

Applied Business (Double Award)

General Certificate of Secondary Education J213 J226

Mark Scheme for the Unit

January 2010

J223/J226/MS/R/10

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Mark schemes should be read in conjunction with the published question papers and the Report on the Examination.

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GCSE Applied Business Double Award (J213 and J226)

MARK SCHEMES ON THE UNITS

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A241 Business in action

Question		Expected Answers	Marks	Additional Guidance
1	(a)	<p>State the business activity of <i>Quality Matters</i>.</p> <p>For one mark:</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • retailing (1) • sale of goods (1) • (clothes) shop (1) • selling (clothes) (1). 	[1]	
1	(b)	(i) <p>Outline one advantage to Pam of running <i>Quality Matters</i> as a private limited company.</p> <p>One mark for identification and one for development. Maximum one mark for identification.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • limited liability (1) so that she will only lose the amount of money she invested (1) • Longevity (1) so if Pam dies the business will still continue to run (1); she will know all of the other shareholders (1) so cannot be subject to a hostile takeover (1). 	[2]	

Question			Expected Answers	Marks	Additional Guidance
1	(b)	(ii)	<p>Outline one disadvantage to Pam of running <i>Quality Matters</i> as a private limited company.</p> <p>One mark for identification and one for development. Maximum one mark for identification.</p> <p>Possible responses may include:</p> <p>shareholders want dividends as a reward (1) so she cannot keep all of the profits to put back into the business (1); the accounts have to be published (1) so she will have to pay an accountant to make sure this is done correctly (1); it is not as simple to set up as a sole trader (1) and there are legal costs do to with this (1).</p>	[2]	
1	(c)		<p>There has been a decrease in the level of consumer spending throughout the United Kingdom. Explain two ways in which this could affect <i>Quality Matters</i>.</p> <p>One mark for each of two correct identifications, plus a further one mark for each of two explanations showing how an understanding of a decrease in the level of consumer spending could affect QM.</p> <p>Candidate could argue that Pam won't really be affected as she sells high quality clothes.</p>		<p>Allow reference to Pam instead of QM.</p> <p>Make sure the answer relates to QM and not how the employees will be affected.</p>

Question		Expected Answers	Marks	Additional Guidance
1	(c)	<p>Continued</p> <p>Possible answers may include:</p> <p>This means that people are spending less money when they go shopping (1). Pam might find that her sales decrease (1). She could end up with a lot of clothes left unsold and she might have to have a sale to get people to spend in her shop (1).</p> <p>On the other hand as her shop sells only high quality clothes (1) the type of customer she has might still spend a lot on clothes (1), so Pam might not be affected as much as other shops on the high street (1).</p>	[4]	
1	(d)	<p>Identify three different functional areas in a business such as <i>Quality Matters</i> and for each functional area outline one task that would be carried out by Pam or employees of <i>Quality Matters</i>.</p> <p>One mark for each correct identification of a functional area up to a maximum of three identifications.</p> <p>Possible answers may include:</p> <ul style="list-style-type: none"> • human resource management/personnel/training (1) • finance (1) • administration (1) • ICT (1) • operations (1) • marketing (accept selling in this context). (1) <p>One mark for each correct identification of a relevant task up to a maximum of three identifications. A further one mark for each development of the task up to a maximum of three.</p>		<p>If the candidate does not name the functional area they can still gain up to 2 marks for each outline of the task.</p> <p>Marks are awarded for an explanation of the task and not of the function of the department.</p> <p>There are up to three marks available for each functional area.</p>

Question		Expected Answers	Marks	Additional Guidance
1	(d)	<p>Continued</p> <p>Human resource management (1) – If Quality Matters needs a new member of staff, somebody has to carry out recruitment (1). Quality Matters will get people to apply for the job and then interview people Quality Matters thinks will be good (1).</p> <p>Finance (1) – When customers buy clothes the money goes in the till and at the end of the day it is added up and put in the bank (1). Quality Matters uses this to pay its bills (1).</p> <p>Marketing (1) – If Quality Matters has a sale, the business has to let everyone know about it (1). It could put an advertisement in the local newspaper to get people to come to the shop (1).</p>	[9]	

Question	Expected Answers	Marks	Additional Guidance
1 (e)*	<p>Evaluate the consequences for a business you have studied if the functional areas do not operate efficiently.</p> <p>Indicative content:</p> <p>Candidates are not required to discuss the tasks within the functional areas or the role of these areas. It may be answered from the angle of for example the marketing department not working with the finance department. An alternative approach is to write about the consequences to each functional area if that area does not operate efficiently</p> <p>Consequences could include:</p> <ul style="list-style-type: none"> • lack of communication • repetition of tasks / tasks not completed by any department • lack of co-ordination • lack of motivation • loss of customers if customer service is inefficient • poor cash flow • recruitment issues <p>Level 3 (7-10 marks)</p> <p>Candidate makes reasoned judgements and presents appropriate conclusions about the likely consequences to the business if the functional areas do not operate efficiently. To gain 10 marks, the candidate needs to evaluate which is the most important consequence.</p> <p>Note: If candidate only analyses, with no appropriate conclusions, a maximum of 8 marks can be awarded.</p> <p>Candidate shows ability to present relevant material in a well planned and logical sequence. Material is clearly structured using appropriate industry terminology confidently and accurately. Sentences, consistently relevant, are well structured in a way which directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.</p>		<p>Compulsory annotation: L1, L2, L3</p> <p>Candidate must name a business. This business should then be used throughout the answer. It should be an applied answer not just a theoretical one.</p> <p>Maximum of Level 1 if there is no context. Simply naming a business is not sufficient for context.</p>

