

**Business Studies B**

General Certificate of Secondary Education **2324/01**

Business Processes - Synoptic Paper

**Mark Scheme for June 2010**

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Question	Syllabus Ref	Expected Answer	Mark	Additional Guidance
1 (a) (i)	5.1.1	<p><b>Target: Ability to apply knowledge and understanding of business objectives to the case study.</b></p> <p>States 2 valid objectives ie;</p> <ul style="list-style-type: none"> <li>• survival</li> <li>• break even</li> <li>• customer service satisfaction</li> <li>• make a profit</li> <li>• growth</li> </ul>	[2]	<p>Objectives must be different for 2 marks</p> <p>Only allow objectives, do not allow tactics.</p>
1 (a) (ii)	5.1.1	<p><b>Target: Ability to apply knowledge and understanding of business objectives to the case study</b></p> <p><b>Knowledge Base:</b> Shareholders want a dividend, business is bigger, not just owned by Tom.</p> <p>Brief explanation or state relevant objectives (1) To gain 2 marks there must be a full explanation.</p> <p><b>Exemplar:</b> As HHG is now owned by shareholders they will want a dividend (1) so the business has to make a profit now to please them (1).</p>	[2]	<p>Remember it is <b>why</b> the objectives might have changed. Examples of objectives are not needed but they may be used to help clarify points made.</p> <p>Example of objective and no explanation max 1 mark.</p>
1 (b)	5.1.5	<p><b>Target: Ability to apply knowledge to the case study.</b></p> <p>True</p>	[1]	

Question	Syllabus Ref	Expected Answer	Mark	Additional Guidance
1 (c)	5.1.4, 5.3	<p><b>Target: Ability to apply knowledge and understanding about market research to the case study.</b></p> <p><b>Knowledge Base:</b> Tourist information will have up to date research of their own already, holiday makers will already like the area, hotel owners will be competition and so might not give the information, holiday makers are the target market.</p> <p><b>Level 2: 3-4 marks</b> <b>Evaluates</b> which group is most useful, giving reasons.</p> <p><b>Level 1: 1-2 marks</b> <b>Analyses</b> usefulness of different groups.</p> <p><b>Exemplar:</b> The local tourist information centres will already have some data which would be relevant for Joanna (L1). Holiday makers in the area have already made the decision to come to this area and so she can use their answers to see if it would be a good place to buy a hotel (L1). I think that the most useful source of information will be the tourist office because they will not be biased and will have up to date information from holiday makers and hotel owners. (L2)</p>	[4]	<p>No analysis with zero marks. Must be in context.</p> <p>L2 – 4 marks Makes decision, good evaluation, may say why rejecting other option(s).</p> <p>L2 – 3 marks Makes a decision based on analysis of at least 2 groups. Weak evaluation.</p> <p>L1 – 2 marks Analyse more than 1 group or analyses 1 group well.</p> <p>L1 – 1 mark Analyse 1 group or more than 1 group weakly.</p>

Question	Syllabus Ref	Expected Answer	Mark	Additional Guidance
2 (a) (i)	5.1.4	<p><b>Target: Ability to show knowledge and understanding of different methods of promotion and to analyse and evaluate these methods in the context of the case study.</b></p> <p>Sales promotion      Having the hotels listed in the Yellow pages</p> <p>Public relations      Journalist visits the hotel and writes about it in a magazine</p> <p>Advertising      Offering a free gift to all guests</p> <p>3 x 1</p>	[3]	No more than one line from each box allowed

Question	Syllabus Ref	Expected Answer	Mark	Additional Guidance
2 (a) (ii)	5.3	<p><b>Knowledge Base:</b> Advertising can be expensive and must be aimed at the target audience. Sales promotion is a range of ways of getting guests to spend more money when at the hotel but you might still have to advertise to let them know about these. PR can be free but you need to make sure it is positive.</p> <p><b>Level 2: 3-6 marks</b> Provides an overall justified judgement based on comparison of using just advertising or a range of other methods as well. For 5/6 marks must make judgement about methods that Joanna proposes not to use. Evaluates sales promotion and PR.</p> <p><b>Level 1: 1-2 marks</b> Analyses advantages and disadvantages of advertising in the context of HHG.</p>		<p><b>MAKE SURE YOU AWARD QWC.</b></p> <p>L2 5/6 marks Must be a decision based on analysis of two methods</p> <p>L2 Reference to and analysis of at least one other method of promotion 3 / 4 marks</p> <p>L1 1 mark – Advantage or Disadvantage in context 2 marks –Advantage and Disadvantage <b>or</b> one advantage/disadvantage explained well</p>

