

# ResultsPlus

Examiners' Report  
June 2011

GCSE Business Studies 5BS04 01

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June 2011

Publications Code UG027511

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## Introduction

This was the second paper for this unit and the first with a significant number of students since the launch of the GCSE in 2009. The paper is untiered and in three sections. As described in the specifications, and demonstrated in previous papers and sample assessment materials, questions require a mixture of multiple-choice, short and extended answers. Sections B and C are based on given scenarios.

Overall responses demonstrated there were some areas of the specification where students demonstrated weak knowledge. This was based on terms clearly covered in the specifications. In general a good attempt was made at answering the higher tier questions, requiring extended writing. However poor technique was often displayed resulting in students not being able to access the higher level marks. Centres must help students prepare for such questions by developing their technique in structuring coherent arguments that contain both analysis and evaluation.

One area that is still weak is the ability of students to use contexts effectively in their answers. If a question has a particular context then the answer must also be given based upon this context and refer to specific aspects of the context that are relevant to the question. In summer 2010 examiner report advice was given that said if an answer could be applied to any business then the context is not being used and candidates are not applying their knowledge effectively to a given situation. Centres must be aware of this and help students to apply their answers to a specific business rather than write general answers. Specific examples are given later which help demonstrate this.

A number of candidates are still demonstrating poor technique when answering questions. Some students are giving far too much information on shorter questions worth 2 or 3 marks, with answers that far exceed the space provided. In many cases these answers achieved full marks but did not require the amount of detail. Far shorter answers that simply gave the correct answer also scored full marks. In this situation valuable time is being wasted which could put the student at a disadvantage later in the paper. It should also be noted that students should be discouraged from using additional sheets to write longer answers. The amount of space provided is designed to allow candidates to provide an answer that can cover all assessment objectives and gain full marks. Examiners are looking for quality not quantity.

Another example of poor technique is students always giving definitions of key terms that appear in questions. This is not required unless the question specifically asks for a definition. It often appears that candidates have been coached into starting answers with a definition of the key term. This not only wastes valuable time and space, but does not gain any additional marks.

Overall, however, responses by students were encouraging. Centres appear to be implementing the new specifications well and it is hoped that lessons can be learned, particularly related to technique and structuring answers, that can lead to further progress in future examinations.

### Question 1 (b) (i)

This question is typical of what to expect at the start of a paper. It is a knowledge based question which asks the students to **identify**. The aim is to settle the students and 'ease' them into the question paper.

(3)

- 1 Email is one form, and is done electronically
- 2 A letter to send round to all employees
- 3 A memo, to inform employees of any important messages



#### ResultsPlus Examiner Comments

This example shows that it is important to read the question carefully and link answers to knowledge developed by students. The question clearly asks for 'written' communication methods whilst the candidate has used 'email' as an answer. This is clearly identified as an electronic form of communication in the specifications. This, alongside 'fax' was a common mistake.

when communicating with its employees.

(3)

1. Memo
2. Letter
3. Report.

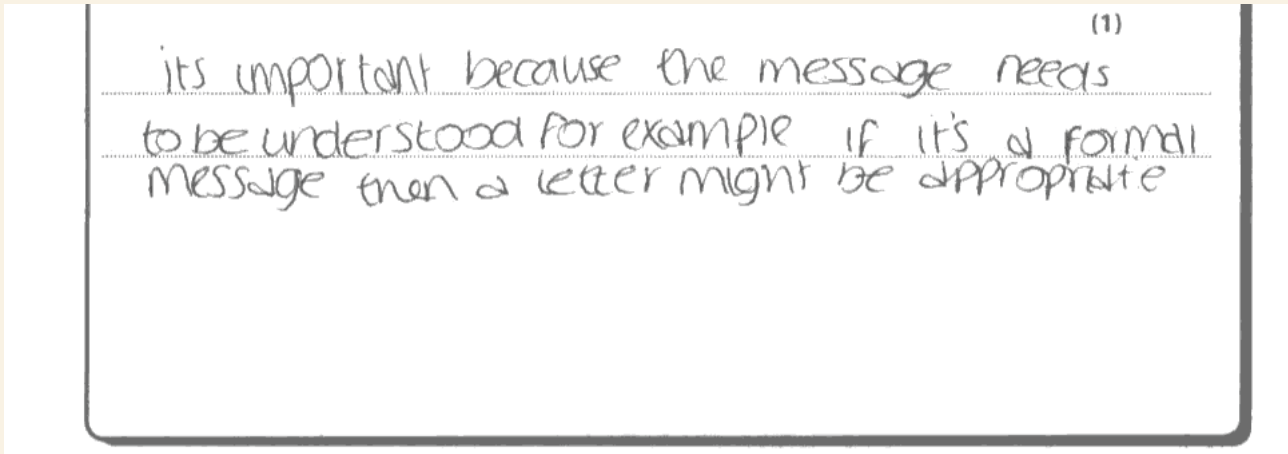


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**Examiner Comments**

This is a good example of what is required from candidates to gain full marks in this type of question. There is no need to give any explanation - simply identify three methods. The candidate has done this successfully without wasting time on redundant explanation thus maximising the time available later in the paper for the extended writing answers.