Question	Expected Answers	Marks	Additional Guidance
1 (e)*	<p>Continued</p> <p>Level 2 (3-6 marks) Candidate applies knowledge of likely consequences to the business if the functional areas do not operate efficiently.</p> <p>Candidate shows ability to present relevant material in a planned and logical sequence. Appropriate industry terminology is used. Sentences, for the most part, are presented in a balanced, logical and coherent manner which addresses the question. There will be occasional errors of grammar, punctuation and spelling.</p> <p>Level 1 (1-2 marks) Candidate identifies likely consequences to a business if the functional areas do not operate efficiently.</p> <p>Candidate shows ability to communicate at least one point using some appropriate industry terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p>0 marks = no response or response does not address the question.</p> <p>Example answer:</p> <p style="text-align: center;">Name of business: Debenhams</p> <p>I visited my local Debenhams and found that it has many different functional areas behind the scenes running the store. If the buying department does not operate efficiently then there will not be enough clothes on the shop floor for people to buy (L1). This will mean that Debenhams will lose customers and money (L2). The human resources department needs to work with all other departments to make sure that there are enough employees in each department (L1). If this did not happen then departments could be short staffed (L1) and if customer service was not good enough the business may lose customers (L2).</p>		

Question		Expected Answers	Marks	Additional Guidance
1	(e)*	<p>Continued</p> <p>Everyone needs training so that they do not lose the store money by doing something wrong (L2). This is up to the training department to get right. If the functional areas do not operate efficiently, then the business will lose customers and money because there are a lot of other shops people can go to on the high street (L3). The most important consequence is that it will lose customers, this is because if it loses customers it is also likely to lose money as well (L3).</p>	[10]	

Question		Expected Answers	Marks	Additional Guidance
2	(a)	<p>Identify two business aims, apart from survival, for a business such as <i>Quality Matters</i>.</p> <p>One mark for each correct identification up to a maximum of two identifications.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • making a profit (1) • growth (1) • expansion (1) • improve quality • being ethical (1) • being environmentally friendly (1) • being competitive (1). 	[2]	<p>Compulsory annotation: ✓ or X</p> <p>No marks for survival.</p> <p>Be aware of repetition.</p>
2	(b)	<p>Explain two reasons why it is important for a business you have studied to have set business aims.</p> <p>One mark for each correct identification up to a maximum of two identifications plus a further one mark for each of two explanations applying knowledge about the importance of setting aims to a business studied.</p> <p>Possible responses may include:</p> <p>Helsor Hotel sets aims so that everyone has targets (1). The bookings department has a target for how many rooms must be full each month. This helps it to work as a team (1) to try and meet its objective.</p> <p>Staff are more motivated and work harder if they have a goal (1). If each department has its own target, it is easier for Helsor to meet its overall goals (1).</p>	[4]	<p>Compulsory annotation: ✓ or X</p> <p>Must name a business.</p> <p>Be aware of repetition.</p>

Question		Expected Answers	Marks	Additional Guidance
2	(c)	<p>Explain two reasons why it is important for a business to have a mission statement.</p> <ul style="list-style-type: none"> one mark for each correct identification up to a maximum of two identifications, plus a further development mark for each of two explanations showing knowledge about mission statements - why it is important to have one. <p>Possible responses may include:</p> <ul style="list-style-type: none"> it sets out the general purpose of the business (1) helps the business have a direction to aim for (1) allows the business to set its aims and objectives (1) so that it has a clear sense of direction (1) employees are aware of the purpose of the business (1) so that they work towards a common goal (1) no matter what size the business it is important that all staff are aware of the purpose of the business (1) without a mission statement different departments might not be working for the same purpose (1). 	[4]	
3	(a)	<p>Identify three expectations that employers might have of their employees.</p> <p>One mark for each correct identification up to a maximum of three identifications.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> punctuality (1) adherence to procedures (1) fulfilment of job role (1) attendance complying with health and safety procedures (1). 		

Question		Expected Answers	Marks	Additional Guidance
3	(b)	<p>Explain two expectations that employees might have of their employers.</p> <p>One mark for each correct identification up to a maximum of two identifications, plus a further development mark for each of two explanations.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Employees expect a contract of employment (1) so that they know what they are required to do (1) • Employees expect to be treated fairly (1), they should not be discriminated against because of their race or gender (1) • Employees expect safe working conditions (1) so that they do not put themselves in danger by carrying out the employer's work (1). 	[4]	
3	(c)*	<p>Which of these factors was the most successful in developing the good working relationships. Give reasons for you answer, explaining why the other factors were less successful.</p> <p>Indicative content:</p> <p>Candidates may consider each factor in turn and explain how it relates to their business. An example could be included to back up their arguments saying whether or not that factor was successful in the business they have studied.</p> <p>Level 3 (7-10 marks)</p> <p>Candidate makes reasoned judgements and presents appropriate conclusions about how a good working relationship has been developed in the business.</p> <p>For 10 marks the candidate needs to evaluate which has been the most successful and why other factors were less successful.</p>		<p>Candidate must name a business. This business should then be used throughout the answer. It should be an applied answer not just a theoretical one.</p> <p>Maximum of Level 1 if there is no context. Simply naming a business is not sufficient for context.</p> <p>A range of factors must be considered for level 3.</p>

Question		Expected Answers	Marks	Additional Guidance
3	(c)*	<p>Continued</p> <p>Note: If candidate only analyses, with no appropriate conclusions, a maximum of 8 marks can be awarded.</p> <p>Candidate shows ability to present relevant material in a well planned and logical sequence. Material is clearly structured using appropriate industry terminology confidently and accurately. Sentences, consistently relevant, are well structured in a way which directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.</p> <p>Level 2 (3-6 marks) Candidate applies knowledge about ways to develop a good working relationship in the business.</p> <p>Candidate shows ability to present relevant material in a planned and logical sequence. Appropriate industry terminology is used. Sentences, for the most part, are presented in a balanced, logical and coherent manner which addresses the question. There will be occasional errors of grammar, punctuation and spelling.</p> <p>Level 1 (1-2 marks) Candidate identifies ways in which effective working relationships can be created in a business.</p> <p>Candidate shows ability to communicate at least one point using some appropriate industry terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p>0 marks = no response or response does not address the question</p> <p>Name of business: Harmony Concepts</p>		

