

Mark Scheme (Results)

June 2008

GCSE

GCSE Business Studies (Short course 3503.01)

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.

3503/01 Mark Scheme

Question Number	Answer	Mark
1(a) (i)	<i>(AO1 - Demonstrate = 1)</i> tertiary	(1)

Question Number	Answer	Mark
1(a) (ii)	<i>(AO1 - Demonstrate = 1)</i> customers	(1)

Question Number	Answer	Mark
1(a) (iii)	<i>(AO1 - Demonstrate = 1)</i> application	(1)

Question Number	Answer	Mark
1(b) (i)	<i>(AO1 - Demonstrate = 1)</i> D	(1)

Question Number	Answer	Mark
1(b) (ii)	<i>(AO1 - Demonstrate = 1)</i> C	(1)

Question Number	Answer	Mark
1(c)	<i>(AO3 – Select/Analyse = 4)</i> (Peter) Betiel (Simon) Sarah (Laura) Jack (Jenny) leuan	(4)

Question Number	Answer	Mark
1(d) (i)	<i>(AO2 - Apply = 1)</i> Small business centre	(1)

Question Number	Answer	Mark
1(d) (ii)	<i>(AO2 – Apply = 1)</i> £50 000	(1)

Question Number	Answer	Mark
1(d) (iii)	<i>(AO2 - Apply = 1)</i> £375 000	(1)

Question Number	Answer	Mark
1(d) (iv)	<i>(AO2 - Apply = 2)</i> £50 000 (1 mark for correct method)	(2)

Question Number	Answer	Mark
1(d) (v)	<i>(AO2 - Apply = 1)</i> £50 000	(1)

Question Number	Answer	Mark
2(a)	<i>(AO1 - Demonstrate = 2)</i> Valid points could include: eg suppliers guests/customers employees/Sarah/Betiel/Jack/Natalie/leuan government managers/Jas Hopkins local community (Do not accept family or directors)	(2)

Question Number	Answer	Mark
2(b)	<p><i>(AO2 Apply = 1; AO3 Select/Analyse = 3)</i></p> <p>Valid points could include: eg (AO2) reference to context of Act (ie disability or sex/gender)</p> <p>(AO3) (DDA) Laura must give equal opportunity of interview access/response regardless of disability</p> <p>-</p> <p>eg question on application form about disability - at interview, question about disability in a positive way/discuss disability at interview/ask the standard question "Do you have a disability that could have an impact on this job?" - consider how to make reasonable adjustments so that disabled applicants are treated fairly - Laura may be required to give priority to candidates with a disability - any interview tests must not penalise candidates with a disability unless the test is 100% justified</p> <p>(AO3) (SDA) Laura must recruit applicants by not taking account of their sex - eg at selection, ignore sex of applicant when shortlisting - at interview, plan/ask questions that are not biased towards either sex - such as if young female applicants have plans to start a family/whether a mother has planned for childcare</p>	<p>1 reference</p> <p>3 analysis</p> <p>(4)</p>

Question Number	Answer	Mark
2(c) (i)	<p><i>(AO1 Demonstrate = 1)</i></p> <p>Valid points could include: eg promotional / penetration / competition / competitive / price discrimination</p>	<p>(1)</p>

Question Number	Answer	Mark
2(c) (ii)	<p><i>(AO4 Evaluate = 4)</i></p> <p>Valid points could include: eg larger market share this will increase <i>CGH Ltd's</i> sales it will help <i>CGH Ltd</i> control its costs profit might increase lower revenue from each booking price may not be the reason for choosing the hotel</p>	(4)

Question Number	Answer	Mark
2(d)	<p><i>(AO4 Evaluation = 4)</i></p> <p>Valid points could include: eg (positive) advertising can be persuasive - the website allows <i>CGH Ltd</i> to use colour, movement, pictures</p> <p>advertising informs - <i>CGH Ltd</i> can include information on the website about the company, its products, etc</p> <p>the website can be accessed 24/7 - so people can see <i>CGH Ltd's</i> products at any time</p> <p>once established, <i>CGH Ltd's</i> website only needs maintaining - so it is cost effective compared with other forms of advertising</p> <p><i>CGH Ltd</i> can link the website to other advertising by giving the website address in its other adverts</p> <p>it can allow customers to contact <i>CGH Ltd</i> - by email</p> <p>website usage can be monitored - so <i>CGH Ltd</i> can assess its effectiveness</p> <p>eg (negative) the website is one of millions - so potential customers might not know it exists</p> <p>the website needs maintaining - and uses resources that could be used for other forms of advertising</p> <p>(maximum 3 marks for a one-sided answer)</p>	(4)