Question	Syllabus Ref	Expected Answer	Mark	Additional Guidance
2 (a) (ii) continued		<p><b>Exemplar:</b> If Joanna just uses advertising she will be able to target people she thinks would come to the hotels. It is expensive but if she targets people she should not be wasting money (L1). Sales promotion is useful to get people to spend more money when they are in the hotel or the book a room in the first place but Joanna is going to have to let people know about the deals so she may have to advertise these anyway (L2). PR is usually free but if a journalist writes a bad review of the hotel it might put people off coming to stay. (L2). Overall I think Joanna should use a combination of methods so that she can attract the most people. The adverts might attract them to stay and then the sales promotion might get them to spend more money so the hotel benefits (L2+).</p> <p><b>QWC</b> Ideas are expressed clearly, fluently, legibly and in an appropriate way. There are few errors in spelling, punctuation and grammar (2 marks)</p> <p>Straightforward ideas are expressed relatively clearly, legibly and appropriately. There may be some errors of spelling, punctuation and grammar, but these do not obscure the meaning of the answer. (1 mark)</p> <p>Candidate fails to reach the threshold standard In all respects (0 marks)</p>	<b>[6+2 QWC]</b>	

Question	Syllabus Ref	Expected Answer	Mark	Additional Guidance
2 (b)	5.2.3	<p><b>Target: Ability to apply knowledge and understanding about legal implications in the context of the case study.</b></p> <p><b>Knowledge Base:</b> Cost of adapting rooms, will have to meet legal requirements if want to advertise as suitable for disabled use, able bodied guests might not want to use the rooms, increased bookings from disabled guests, might have to change other things around hotel not just 1 bedroom (ramps at entrance).</p> <p><b>1 mark for each effect and 1 mark for correct explanation.</b></p> <p>Cost (1) the bedrooms will have to be altered with disabled facilities eg: rails so this will cost HHG a lot of money (1).</p> <p>Increased bookings (1) if HHG can now advertise in specialist brochures they may get more disabled guests to book (1).</p> <p>Able bodied guests might not want to use the rooms (1) because they don't like all the other facilities so they may ask to change rooms (1).</p>	<p><b>2x2</b></p> <p><b>[4]</b></p>	<p>Accept:</p> <p>Disruption Better reputation Competitive edge Niche / Specialist market</p> <p>Effect – is not why they have it, or a feature. Can award marks for a negative effect.</p> <p>If the effect is incorrect they can gain marks for a relevant explanation</p> <p>Beware of repetition – “make more disabled people come to the hotel” and “increase sales” is one effect/explanation</p>
2 (c)	5.1.6	<p><b>Target: Ability to apply knowledge and understanding about methods of recruitment in the context of the case study.</b></p> <p><b>Knowledge Base:</b> Personal contact, external advertisements (examples acceptable but cannot be used twice), job centre, headhunt.</p> <p>State method 2 x 1 Explain method in context 2 x 1</p> <p>Exemplar: Advertise in a national newspaper (1) to attract a wide range of applicants as this is a management job (2).</p>	<p><b>[4]</b></p>	<p>Accept: posters / billboards / generic recruitment advertising</p> <p>Must be different and external methods only</p> <p>Must have two different explanations</p> <p>Do not credit references to selection methods</p>