Question		Expected Answers	Marks	Additional Guidance
3	(c)*	<p>Continued</p> <p>Exemplar answer: A good working relationship can be established between employee and employer through a series of weekly meetings (L1) where staff have the opportunity to talk through with management any issues or problems they face on a day-to-day basis (L2). Management also ensures that it fully briefs all employees on new developments and changes to working practices (L1) so employees are aware of what is going to happen in the future (L2). The employees feel that the regular meetings are more beneficial in creating a good working relationship (L3), whilst the employers think that good communication is more effective (L3). In the long term, both approaches will lead to improved motivation, improved productivity and the profitability of the business (L3). In Harmony Concepts the working environment is not modern (L1). There is no air conditioning and all of the desks are squashed together, this does not help develop a good working relationship (L2). I think that the meetings are the most successful factor in Harmony Concepts as everyone feels that they are important to the business (L3).</p>	[10]	

Question		Expected Answers	Marks	Additional Guidance
4	(a)	<p>Identify three possible reasons why an increasing number of shops have closed in the last year.</p> <p>One mark for each correct identification up to a maximum of three identifications.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • recession (1) • decrease in consumer spending (1) • increased unemployment (1) • not selling things that consumers want / fashions change (1) • inflation (1) • new competitors (1) • not making a profit (1) • credit crunch (1) • do not have enough customers (1). 	[3]	Be aware of repetition.

Question	Expected Answers	Marks	Additional Guidance
4 (b)	<p>Explain two ways in which Pam could change <i>Quality Matters</i>' existing business practices in order for it to carry on being successful.</p> <p>One mark for each correct identification up to a maximum of two identifications, plus a further development mark for each of two explanations.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Pam could open another shop (1) this would mean that she was attracting customers from another area (1) • Pam could bring in more shareholders (1) so she would have more money in the business (1) • Pam could sell men's clothes as well (1) this would increase her target audience (1). <p>Other ideas include:</p> <ul style="list-style-type: none"> • extended opening hours (1) • job share (1) • a website for marketing information and new products (1) • new shop design (1) • export (1) • different types of marketing (1). 	[4]	

Question		Expected Answers	Marks	Additional Guidance
4	(c)	<p>Pam has read that more people are buying clothes over the Internet. Explain two disadvantages to <i>Quality Matters</i> of introducing Internet shopping.</p> <p>One mark for each correct identification up to a maximum of two identifications plus a further development mark for each of two explanations.</p> <p>Possible answers may include:</p> <p>It will cost a lot of money to set up on line shopping (1) and Pam probably does not have the skills to be able to do it herself so she will have to get an expert to do it (1).</p> <p>She does not know if customers want to buy from her shops in this way (1) so she might not attract many customers (1).</p> <p>If something goes wrong, there could be complaints (1) and she could lose her loyal customers (1).</p> <p>It will be extra work to make sure that the goods are packed and delivered quickly (1). If something goes wrong with the delivery she will be blamed(1).</p>		

Question		Expected Answers	Marks	Additional Guidance
4	(d)	<p>One purpose of ICT in a business such as Quality Matters is to monitor stock levels. Explain two other purposes of ICT in business activities.</p> <p>One mark for each correct identification up to a maximum of two identifications plus a further development mark for each of two explanations.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • to communicate (1) • to record customer information (1) • to do research (1) • to sell goods direct to the customer (1). <p>As Quality Matters is a high quality clothes shop it would use ICT to record customer information (1) so that it can target them directly with marketing literature (1).</p> <p>Quality Matters could introduce online shopping and use ICT to sell goods directly to its customers (1). Customers order goods over the Internet and then Quality Matters dispatches them when it receives the order (1).</p>		No credit for answers relating to monitoring stock levels.

Question		Expected Answers	Marks	Additional Guidance
4	(e)*	<p>Businesses have to make changes to their existing business practices in order to carry on being successful. Evaluate the consequences to a business you have studied of not changing its business practices.</p> <p>Indicative content:</p> <p>The question does not require candidates to write at length about the changes to the business practices. They need to be included to set the answer in context. The question is saying if the business had not made these changes what could have happened to it.</p> <p>There need to be realistic consequences. Possible consequences could include:</p> <ul style="list-style-type: none"> • loss of customers • loss of profits • decrease in sales • having to make staff redundant • loss of reputation • loss of market share <p>Level 3 (7-10 marks)</p> <p>Candidate makes reasoned judgements and presents appropriate conclusions about the likely consequences to the business of not having made changes to its existing practices.</p> <p>For 10 marks, the candidate needs to evaluate which is the most important consequence.</p> <p>Note: If candidate only analyses, with no appropriate conclusions, a maximum of 8 marks can be awarded.</p>		<p>Candidate must name a business. This business should then be used throughout the answer. It should be an applied answer not just a theoretical one.</p> <p>Maximum of Level 1 if there is no context. Simply naming a business is not sufficient for context.</p>

Question		Expected Answers	Marks	Additional Guidance
4	(e)*	<p>Continued</p> <p>Candidate shows ability to present relevant material in a well planned and logical sequence. Material is clearly structured using appropriate industry terminology confidently and accurately. Sentences, consistently relevant, are well structured in a way which directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.</p> <p>Level 2 (4-6 marks)</p> <p>Candidate applied knowledge of likely consequences to the business of not having made changes to its existing practices.</p> <p>Candidate shows ability to present relevant material in a planned and logical sequence. Appropriate industry terminology is used. Sentences, for the most part, are presented in a balanced, logical and coherent manner which addresses the question. There will be occasional errors of grammar, punctuation and spelling.</p> <p>Level 1 (1-3 marks)</p> <p>Candidate identifies likely consequences to a business of not having made changes to its existing practices.</p> <p>Candidate shows ability to communicate at least one point using some appropriate industry terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p>0 marks = no response or response does not address the question.</p> <p>Name of business: Ash Stone Vets.</p>		

