



ASSESSMENT and
QUALIFICATIONS
ALLIANCE

Mark scheme

June 2003

GCSE

Business B

3133 (Full course): 3139 (Short course)

Paper 2H

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Higher Tier**3133/9/2H****Introduction**

The task is structured in four questions. Answers are to be marked according to the following criteria/levels.

Start at the highest level for each criterion, and look at the candidate's response to see if you can identify evidence of achievement at that level. If you cannot find evidence of that level, move down to the next level and look for evidence. It is not necessary to find evidence of levels below the level which is being awarded. For many levels it is only necessary for candidates to show the applicable evidence once to be awarded in that level. There are some levels, however, where candidates need to show evidence more than once. This applies particularly where the terms "consistently" is used in the level descriptor. Guidance will be given to examiners at the standardisation meeting on how to differentiate between the range of marks at each level.

Layout/style/structure are not rewarded. Examiners should not be misled by "quantity". Be aware both of the possibility of repetition and of high level answers being achieved in relatively short responses.

Use the data in the Case Study booklet and your knowledge and understanding of business studies to write a report for Barry and Janet.

Your report should:

- *identify and describe the strengths and weaknesses of their existing business;*
- *describe possible opportunities for and threats to the business;*
- *Explain the additional information which Barry and Janet will need to collect;*
- *advise Barry and Janet on how they could make their business more profitable.*

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.	20-16 marks
Level 4	The candidate makes reasoned judgements and draws appropriate conclusions supported 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.	15-11 marks
Level 3	The candidate makes some attempt to evaluate the evidence and draws simple conclusions, which may be supported by some knowledge.	10-6 marks
Level 2	The candidate draws simple conclusions which have some connection to the problem. No additional knowledge displayed.	5-1 marks
Level 1	No attempt made to evaluate the evidence or draw conclusions.	0 marks

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**

Question: 56
QWC: 3
Total: 59