2 (d) (i)	5.2.3	<p><b>Target: Ability to analyse and evaluate knowledge and understanding of our responsibilities to the environment in the context of the case study.</b></p> <p><b>Knowledge Base:</b> Wasting resources also wastes money and could decrease profits. It is not good for the environment to produce too much waste, not socially responsible.</p> <p><b>Level 2: 3-4 marks</b> Explains why Tom and Joanna (or hotels) should be concerned about wasting resources.</p> <p><b>Level 1: 1-2 marks</b> Identifies areas where the hotels waste resources or identifies reasons why a business should be concerned about wasting resources.</p> <p><b>Exemplar:</b> The hotel wastes a lot of money when they throw away food that has not been used (L1). It is bad for the environment to keep lights switched on all the time (L1). Tom and Joanna should be concerned because the hotels could be losing profits by being wasteful (L2). Some guests might not want to stay if they think the hotel is not socially responsible (L2).</p>	[4]	<p>No context = max L1.</p> <p>L2 – 4 marks Good explanation and context.</p> <p>L2 – 3 marks Weak explanation and context.</p>
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Question	Syllabus Ref	Expected Answer	Mark	Additional Guidance
2 (d) (ii)	5.2.3	<p><b>Knowledge Base:</b> Have posters in offices, kitchens etc showing how much money wasted and profits down, staff could be encouraged by this. Guests might resent being told to turn off the lights or might see it as socially responsible. Could offer bonus to staff if waste is decreased. Lights that switch off when not in room better than poster saying turn off lights.</p> <p><b>Level 2: 3-6 marks</b> Provides an overall justified judgement based on which method would be most effective.</p> <p><b>Level 1: 1-2 marks</b> Analyses different ways of encouraging staff and guests to act in a more environmentally friendly way.</p> <p><b>Exemplar:</b> Running a poster campaign for staff is a good idea; posters are cheap and can be put up in the staff areas like the offices and kitchen (L1). Guests might not like posters as they feel they are on holiday and can do not want to be told what to do (L1). It might be better to offer a bonus scheme for staff that comes up with ideas to reduce waste; this will get them more involved (L2). If the televisions in the rooms switched off automatically when the guest left the room this would save money and guests wouldn't feel like they were being told off (L2). Overall I think posters would be useful for staff and a bonus scheme but guests need to be treated differently as they want to feel pampered as they are on holiday (L2+).</p>	[6]	<p>1 mark – one way analysed</p> <p>2 marks – one way analysed well or two ways with weak analysis</p> <p>3 / 4 marks - analysis of two methods</p> <p>5/ 6 marks – decision made</p> <p>There must be analysis to reach Level 1</p>

Question	Syllabus Ref	Expected Answer	Mark	Additional Guidance
3 (a)	5.3	<p><b>Target: Ability to analyse and evaluate a method of presenting data.</b></p> <p><b>Knowledge Base:</b> Computer-generated slideshow software is very visual, can use charts, tables, graphs, video clips, commentary with the slides. Very professional. Drawbacks – if just read from the slides can be boring, need to give handouts/copies of the slides as well so information can be looked at again later. Alternatives include – just standing and talking, flipchart, report, site visit.</p> <p><b>Level 3: 5-6 marks</b> Draws a conclusion based on evidence as to whether or not this is the best way to persuade the shareholders (drawing on both sides). The evaluation could say they would use computer-generated slideshow software but use other methods as well eg: handouts, visit.</p> <p><b>Level 2: 3-4 marks</b> Advantages or disadvantages of computer-generated slideshow software analysed. In context of persuading shareholders.</p> <p><b>Level 1: 1-2 mark</b> Shows knowledge of computer-generated slideshow software.</p> <p><b>QWC</b> Ideas are expressed clearly, fluently, legibly and in an appropriate way. There are few errors in spelling, punctuation and grammar (2 marks)</p> <p>Straightforward ideas are expressed relatively clearly, legibly and appropriately. There may be some errors of spelling, punctuation and grammar, but these do not obscure the meaning of the answer. (1 mark)</p> <p>Candidate fails to reach the threshold standard In all respects (0 marks)</p>	[6+2]	<p><b>MAKE SURE YOU AWARD QWC.</b></p> <p>Do not award marks for information about the proposals.</p> <p>Context is persuading shareholders, <b>not</b> why Joanna's proposal is the best.</p> <p>L3 – 6 marks Candidate must consider alternatives and say why their chosen method is best to persuade shareholders.</p> <p>L2 – 4 marks At least 1 advantage and 1 disadvantage of computer-generated slideshow software. (Could use comparisons of other methods).</p>