Question		Expected Answers	Marks	Additional Guidance
4	(e)*	<p>Continued</p> <p>Exemplar answer:</p> <p>The business has recently introduced a 24 hour emergency callout service. This was done because there was a big demand from its customers (L1). The vets thought that if they did not do this, they might start to lose customers to their competitors (L1). If they lost customers it would have an effect on the amount of income the business generated (L2) which could mean that the business was going to make a loss (L3). People who move to the area or who have just bought an animal will look to see if the vet does a 24 hour service before signing up with that vet. If they had not gone to 24 hours, they might not be able to attract these new customers (L2). Some vets do not like working nights so if they had not gone to 24 hours they might find it easier to recruit new vets (L2). The business had to weigh up the advantages over the disadvantages and they decided that it was more important to keep and attract customers (L3). The most important consequence for Ash Stone Vets of not making these changes would be that they would lose customers to their competitors and not attract new customers (L3). As a service industry they rely on customers to bring in money so being ahead of their competitors is vital.</p>	[10]	

A243 Working in Business

Question		Expected Answer	AO	Mark	Grade	Additional Guidance
1	(a)	<p>Using the organisational structure explain the <u>span of control</u> of Billy Newsom, the Managing Director.</p> <p>[2 marks]</p> <p>Up to two marks Span of control is the number of employees who report to one manager (1) in the case of Billy Newsom this is three managers.(1)</p>	AO1 AO2	1 1	EFG CD	<p>One mark for an explanation of span of control and one mark for explaining in the context of Billy Newsom.</p> <p>Max 1 mark for generic answer.</p>
1	(b)	<p>Using an example from the organisational structure explain the term <u>chain of command</u>.</p> <p>[2 marks]</p> <p>Up to two marks Chain of command is the number of levels that communication has to travel (1) in this case of the chain of command is 2 levels (1)</p> <p>Chain of command establishes lines of responsibility (1) an example being that James Drivel is responsible for and communicates with the 20 Production Staff. (1)</p>	AO1 AO2	1 1	EFG CD	<p>One mark for an explanation of chain of control and one mark for an expansion which relates to Text 1.</p> <p>Max 1 mark for generic answer.</p>

Question		Expected Answer	AO	Mark	Grade	Additional Guidance
1	(c)	<p>Explain <u>two</u> ways in which <u>the functional areas of Cumley Computer Systems Ltd</u> will be affected by the change from a hierarchical to a flat organisational structure.</p> <p>[4 marks]</p> <p>One mark for each correct identification up to a maximum of two identifications PLUS a further mark for each of two explanations</p> <p>Ways could include:</p> <ul style="list-style-type: none"> • The span of control of each director will increase (1) this could mean that Timmy Fryar would find monitoring of work in Marketing and Sales functional area could be difficult(1) • Chain of command will be decreased (1) which is a real advantage because communication within CCS Ltd will be more effective (1) • Job roles could be blurred (1) so employees of CCS Ltd could be confused about what their actual job tasks would be (1) • Good team spirit (1) which will make the employees of CCS Ltd likely to be more productive. (1) 	AO2 AO3	2 2	CD A*AB	All responses should be in context and no marks awarded for generic responses.

Question		Expected Answer	AO	Mark	Grade	Additional Guidance								
1	(d)	<p>Draw a line matching the employee of <i>CCS Ltd</i> to the correct task.</p> <p>[3 marks]</p> <p>One mark for each correct answer up to a maximum of three marks.</p> <table border="1"> <thead> <tr> <th>Employee</th> <th>Task</th> </tr> </thead> <tbody> <tr> <td>Billy Newsom Managing Director</td> <td>Preparing a budget for the promotion of a new product.</td> </tr> <tr> <td>Timmy Fryar Marketing and Sales Director</td> <td>Building a computer system.</td> </tr> <tr> <td>Production Staff</td> <td>Informing the Chairperson about the progress of the business</td> </tr> </tbody> </table>	Employee	Task	Billy Newsom Managing Director	Preparing a budget for the promotion of a new product.	Timmy Fryar Marketing and Sales Director	Building a computer system.	Production Staff	Informing the Chairperson about the progress of the business	AO1	3	EFG	Should there be repeated lines from each employee then no marks for that employee.
Employee	Task													
Billy Newsom Managing Director	Preparing a budget for the promotion of a new product.													
Timmy Fryar Marketing and Sales Director	Building a computer system.													
Production Staff	Informing the Chairperson about the progress of the business													
1	(e)	<p>Other than changing the organisational structure describe <u>one</u> responsibility of Lauren Pike the Chairperson of Cumley Computer Systems.</p> <p>[2 marks]</p> <p>One mark for a correct identification and one further mark for a description</p> <p>The chairperson of the Board of Directors leads and represents the board of CCS Ltd. (1) He/she leads Board Meetings and the Annual General Meeting and generally leads the business in an executive manner. (1)</p>	AO1	2	CDEFG	1 mark for identification and one for a linked description. Can be in or out of context.								