### Question 1 (b) (ii)

It is important to use both the command word and the mark scheme when answering questions. This question uses 'identify' and is worth one mark. Therefore it is only required to make one, short valid point in order to gain the mark. Many candidates 'panic', especially with the earlier questions, and write far more than is needed.



#### ResultsPlus Examiner Comments

This is a good example of where a candidate gives more information than is required. It is a good answer and is awarded the mark but the candidate adds explanation when it is not requested. Centres should help candidates with their technique by coaching them on how best to respond to questions with 'identify' as the command word.



#### ResultsPlus Examiner Tip

Do not waste time adding explanations to questions that use 'identify' as the command word.

method of communication.

(1)

To ensure the message is clear and  
understandable.



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Examiner Comments

Here we see the same answer without the explanation. Both answers get the allocated mark but this candidate shows an understanding of the command word and answers with the minimum of detail. This will help later in the paper when time is required to answer the longer questions.

## Question 1 (b) (iii)

This type of question requires students to 'explain' their answer and are worth 3 marks. Please note it also specifies that the student is only required to give one reason. A significant number of students do not follow these instructions and include more than one reason in their answer. In these situations only one reason will be awarded marks.

In order to gain full marks candidates are required to give a valid reason and then two further development points linked to this reason. Poor technique is shown when a candidate includes three unrelated points or reasons in their answer.

This is a good example of where a candidate focuses on two separate reasons.

(iii) Explain **one** reason why an appropriate layout is important when using written forms of communication.

(3)

It helps the communication look correct and allows the receiver to understand the tone or formality of what the person is saying much more easily. It also ensures that the business creates a proper image of themselves if the communication is to someone outside of their company.



### ResultsPlus Examiner Comments

In this answer two reasons are given - 'helps the communication look correct' and 'business creates a proper image'. Only two marks have been awarded as there is only one development point - 'allows the receiver to understand'. Even though the second reason is valid it cannot be awarded any marks as only one reason is asked for.



### ResultsPlus Examiner Tip

In questions with *explain* as the command word give *ONE* reason with two development points. Do not give two or more reasons.



(iii) Explain **one** reason why an appropriate layout is important when using written forms of communication.

(3)

An appropriate layout is important as it makes the business look more professional, if the business looks more professional then the people <sup>who</sup> the written forms are for will think the business is successful this could lead to them using that business which could then make it successful or more successful.



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**Examiner Comments**

This is a well structured answer. Only one reason is included - 'look more professional', but the student then explains this with two linked developments - 'will think the business is successful' and 'lead to using the business'.

## Question 2 (a) (ii)

The command word in this question is 'state' and should be approached in the same way as explained earlier with 'identify' questions.

(ii) State **one** possible effect of poor communication on a business.

(1)

poor communication may lead to de-motivated staff, meaning less customers will buy the service / product because of unfriendly staff.



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**Examiner Comments**

This candidate has included too much detail and has started to explain their answer. The mark was awarded for 'de-motivated staff'. There was no need to explain this with the second sentence.



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**Examiner Tip**

Reviewing past papers and mark schemes can help candidates avoid this extra work.

(ii) State **one** possible effect of poor communication on a business.

(1)

Demotivated staff



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**Examiner Comments**

This example shows the same answer, also awarded the mark, but without the explanation. This may sound trivial but if a candidate repeated the technique of adding explanation to every 'identify' or 'state' question on the paper then they would be wasting a lot of valuable time.

## Question 2 (b) (ii)

This was generally a well answered question with a lot of candidates scoring 3 marks. Better technique was also shown as most students listed down three advantages, without explanations, as requested. However it must be noted that general answers like 'quicker' and 'easier' will not be accepted unless they are qualified with a reason.

The question asks for advantages of word processing software. Simply saying 'quicker' or 'easier' depends on the user and is therefore too vague. If this was qualified by saying 'quicker because you can edit mistakes' or 'easier because you can spell-check' then the advantage is far clearer.

Letters can be produced using word processing software.

(ii) State **three** advantages of using word processing software to produce a letter. (3)

- 1 They already have templates to help you
- 2 It's much quicker
- 3 It has spell checks



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**Examiner Comments**

In this example there is no reason given why word processing is quicker so only two marks awarded.



