

# Mark Scheme (Final)

## June 2010

GCSE

GCSE Business (5BS06/01)

## 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.

**Unit 1: Introduction to Small Business**

Question Number	Answer	Mark
1	C	1

Question Number	Answer	Mark
2	C, E	2

Question Number	Answer	Mark
3	A, D, E	3

Question Number	Answer	Mark																								
4	<table border="1"> <thead> <tr> <th></th> <th>January</th> <th>February</th> <th>March</th> </tr> </thead> <tbody> <tr> <td>Total receipts</td> <td>£24 000</td> <td>£30 000</td> <td>£32 000</td> </tr> <tr> <td>Fixed costs</td> <td>£3 000</td> <td>£3 000</td> <td>£3 000</td> </tr> <tr> <td>Variable costs</td> <td>£6 000</td> <td>£7 500</td> <td>£8 000</td> </tr> <tr> <td>Total costs</td> <td>£9 000</td> <td>£10 500</td> <td>£11 000</td> </tr> <tr> <td>Profit</td> <td>£15 000</td> <td>£19 500</td> <td>£21 000</td> </tr> </tbody> </table>		January	February	March	Total receipts	£24 000	£30 000	£32 000	Fixed costs	£3 000	£3 000	£3 000	Variable costs	£6 000	£7 500	£8 000	Total costs	£9 000	£10 500	£11 000	Profit	£15 000	£19 500	£21 000	5 (OFR)
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Question Number	Answer	Mark
5	B	1

Question Number	Answer	Mark
6	C, D, E	3

Question Number	Answer	Mark
7	A, C, F	3

Question Number	Answer	Mark
8	C	1

Question Number	Answer	Mark
9	B, E	2

Question Number	Answer	Mark
10	A	1

Question Number	Answer	Mark
11	D	1

Question Number	Answer	Mark
12	A	1

Question Number	Answer	Mark
13	B	1

Question Number	Answer	Mark
14	B, D	2

Question Number	Answer	Mark
15	C	1

Question Number	Answer	Mark
16	B	1

Question Number	Answer	Mark
17	i=e; ii=d; iii=f; iv=g; v=c	5

Question Number	Answer	Marks
18	<p><b>Choice 1 - Convenience -</b> improving the time in which customers are served.</p> <p><b>Choice 2 - Quality -</b> increasing the quality of ingredients</p> <p>Possible examples that could be used to support justification of choice:</p> <p><b>For improving convenience</b></p> <p><b>Good points</b></p> <ul style="list-style-type: none"> <li>• Increased competition means that this may be one factor which influences customer decisions</li> <li>• Improved reputation</li> </ul> <p><b>Bad points</b></p> <ul style="list-style-type: none"> <li>• Higher costs involved in employing an extra worker</li> <li>• Competitors also likely to provide convenient, quick service.</li> </ul> <p><b>For increasing quality</b></p> <p><b>Good points</b></p> <ul style="list-style-type: none"> <li>• USP - will help the business to stand out in a competitive market</li> <li>• Higher mark-up</li> </ul> <p><b>Bad points</b></p> <ul style="list-style-type: none"> <li>• Cost of more expensive ingredients</li> <li>• Established brands already have a reputation for quality. Will this help the business to add value?</li> </ul>	6
Level	Mark	Descriptor
No Mark	0	Non-rewardable material
Level 1	1-2	A choice will be made with some justification, but which may provide limited examples. The quality of written communication will be poor with frequent spelling, punctuation and grammar errors and the style of writing will not be appropriate to the subject matter -
Level 2	3-4	A choice will be made with some developed justification and supported by some appropriate examples, although development might be a little confused or incoherent. There will be a good level of quality of written communication..
Level 3	5 - 6	A choice will be made with a clearly developed, articulate and coherent justification supported by appropriate examples. The quality of written communication....