Question		Expected Answer	AO	Mark	Grade	Additional Guidance												
2	(a)	<p>Complete the unshaded boxes in the table below by identifying the correct business document used in each of the following situations.</p> <p>[5 marks]</p> <p>One mark for each correct answer.</p> <table border="1"> <tbody> <tr> <td>George sends this document to a supplier when he wants to buy some computer components</td> <td>Purchase Order (F)</td> </tr> <tr> <td>The supplier sends this document to <i>CCS Ltd</i> with the computer components.</td> <td>Delivery Note (D) (1)</td> </tr> <tr> <td>George will complete this document and pass it on to finance when the computer components arrive at <i>CCS Ltd</i></td> <td>GRN (E) (1)</td> </tr> <tr> <td>The supplier sends this document to <i>CCS Ltd</i> to ask for payment for the computer components.</td> <td>Invoice (A)(1)</td> </tr> <tr> <td>The supplier sends this document to <i>CCS Ltd</i> at the end of the month. The document shows all the transactions and the amount owed at the end of the month.</td> <td>Statement of Account (C) (1)</td> </tr> <tr> <td>The supplier sends this document when <i>CCS Ltd</i> have paid for the computer components.</td> <td>Receipt (G) (1)</td> </tr> </tbody> </table>	George sends this document to a supplier when he wants to buy some computer components	Purchase Order (F)	The supplier sends this document to <i>CCS Ltd</i> with the computer components.	Delivery Note (D) (1)	George will complete this document and pass it on to finance when the computer components arrive at <i>CCS Ltd</i>	GRN (E) (1)	The supplier sends this document to <i>CCS Ltd</i> to ask for payment for the computer components.	Invoice (A)(1)	The supplier sends this document to <i>CCS Ltd</i> at the end of the month. The document shows all the transactions and the amount owed at the end of the month.	Statement of Account (C) (1)	The supplier sends this document when <i>CCS Ltd</i> have paid for the computer components.	Receipt (G) (1)	AO1	5	EFG	<p>One mark for each correct document</p> <p>No marks for repeats</p> <p>Candidates can use the letters and/or the document names.</p> <p>If entered both description and letter and do not correspond then mark the description.</p>
George sends this document to a supplier when he wants to buy some computer components	Purchase Order (F)																	
The supplier sends this document to <i>CCS Ltd</i> with the computer components.	Delivery Note (D) (1)																	
George will complete this document and pass it on to finance when the computer components arrive at <i>CCS Ltd</i>	GRN (E) (1)																	
The supplier sends this document to <i>CCS Ltd</i> to ask for payment for the computer components.	Invoice (A)(1)																	
The supplier sends this document to <i>CCS Ltd</i> at the end of the month. The document shows all the transactions and the amount owed at the end of the month.	Statement of Account (C) (1)																	
The supplier sends this document when <i>CCS Ltd</i> have paid for the computer components.	Receipt (G) (1)																	

Question		Expected Answer	AO	Mark	Grade	Additional Guidance
2	(b)	<p>Explain the purpose of a Remittance Advice Slip in the flow of business documents between <i>CCS Ltd</i> and its suppliers.</p> <p>[2 marks]</p> <p>One mark for a correct identification and one further mark for an explanation</p> <p>The purpose of a RAS is to identify the invoices that need paying. (1) This is sent by the supplier to CCS Ltd to indicate the invoices that there is a request for paying (1) and this is then returned by CCS Ltd with the payment to the supplier showing the paid invoices(1)</p>	AO2	2	A*ABC D	All responses should be in context and no marks awarded for generic responses.

Question		Expected Answer	AO	Mark	Grade	Additional Guidance																																																												
2	(c)	<p>This is part of an invoice for some of the components that have been bought by the production functional area of <i>CCS Ltd.</i> Complete the unshaded boxes.</p> <p>[6 marks]</p> <p>One mark for each correct entry on the invoice</p> <table border="1"> <thead> <tr> <th rowspan="2">Quantity</th> <th rowspan="2">Reference</th> <th rowspan="2">Description</th> <th colspan="2">Unit Price</th> <th colspan="2">Total</th> </tr> <tr> <th>£</th> <th>p</th> <th>£</th> <th>p</th> </tr> </thead> <tbody> <tr> <td>10</td> <td>MB234</td> <td>Motherboards</td> <td>30</td> <td>00</td> <td>300</td> <td>00</td> </tr> <tr> <td>20</td> <td>MEM89</td> <td>Graphics Cards</td> <td>20</td> <td>00</td> <td>400</td> <td>00 (1)</td> </tr> <tr> <td>10</td> <td>PS654</td> <td>Power Supplies</td> <td>45</td> <td>00</td> <td>450</td> <td>00(1)</td> </tr> <tr> <td>10</td> <td>FA909</td> <td>Fans</td> <td>10</td> <td>00</td> <td>100</td> <td>00(1)</td> </tr> <tr> <td colspan="3"></td> <td colspan="2">Sub Total</td> <td>1250</td> <td>00(1)</td> </tr> <tr> <td colspan="3"></td> <td colspan="2">OFR OFR VAT@17. 5%</td> <td>218</td> <td>75(1)</td> </tr> <tr> <td colspan="3"></td> <td colspan="2">Total</td> <td>1468</td> <td>75(1)</td> </tr> </tbody> </table>	Quantity	Reference	Description	Unit Price		Total		£	p	£	p	10	MB234	Motherboards	30	00	300	00	20	MEM89	Graphics Cards	20	00	400	00 (1)	10	PS654	Power Supplies	45	00	450	00(1)	10	FA909	Fans	10	00	100	00(1)				Sub Total		1250	00(1)				OFR OFR VAT@17. 5%		218	75(1)				Total		1468	75(1)	AO1 AO2	3 3	EFG CD	<p>One mark for each correct answer as shown.</p> <p>Apply OFR where indicated.</p> <p>If £ and Pence columns are not used correctly please deduct a maximum of 1 mark.</p>
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Question		Expected Answer	AO	Mark	Grade	Additional Guidance
2	(d)*	<p>Discuss the importance to <i>CCS Ltd</i> if George Smith does <u>not</u> check the invoice for mistakes.</p> <p>You should include the following in your answer</p> <ul style="list-style-type: none"> What mistakes could be made by the supplier and <i>CCS Ltd</i> The like consequences of these mistakes. <p>[8 marks]</p> <p>Level 3: (5-8 marks)</p> <p>Candidate makes reasoned judgments about the consequences to <i>CCS Ltd</i> of mistakes made on invoices and not checking for mistakes.</p> <p>Note: If candidate only analyses with no appropriate conclusions, a maximum 6 marks can be awarded.</p> <p>Candidate shows ability to present relevant material in a well planned and logical sequence. Material is clearly structured using appropriate business terminology confidently and accurately. Sentences, consistently relevant, are well structured in a way which directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.</p> <p>Level 2 [3-4 marks]</p> <p>Candidate identifies the possible effects of the mistakes made on an invoice.</p>	AO1 AO2 AO3	2 2 4	EFG CD A*AB	<p>L1 – one mark for each instance of mistakes which could appear on documents used for buying and selling.</p> <p>REMEMBER it is possible for candidates to access L2 without L1 identification.</p> <p>L2 must be in context of an invoice</p> <p>L2 (3 marks) one possible effect of a mistake on an invoice to <i>CCS Ltd</i>. L2 (4 marks) two or more possible effects of a mistake on an invoice to <i>CCS Ltd</i>.</p> <p>L3 must be consequences to <i>CCS Ltd</i> of the possible effects of mistakes made on invoices.</p> <p>L3 (5 marks) analysis of the consequence of one effect of a possible mistake on an invoice. L3 (6 marks) analysis of two or more consequences OR two or more analyses of one consequence of the possible effects of the possible mistakes made on invoices. L3 (7 marks) judgement made linked to two points of analysis. L3 (8 marks) judgement made linked to two or more points of analysis and QWC is as described</p>

