importance of local tastes when opening a new retail business in an unfamiliar country</p> <p>Responses might include:</p> <ul style="list-style-type: none"> • If customer tastes are understood then appropriate products can be selected which will increase the chance of generating sales revenues • Customer preferences in different markets will be varied and therefore the products that sell well in one country might not sell well in another country • It is possible that fashions are different in different parts of the world and as such it is important to find out what people are interested in. <p>However:</p> <ul style="list-style-type: none"> • There could be a niche for the products <i>Onstyle Carpets</i> already sells • They would also need to understand other factors like the economy because no matter how well they target their products they still wont sell well during a recession • Their products could be new to the market and could attract attention due to their distinctiveness from what is currently on offer.
Level	Mark	Descriptor
1	1-3	<p>Candidate will demonstrate some understanding of international tastes and may list relevant points with little or no development. At the top of this level a basic knowledge of the importance of understanding customer tastes will be shown with no valid judgement as to the importance given or the candidate makes an assertion without relevant evidence. Links to the context will be absent or irrelevant.</p>
2	4-6	<p>A reasonable knowledge of the importance of understanding tastes will be shown.</p> <p>At the top of this level the learner may expand on one or two points but not all of which will support some valid judgements. There should be more detailed developments of the importance of understanding customer tastes at this level. Such an answer is likely to use appropriate terminology and show a clearer understanding of the issues, particularly with regard to the international context. Some relevant links to the context.</p>
3	7-8	<p>A sound knowledge of the importance of understanding customer tastes will be discussed in detail.</p> <p>At the top of this level the conclusions made will be well supported with relevant evidence. Such an answer will use appropriate terminology and show a strong understanding of the issues involved in international retailing. Clear links to the context will be seen.</p>

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