



General Certificate of Secondary Education

Business Studies 3133/9/2H

Specification B

(Full and Short Course)

Mark Scheme

2005 examination – June series

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

Higher Tier

Broad Principles:

- While the task is structured in parts, answers are to be marked holistically according to the following criteria/levels
- In all levels mark schemes, examiners must start at the top level and use the level descriptor to see if the candidate response matches that descriptor. If the response does not match the descriptor, examiners should move down to the next level until the appropriate descriptor is matched by the candidate response.
- Once the correct level has been identified, examiners will also have to decide which mark to award within that level. This will be done by using the level descriptor, any further guidance and where applicable the exemplar responses. At its simplest, this will require the examiner to decide if the candidate is operating at the top, middle or bottom of a level that has three marks available to be awarded.
- Examiners should take great care, when using the range of marks for each level, to award the right number of marks for each response.
- For most questions a list of possible points is included in the mark scheme. This is not intended to be a comprehensive list. Nor is the wording deemed to be the only acceptable form for which marks may be awarded. Examiners will need to use their judgement as to whether a point made by the candidate is relevant to the question. Team leaders may be used for advice where examiners are unable to make such a decision.

Use the data in the case study booklet and your knowledge of business studies to write a report for Syrah.

Your report should:

- describe the possible reasons why Syrah is considering whether the company might need a change of direction;

Possible reasons include:

- Chance to gain nationwide exposure for their business
- Free advertising
- Chance to increase pay levels
- Financial benefits e.g. currently have poor acid test ratio and low ROCE (acid test ratio 0.7:1)
- Potential Economies of scale
- Very large market
- Growth of shoe sales in supermarket sector
- Rising UK shoe sales
- May need to diversify in order to raise sales
- Opportunity to locate production abroad
- Increasing sales of clothing in supermarkets

- explain why Syrah may reject the approach from Asco;

Possible reasons include:

- Losing brand image
- Losing loyal customers
- Smaller profit per shoe
- Wrong target market by age
- Chance of worsening industrial relations
- Need to re-organise
- Effects on worker morale and motivation
- Relocation problems and retraining issues
- Shortage of production space
- Falling Economic growth figures for the UK
- Possible diseconomies of scale
- Future changes in ownership
- Loss of control to powerful retailers

- discuss which data will be most useful to Syrah in making her decision;

Possible choice of data?

- Could be any that are thoroughly justified, the justification may include reasons why some data was not chosen Higher level answers must include the financial data
- Some candidates may mention data not included in the case study

- make a recommendation as to whether Syrah should accept the approach from Asco. Use the data to justify your decision.

Possible recommendations:

- Either course of action can be taken, or an alternative presented
- As long as it is fully supported by references to the data

Your report will be assessed on your ability to:

- select, organise interpret and use information to analyse the business problem; (20 marks)
- apply your knowledge and understanding of appropriate terms, concepts, theories and methods to address the problem; (16 marks)
- evaluate evidence, make reasoned judgements and present accurate and appropriate conclusions; (20 marks)
- demonstrate appropriate quality of written communication (3 marks)

Selection/organisation/interpretation and use of data to analyse the business problem

Level 5	The candidate selects and interprets the most relevant data and consistently uses and organises information appropriately and accurately to analyse effectively the problem.	20 - 16 marks
Level 4	The candidate shows some ability to select and interpret the most relevant data, using and organising this information appropriately to analyse the problem.	15 - 11 marks
Level 3	The candidate makes use of and interprets simply some data and shows some ability to organise the information to address the problem.	10 - 6 marks
Level 2	The candidate refers to some of the data in attempting to address the problem.	5 - 1 marks
Level 1	No attempt made to select, use, analyse or interpret the data.	0 marks

Application of knowledge and understanding of appropriate terms, concepts, theories and methods to address the problem

Level 5	The candidate consistently demonstrates the ability to apply effectively extensive knowledge and understanding of relevant business terms/concepts.	16 - 13 marks
Level 4	The candidate is able to apply accurately knowledge and understanding of relevant terms/concepts to address the problem.	12 - 9 marks
Level 3	The candidate shows some ability to apply knowledge to the set tasks and with some business understanding of key terms.	8 - 5 marks
Level 2	The candidate shows some knowledge of a narrow range of business terms.	4 - 1 marks
Level 1	The candidate shows no knowledge of business terms within the case study.	0 marks

Evaluation of evidence, making reasoned judgements and presenting conclusions accurately and appropriately

Level 5	The candidate's conclusions arise from logical and critical evaluation of the evidence. Recommendations are realistic in the context of the case study and are presented appropriately, accurately and consistently.	<i>20 - 16 marks</i>
Level 4	The candidate makes reasoned judgements and draws appropriate conclusions by valid evidence and/or specific, additional knowledge. Comments about the lack of/quality of evidence may be rewarded, including suggestions of other data requirements.	<i>15 - 11 marks</i>
Level 3	The candidate makes some attempt to evaluate the evidence and draws simple conclusions, which may be supported by some knowledge.	<i>10 - 6 marks</i>
Level 2	The candidate draws simple conclusions which have some connection to the problem. No additional knowledge displayed.	<i>5 - 1 marks</i>
Level 1	No attempt made to evaluate the evidence or draw conclusions.	<i>0 marks</i>

Total: 56 marks

Marking Criteria for Quality of Written Communication

Level 4	Information is clearly and logically presented using an appropriate form. The text is legible. Candidates spell, punctuate and use the rules of grammar accurately, enabling the meaning to be clearly understood.	3 marks
Level 3	Information is presented in an appropriate form. The text is legible. Candidates generally spell, punctuate and use the rules of grammar accurately, although there may be some errors. The meaning is clear.	2 marks
Level 2	Some of the information presented is in an appropriate form. Generally the text is legible. Although there are errors in spelling, punctuation and grammar, the meaning can be understood.	1 mark
Level 1	Candidates have not reached the standard required for the award of a mark.	0 marks

Report: 56
QWC: 3