Question		Expected Answer	AO	Mark	Grade	Additional Guidance
2	(d)*	<p>Continued</p> <p>Candidate shows ability to present relevant material in a planned and logical sequence. Appropriate business terminology is used. Sentences, for the most part relevant, are presented in a balanced, logical and coherent manner which addresses the question. There will be occasional errors of grammar, punctuation and spelling.</p> <p>Level 1 [1-2 marks]</p> <p>Candidate identifies mistakes which could appear on documents used for buying and selling.</p> <p>Candidate shows ability to communicate at least one point using some appropriate business terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p>0 marks = response does not address the question.</p>				

Question		Expected Answer	AO	Mark	Grade	Additional Guidance
2	(d)*	<p>Continued</p> <p>Exemplification</p> <p>One of the mistakes that could have occurred is the wrong calculation of VAT. (L1) This could mean that if not checked CCS Ltd could have paid too much. (L2) In the long run if this was not found out then cash flow could be affected and the business may have a problem paying its other bills. (L3 5 marks). If CCS Ltd underpaid then the suppliers would not be happy and may not longer wish to supply CCS Ltd who would have to look for another supplier or not be able to produce their computer systems. (L3 6 marks). Therefore, I think that the most important consequence is because (L3 7 or 8 marks)</p>				
2	(e)	<p>Identify <u>three</u> different methods of payment which could be used by <i>CCS Ltd</i> to pay its employees.</p> <p>[3 marks]</p> <p>One mark for each correct identification up to a maximum of three identifications</p> <ul style="list-style-type: none"> • Cash (1) • Cheque (1) • BACS (1) • Credit transfer (1) 	AO1	3	EFG	<p>One mark for each correct response.</p> <ul style="list-style-type: none"> • BACS AND Credit Transfer (2 marks) • BACS OR Credit Transfer AND payment into a bank account (1 mark) • payment into a bank account (1 mark)

Question		Expected Answer	AO	Mark	Grade	Additional Guidance
3	(a)	<p>Explain the purpose of market research?</p> <p>[2 marks]</p> <p>Up to two marks The purpose of market research is to find out about the product and its market place. (1) It is important because it helps to identify and anticipate customers' needs. (1)</p>	AO1 AO2	1 1	CD	
3	(b)	<p>Other than industry data identify <u>two</u> sources of research that might be used by the marketing and sales staff of <i>CCS Ltd</i>.</p> <p>[2 marks]</p> <p>One mark for each correct identification up to a maximum of two identifications Possible answers could include:</p> <ul style="list-style-type: none"> • questionnaires (1) • focus group (1) • Internet (1) • Library (1) • Newspaper (1) • company reports (1) • own marketing data (1) • own sales figures (1) 	AO1	2	EFG	<p>One mark for each correct response.</p> <p>This list is not exhaustive. Give credit for a relevant source of research.</p> <p>Organisations such as Mintel are incorrect as this is industry data.</p>
3	(c)	<p>Using the results of the market research in <u>Table 1</u>, which type of computer system is the most popular?</p> <p>[1 mark]</p> <p>For one mark Laptop (computer) (1)</p>	AO1	1	EFG	Computer will not be accepted

Question	Expected Answer	AO	Mark	Grade	Additional Guidance
3	(d)	AO3	4	EFG	<p data-bbox="1556 215 1982 247">Compulsory annotation: ✓ or X</p> <p data-bbox="1556 319 2105 446">1 mark – correct analysis of 1 piece of information from Tables 2 and 3. 2 marks - correct analysis of 2 or more pieces of information from Tables 2 and 3.</p> <p data-bbox="1556 486 2105 622">3 marks - making a judgement using the correct analysis of 2 or more pieces of information from Tables 2 and 3 but ONLY considering one side of the argument. 4 marks – as for 3 marks and considering the both sides of the argument</p> <p data-bbox="1556 726 1982 790">REMEMBER judgement must be supported by relevant analysis.</p>
<p data-bbox="436 215 1198 351">CCS Ltd could make a profit if the new video editing computer system sells for £600. Using <u>Table 2 and 3</u> should CCS Ltd sell new video editing computer system. Give reasons for your answers.</p> <p data-bbox="436 383 571 414">[4 marks]</p> <p data-bbox="436 454 638 486">Up to 4 marks.</p>		<p data-bbox="436 518 1198 582">(d) CCS Ltd could make a profit if the new video editing computer system sells for £600. Using Tables 2 and 3 should CCS Ltd sell the new video editing computer system? Give reasons for your answer.</p>		<p data-bbox="459 582 1198 1149">I would say that CCS Ltd should not try to make a profit by selling a new video editing computer system because results from the marketing data show that 80% from their target market would be willing to buy a new video editing system and more information shows that 60% of people would be willing to pay for it at the price you wish to sell yours at. However I don't believe that you should go all out on the product because surveys are subject of opinion and opinion changes. (4)</p>	