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**Examiner Tip**

Be specific in answers - avoid general statements like 'quicker' and 'easier' if they depend on other things.

Letters can be produced using word processing software.

(ii) State **three** advantages of using word processing software to produce a letter.

(3)

1. Saves time as there are templates to use.
2. Can edit the document as many times as you want.
3. It can make the letter look more professional.



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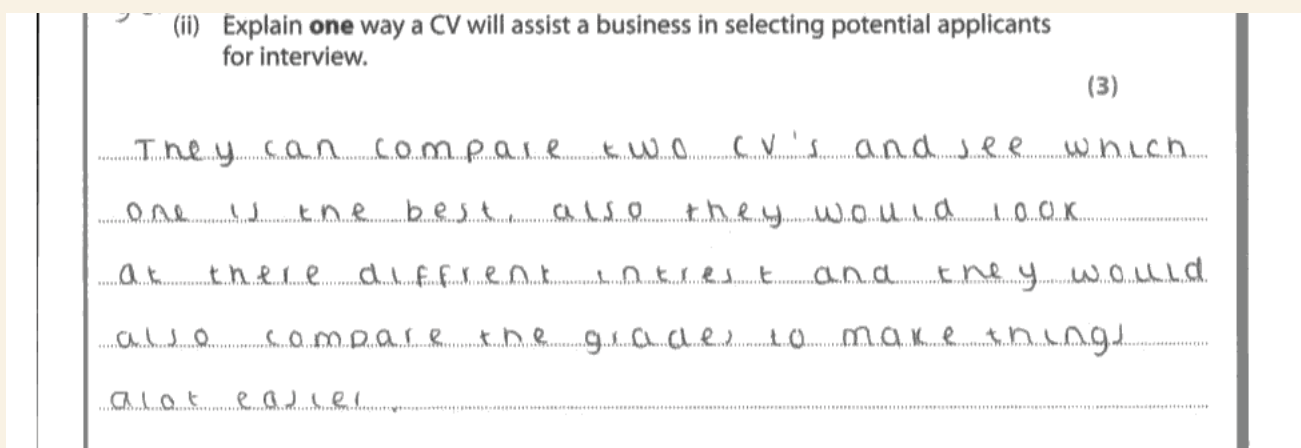
**Examiner Comments**

A good example of where a reason is given for word processing being quicker - 'templates to use'.

## Question 2 (c) (ii)

This question again asks students for an explanation. In this case one reason why a CV will help a business in its selection procedure. The same principle occurs in that only one way is expected to be given, which would achieve one mark. The other two marks are awarded for a development of this, both of which must be directly linked to the original benefit.

This first example shows poor technique in that three ways are given by the student but none are actually developed in order to give an explanation.



### ResultsPlus Examiner Comments

The candidate shows good knowledge but fails to explain their answer. Instead they give three different ways the CV can be used. The word 'also' often indicates that a candidate is doing this and could be used by centres to help students identify they are giving different reasons rather than giving an explanation.



### ResultsPlus Examiner Tip

If using the word 'also' in the answer double check that it is not being used to give different methods.

### Question 3 (a) (ii)

This was a well answered question and showed that there are often different ways to approach questions. In this case many students gave general answers such as 'meetings' or 'appraisals', which was fine and achieved the mark. Others described specific situations where face-to-face communications would take place. This was also acceptable and helped to show good knowledge and understanding.

(ii) Give **one** example of a situation in which face-to-face communication might be used when communicating with employees.

(1)

meetings



**ResultsPlus**

**Examiner Comments**

This is an example of a general, one word, answer which is perfectly acceptable in this type of question.

(ii) Give **one** example of a situation in which face-to-face communication might be used when communicating with employees.

(1)

working hours for the employees may be told face-to-face so <sup>isla</sup> they ~~business~~ knows employees understand.



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**Examiner Comments**

In this example the student has been more specific and described the specific reason for the meeting. Again this allows the knowledge of the student to be demonstrated and is awarded a mark.

### Question 3 (b)

As explained in the introduction of this report one of the biggest issues noted in this exam series is the inability of many students to give answers in context. This therefore prevents many students from applying their knowledge.

If a question refers to a specific business then the answer must also be given in this context. If it is not it cannot be awarded full marks. This question refers to Isla's jewellery business and gives specific details about the business that are relevant to the questions. Students must be aware of this and select relevant information to refer to when giving their answers.

Although this question is only worth two marks it does require the students to apply some relevant context in order to get both marks.

(b) Outline **one** reason why strong relationships with her suppliers are important to the success of Isla's business.

(2)

Because if she doesn't have a good relationship with her suppliers she will not get the things she needs to keep the business running and she will then lose her money and customers.



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Examiner Comments

This answer shows good knowledge but could have been written about any business. There is nothing specific that relates it to Isla's business. It therefore only achieves one mark.