Question	Syllabus Ref	Expected Answer	Mark	Additional Guidance
		<b>Exemplar:</b> With Computer-generated slideshow software, Joanna could include graphs and charts in her presentation (L1) This makes it very visual but the shareholders won't have a copy to take away (L2). Joanna needs to back up her computer-generated slideshow software with handouts so that the shareholders have something to take away (L2). This would be the best way to persuade them (L3).		
3 (b)	5.3	<p><b>Target: Ability to analyse and evaluate information in order to make a decision.</b></p> <p><b>Knowledge Base:</b> Candidate can recommend <b>either</b> proposal as long as it is justified. Tom's proposal is more risky as it is an unknown market, all figures are forecast and hotel will take time to build. HHG will get exactly what they want. With Joanna's proposal, the hotel can start making money straight away, as figures are based on actual performance.</p> <p><b>Exemplar of Recommendations:</b> Joanna's proposal is cheaper than Tom's. Even though in Joanna's proposal the hotel is busier in the summer, Tom's proposal has a steadier rate of occupancy so will be bringing in more money throughout the year. I recommend Joanna's proposal. HHG have proved that they are successful in this market and so this is not too risky an option. They will have to raise more money to buy it but they will get a return straightaway. I think they shouldn't use Tom's proposal because too many things could go wrong unless they plan everything first.</p>	[8]	<p><b>Target</b> – same</p> <p><b>Knowledge Base</b> – same</p> <p><b>Level 3</b> 5-8 marks Must make a decision</p> <p>5-6 marks If only 1 proposal evaluated 7-8 marks If both proposals evaluated.</p> <p><b>Level 2</b> 3-4 marks analyses the proposal(s) using information in case study</p> <p><b>Level 1</b> 1-2 marks (And applies K &amp; U to the case. K &amp; U only (1 mark max) Descriptive comments lifted directly from the case study</p> <p><b>Exemplar</b> same</p>

Question	Syllabus Ref	Expected Answer	Mark	Additional Guidance
3 (c)	5.3	<p><b>Target: Ability to evaluate external factors in the context of the case study.</b></p> <p><b>Knowledge Base:</b> Increase in interest rates – people may take fewer holidays as they have less money to spend <b>OR</b> there may be an increase in cheaper UK based holidays. Decrease in interest rates – people have more money to spend and so are likely to take more holidays. Holidays luxuries not necessities. Cost of borrowing changes.</p> <p>A rise in unemployment rates – more people without jobs so have less money and less likely to take holidays.</p> <p>Same things apply from businesses booking hotels but at present HHG aimed at seaside tourist market.</p> <p><b>Level 3 5 -6 marks</b> For 5 marks - candidate evaluates the external factor(s). For 6 marks - provides a reasoned conclusion as to which would have the greatest impact on HHG's plan of action.</p> <p><b>Level 2 3 – 4 marks</b> For 3 marks analyses one factor weakly. For 4 marks good analysis of one factor or weak analysis of both. Must be in context.</p> <p><b>Level 1: 1-2 marks</b> Candidate demonstrates knowledge and understanding of external factor(s). No context needed, may just write about one factor.</p> <p><b>Exemplar:</b> If there is an increase in interest rates then people may take fewer holidays as they have less money to spend (L1). This will mean that HHG will see a decrease in bookings and profit (L2). A decrease in interest rates will mean that people have more money to spend and so are likely to take more holidays (L1). Holidays luxuries not necessities and so HHG should now see an increase in bookings (L2).</p>		

Question	Syllabus Ref	Expected Answer	Mark	Additional Guidance
3 (c) continued		If there is a rise in unemployment rates there will be more people without jobs so have less money and less likely to take holidays (L1). This will mean that HHG will suffer a loss in customers again (L2). I think that a change in interest rates will have the greatest impact because HHG need to borrow money to pay for their new hotel so this will affect them when they go to the bank as well as how many customers they get (L3).	[6]	

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