Question Number	Answer	Mark
3(a)	<p><i>(AO1 - Demonstrate = 4)</i></p> <p>Valid points could include: eg bank loan is for a fixed period - overdraft time limit is flexible</p> <p>bank loan has a fixed rate of interest - overdraft's rate of interest may vary/charges are based on the amount overdrawn at any one time</p> <p>bank loan is guaranteed for the length of time agreed - overdraft can be withdrawn at any time by the bank</p> <p>bank loan has a separate account - overdraft is based on the existing account</p> <p>bank loan is for a fixed amount - overdraft will vary on a daily basis</p>	(4)

Question Number	Answer	Mark
3(b) (i)	<p><i>(AO2 - Apply = 2)</i></p> <p>Valid points could include: eg restaurant/bar furniture vehicles cleaning machines hotel premises</p>	(2)

Question Number	Answer	Mark
3(b) (ii)	<p><i>(AO2 - Apply = 2)</i></p> <p>Valid points could include: eg restaurant/bar stock debts owed by guests cash in its safe</p>	(2)

Question Number	Answer	Mark
3(c) (i)	<p><i>(AO1 - Demonstrate = 1)</i></p> <p>Valid points could include: eg gross profit includes expenses whereas net profit does not</p> <p>expenses are not deducted until after the gross profit has been calculated</p>	(1)

Question Number	Answer	Mark
3(c) (ii)	<p><i>(AO3 Select/Analyse = 4; AO4 Evaluate = 2)</i></p> <p>Valid points could include: eg sales have increased (1) - by £2.5 million (1) net profit has increased (1) - by £485 000 (1) net profit ratio has increased (1) - from 2% to 5% (1) gross profit has increased (1) - by £460 000 (1) gross profit ratio has fallen (1) - from 30% to 28% (1)</p> <p><i>CGH Ltd's performance is better in 2007 (1) - because it is making more profit per £ of sales/because it is making more profit (1)</i></p> <p>(accept conclusions based on gross profit ratio falling)</p>	<p>1 increase 1 amount 1 ratio changes 1 other factor eg expenses</p> <p>1 conclusion based on sales/NP 1 conclusion based on controlling expenses/profitability</p> <p>(6)</p>

Question Number	Answer	Mark
4(a) (i)	<p><i>(AO2 - Apply = 2)</i></p> <p>Valid points could include: eg convenient for customers - because they no longer have to carry cash or write cheques</p> <p>stock records automatically updated means stock should be reordered - customer needs re choice of items are therefore being met</p>	(2)

Question Number	Answer	Mark
4(a) (ii)	<p>(AO3 – <i>Select/Analyse</i> = 4; AO4 <i>Evaluate</i> = 1)</p> <p>Valid points could include: eg food and drinks are expensive to buy - so wastage costs <i>CGH Ltd</i> a lot of money</p> <p>danger of over-ordering - food is perishable - so it needs controlling for health reasons/customers expect to be served food that is edible</p> <p>customers expect a suitable selection of food and drinks - so <i>CGH Ltd</i> must keep adequate supplies in stock</p> <p>conclusion that effective stock control is necessary for customer satisfaction/sales (accept negative statement, ie ineffective stock control leads to loss of sales/customers)</p>	(5)

Question Number	Answer	Mark
4(b) (i)	<p>(AO1 - <i>Demonstrate</i> = 2)</p> <p>Valid points could include: eg measuring output - against inputs used/time taken</p>	(2)

Question Number	Answer	Mark
4(b) (ii)	<p>(AO2 - <i>Apply</i> = 2)</p> <p>Valid points could include: eg number of rooms cleaned - divided by number of cleaners/hours/resources</p> <p>how many rooms are cleaned - in an hour/day/week</p>	(2)

Question Number	Answer	Mark
4(b) (iii)	<p>(AO4 – Evaluate = 4)</p> <p>Valid points could include: eg allows the cleaners to work more quickly - and cleaners can work more efficiently - and so clean more rooms per hour - more rooms are cleaned during their working time at the hotel/productivity rises</p> <p>but cleaners may not like using the new machines/may not be trained to use the machines properly - which will slow them down/which will lower productivity</p> <p>(3 marks maximum for a one-sided answer)</p>	(4)