Question		Expected Answer	AO	Mark	Grade	Additional Guidance
3	(e)*	<p>Assess the usefulness of a cash-flow forecast in determining whether or not the new video editing computer system is likely to be successful.</p> <p>[6 marks]</p> <p>Level 3: (3-6 marks) Candidate makes reasoned judgments about the usefulness of a cash-flow forecast when determining whether or not the new video editing computer system is likely to be successful.</p> <p>Note: If candidate only analyses with no appropriate conclusions, a maximum 4 marks can be awarded.</p> <p>Candidate shows ability to present relevant material in a well planned and logical sequence. Material is clearly structured using appropriate business terminology confidently and accurately. Sentences, consistently relevant, are well structured in a way which directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.</p> <p>Level 2 [2 marks] Candidate identifies the usefulness of a cash-flow forecast for the new video editing computer system.</p> <p>Candidate shows ability to present relevant material in a planned and logical sequence. Appropriate business terminology is used. Sentences, for the most part relevant, are presented in a balanced, logical and coherent manner which addresses the question. There will be occasional errors of grammar, punctuation and spelling.</p>	AO1 AO2 AO3	1 1 4	EFG CD A*AB	<p>L1 (1 mark)– a generic fact of the usefulness of a cash flow forecast</p> <p>REMEMBER it is possible for candidates to access L2 without L1 identification.</p> <p>L2 and L3 must be in the context of a video editing computing system.</p> <p>L2 (2 marks) one or more statements relating the usefulness of the cash flow forecast to the video editing computing system.</p> <p>L3 (3 marks) analysis of one point of usefulness of the cash flow forecast. L3 (4 marks) analysis of two or more points OR two or more analyses of one point relating to the usefulness of the cash flow forecast. L3 (5 marks) judgement made linked to two points of analysis. L3 (6 marks) judgement made linked to two or more points of analysis and QWC is as described.</p> <p>Highlight Profit and Loss comments and do not credit sentence in which they are contain.</p>

Question		Expected Answer	AO	Mark	Grade	Additional Guidance
3	(e)*	<p>Continued</p> <p>Level 1 [1 mark]</p> <p>Candidate identifies a generic fact about the usefulness of a cash-flow forecast.</p> <p>Candidate shows ability to communicate at least one point using some appropriate business terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p>0 marks = response does not address the question.</p> <p>Exemplification</p> <p>Cash Flow forecast is a plan for the future (L1) The figures are only estimated so the income or expenditure and could be very different in reality (L2) if there is a negative cash flow (L2) some form of finance can be organised (L3) An overdraft arrangement with the bank is the usual form of finance to cover short term cash flow (L3)</p>				

Question		Expected Answer	AO	Mark	Grade	Additional Guidance																									
4	(a)	<p>Check the database after Daisy has entered the new records. Circle the <u>three</u> errors that she has made.</p> <p>[3 marks]</p> <p>One mark for each correct error circled up to a maximum of three errors identified</p> <table border="1"> <thead> <tr> <th>First Name</th> <th>Surname</th> <th>Address</th> <th>Town</th> <th>PostCode</th> </tr> </thead> <tbody> <tr> <td>Billy</td> <td>Partridge (1)</td> <td>3 Morton Rd</td> <td>Kilmarnock</td> <td>KI9 8LJ</td> </tr> <tr> <td>Jill</td> <td>Orum</td> <td>44, Egerton Road</td> <td>Taunton</td> <td>TA7 9IK (1)</td> </tr> <tr> <td>Hafiz</td> <td>Khan</td> <td>2, High Street</td> <td>Leeds</td> <td>LE4 6YH</td> </tr> <tr> <td>Gerald (1)</td> <td>Norman</td> <td>12, Mill Lane</td> <td>Cambridge</td> <td>CA6 8UJ</td> </tr> </tbody> </table>	First Name	Surname	Address	Town	PostCode	Billy	Partridge (1)	3 Morton Rd	Kilmarnock	KI9 8LJ	Jill	Orum	44, Egerton Road	Taunton	TA7 9IK (1)	Hafiz	Khan	2, High Street	Leeds	LE4 6YH	Gerald (1)	Norman	12, Mill Lane	Cambridge	CA6 8UJ	AO1	3	EFG	One mark for each correct response.
First Name	Surname	Address	Town	PostCode																											
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4	(b)	<p>Explain <u>one</u> advantage to <i>CCS Ltd</i> of keeping its customer details on an electronic database.</p> <p>[2 marks]</p> <p>One mark for an advantage identified and one further mark for an explanation</p> <p>Advantages could be:</p> <ul style="list-style-type: none"> ability to filter the customer details (1) so that individual details can be accessed (1) customer details can be printed out (1) so that a hard copy can be easily produced (1) customer details can be sent as an email attachment (1) which is quicker than writing it and sending by post (1) 	AO2	2	CDEFG	Although the identification can be generic the explanation must be in context of the customer details on an electronic database.																									

Question		Expected Answer	AO	Mark	Grade	Additional Guidance
4	(c)	<p>Explain <u>one</u> disadvantage to <i>CCS Ltd</i> of keeping the customer details on an electronic database.</p> <p>[2 marks]</p> <p>One mark for a disadvantage identified and one further mark for an explanation</p> <p>Disadvantages could be:</p> <ul style="list-style-type: none"> • database of customer details could get a virus (1) which could corrupt the database records (1) • computer could break down (1) which could lose the customer details (1) • <i>CCS Ltd</i> staff need training on the system (1) which will cost the business money (1) • Customers privacy may suffer (1) due to computer hacking customers details which may get leaked onto the internet (1) 	AO2	2	CDEFG	Although the identification can be generic the explanation must be in context of the customer details on an electronic database.

Question	Expected Answer	AO	Mark	Grade	Additional Guidance	
4	(d)	<p>The ICT system in <i>CCS Ltd</i> has been upgraded. Explain how this change could affect the working of the Administration and ICT functional area.</p> <p>Up to 4 marks.</p> <p>The ICT system in <i>CCS Ltd</i> has been upgraded. Explain how this change could affect the working of the Administration and ICT functional area of <i>CCS Ltd</i>.</p> <p>This could affect the Administration and ICT functional area because certain files may have to be re-made or could be lost due to incompatibility with the new system which could lead to loss of customer details meaning that certain deliveries or letters may not be able to be sent which could lead to some customers losing trust in the firm and the missing of competitors firms which would mean lost in profits.</p> <p>[4]</p>	AO2 AO3	2 2	CD A*AB	1 mark for each correct explanatory statement up to a maximum of 4 marks. Allow for development.

Question		Expected Answer	AO	Mark	Grade	Additional Guidance
5	(a)	<p>Identify <u>three</u> reasons why <i>CCS Ltd</i> needs to keep its customers satisfied and happy.</p> <p>One mark for each correct identification up to a maximum of three identifications</p> <ul style="list-style-type: none"> • So that customers will buy goods (1) • So that customers will return (1) • So that customers will promote the business by word of mouth (1) • Customers will not complain (1) • Customers will go to competitors (1) • Customers will not complain and want a refund (1) 	AO1	3	EFG	One mark for each correct response.

Question		Expected Answer	AO	Mark	Grade	Additional Guidance
5	(b)	<p>Using the above customer service research results discuss whether or not CCS Ltd is keeping its customers satisfied and happy? Give reasons for your answers.</p> <p>Level 3: (4-6 marks] Candidate makes reasoned judgments about whether or not CCS Ltd keeps their customers happy.</p> <p>Note: If candidate only analyses with no appropriate conclusions, a maximum 4 marks can be awarded.</p> <p>Candidate shows ability to present relevant material in a well planned and logical sequence. Material is clearly structured using appropriate business terminology confidently and accurately. Sentences, consistently relevant, are well structured in a way which directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.</p> <p>Level 2 [1-3 marks] Candidate extracts correct data from the table in Text 5.</p> <p>Candidate shows ability to present relevant material in a planned and logical sequence. Appropriate business terminology is used. Sentences, for the most part relevant, are presented in a balanced, logical and coherent manner which addresses the question. There will be occasional errors of grammar, punctuation and spelling.</p> <p>0 marks = response does not address the question.</p>	AO2 AO3	3 3	EFG CD	<p>L2 up to 3 pieces of correct information extracted from the table in Text 5.</p> <p>L3 (4 mark) 1 analytic point linked to a correct extraction of data from the table in Text 5.</p> <p>L3 (5 marks) 2 or more analytic points linked to a correct extraction of data from the table in Text 5.</p> <p>L3 (6 marks) candidate makes judgement linked to analysis of whether or not CCS Ltd keeps its customers satisfied and happy PLUS QWC is as described.</p>

Question	(b)	Expected Answer	AO	Mark	Grade	Additional Guidance
5	(b)	<p>Continued</p> <hr/> <p>(b) Using the customer service survey results, discuss whether or not CCS Ltd is keeping its customers satisfied and happy. Give reasons for your answer.</p> <p>I do not believe that CCS is keeping its customers satisfied. I believe that this is due to high percentages in the Delighting competitors systems and dealing with complaints about competitor systems this to top out at the highest percentages. I believe that is important that CCS Ltd keep their customers satisfied because if not this can lead to serious profit loss or even bankruptcy because if customers are unsatisfied with service they are highly unlikely to go back to the same store. This could mean that customers move to competitors like such as P.C world meaning when less valuable customers. The percentage saying 60% and 70% are in the top at all satisfied sections meaning that a high majority of customers were disappointed. The low percentage in the area of 100% of satisfied and very satisfied also tell us that not a lot of customers are satisfied with our products or service.</p> <hr/> <p>No QWC in this example as not as per the instructions.</p>				

Question		Expected Answer	AO	Mark	Grade	Additional Guidance
6	(a)	<p>Other than job production explain <u>two</u> methods of production that CCS Ltd could use to manufacture the other computers.</p> <p>One mark for each correct identification of method of production up to two identifications PLUS one further mark for each of two explanations.</p> <p>Possible answers may include:</p> <ul style="list-style-type: none"> • batch production (1) which is manufacturing a certain type computer all at the same time (1) • flow production (1) which is the continuous movement of items through the production process. One part is put in and then moved onto the next component. (1) • cell production (1) which is working in a team to produce a computer (1) 	AO1 AO2	2 2	EFG CD	
6	(b)	<p>Explain <u>one</u> advantage and one disadvantage to CCS Ltd of using cell production in the manufacture of the new video editing computer system.</p> <p>One mark for the correct identification of an advantage and of a disadvantage PLUS one further mark for each of two explanations</p> <p>Possible answers may include:</p> <p>Advantages:</p> <ul style="list-style-type: none"> • each team makes a computer (1) therefore they get job satisfaction because they see the final product(1) • workers can share their skills (1) which will increase production and profit (1) • employees will have added responsibility (1) which will mean extra motivation and increased production (1) 	AO1 AO2	2 2	CD A*AB	

Question		Expected Answer	AO	Mark	Grade	Additional Guidance
6	(b)	<p>Continued</p> <p>Disadvantages:</p> <ul style="list-style-type: none">• using teams means that all the employees need to know all the jobs (1) this could cost money for training (1)• competition between cells could be a problem (1) which could decrease the quality of the computers (1)• extra cost (1) because each team will need production machines and raw materials (1)				

Grade Thresholds

General Certificate of Secondary Education
Applied Business (J213 J226)
January 2010 Examination Series

Unit Threshold Marks

Unit		Maximum Mark	A*	A	B	C	D	E	F	G	U
A241	Raw	80	72	64	56	48	40	32	24	16	0
	UMS	80	72	64	56	48	40	32	24	16	0
A243	Raw	80	72	64	56	48	40	32	24	16	0
	UMS	80	72	64	56	48	40	32	24	16	0

Specification Aggregation Results

Overall threshold marks in UMS (ie after conversion of raw marks to uniform marks)

	Maximum Mark	A*	A	B	C	D	E	F	G	U
J213	200	180	160	140	120	100	80	60	40	0

Maximum Mark	A*A*	A*A	AA	AB	BB	BC
400						
J226	360	340	320	300	280	260

	CC	CD	DD	DE	EE	EF	FF	FG	GG	U
J226	240	220	200	180	160	140	120	100	80	0

0 candidates were entered for aggregation this series

For a description of how UMS marks are calculated see:

<http://www.ocr.org.uk/learners/ums/index.html>

Statistics are correct at the time of publication.

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