(b) Outline **one** reason why strong relationships with her suppliers are important to the success of Isla's business.

(2)

Because the market in which Isla sells her jewellery is very competitive, she needs to keep her suppliers over her rivals in order to keep ahead of them. Without her suppliers, she cannot produce her jewellery and then won't be able to make money.



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**Examiner Comments**

In this example we can see clear context linked to Isla's business. The candidate has seen from the information given that Isla operates in a 'very competitive' market. The answer is therefore specific to Isla's business and awarded two marks.



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**Examiner Tip**

Always select and use relevant information provided in the passage when giving answers about specific businesses.

### Question 3 (c)

Very few candidates managed to achieve full marks in this question despite understanding and explaining the benefits of fax and telephone when communicating. The reason of this was that they did not relate their answers as to why it would be a benefit to a business such as Isla's. This is something that is very easy to include but students are not being prepared by centres for this assessment objective and losing marks as a result.

There are six marks available in this question but full marks can only be awarded if the answer is in context.

Isla regularly communicates with her suppliers by facsimile (fax) and telephone.

(c) Explain **one** benefit to Isla of using each of these methods.

(3)

Fax Fax is able to ~~be~~ send appropriate messages very quickly and easily if she wanted to order stock by a certain time and had a lot she wanted to order there would always be a written copy.

(3)

Telephone This allows her to interact with the suppliers more and find out more information from them easily and able to understand what the suppliers <sup>have</sup> ~~had~~ and what prices, and if she did not understand something she would be able to get her answer back very quick.



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**Examiner Comments**

This is a very good answer with clear benefits given for both fax and telephone. The student has also developed their answer to explain the benefit further. However at no point in the answer is the benefit linked to anything specific about Isla's jewellery business. This prevents full marks and restricts a good answer to 4 out of a possible 6.

## Question 4 (c)

In Section A there are a number of questions asking students to 'explain'. Issues concerning this type of question have been covered earlier in the report but can be emphasised using this question. This question was well answered with candidates clearly showing an understanding of how flat organisational structures can help a business. However in an attempt to add detail to their answers some students would move onto other benefits. This often prevented them scoring full marks but scoring two 'sets' of two marks. In these situations only two marks can be awarded.

Martin has decided to use a flat organisational structure.

(c) Explain **one** benefit to Martin's business of a flat organisational structure.

(3)

Using a flat structure means that ~~all~~ all employees can communicate with Martin very easily. They don't have to notify someone who then passes it on to Martin. This way he will get to know all his employees and get messages quicker if they are urgent and need attending to straight away.



**ResultsPlus**

**Examiner Comments**

This example shows a well-structured answer which gives a clear benefit with two linked development points.

Martin has decided to use a flat organisational structure.

(c) Explain **one** benefit to Martin's business of a flat organisational structure.

(3)

A flat organisational structure has less layers of responsibility/management. This is a benefit to Martin's business as communication will be quicker to send around the business as there are less people to be told. The reputation of the business can improve quicker with a flat structure as the roles of people are more clearer, so employees can get on with their individual needs / duties.

(Total for Question 4 = 6 marks)



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Examiner Comments

In this example the candidate clearly has good knowledge but 'jumps' to another benefit - 'reputation of the business', before they fully explain the first. Only two marks can be awarded even though four valid points are made. The first two points are not linked to the second two.



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#### Examiner Tip

Quality is better than quantity. In trying to add more detail candidates can often lose marks because they lose focus on the question.

## Question 5

This was a question based on the benefits and disadvantages of using email to communicate. It was very well answered with students showing good knowledge and understanding. Most scored full marks in 5(a)(i) and 5(b). However there was an issue in the explanation part of 5(a)(ii). The reasons for this was the lack of development of the original point as explained earlier in the report. The below example shows a typical answer for 5(a)(ii).

If centres do not prepare students on how to respond to 'explain' questions then they will repeat the same mistakes on each question, which can cost them a number of marks throughout the paper.

### Question 5 (a) (ii)

(ii) Explain how Alex and Tom will be able to judge if the email communication has been successful. (3)

They will have feedback from the receivers.  
Everyone will turn up on time. Everyone  
will be able to find where it is.



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**Examiner Comments**

This example shows three different ways being identified without any being explained or developed. The candidate may think he/she has made three valid points for three marks but only one mark can be awarded as no explanation has been included.

## **Question 6 (a)**

Question 6 is the first of two questions in Section B. A passage of information is provided at the start of section. In this case it is about a gaming store manager using a website as part of the business. It is vitally important that students spend some time reading this passage and drawing out the important points. This will help them a great deal when answering the questions as it gives them a focus for the context in their answers. It was clear that many students only skim through the information, or do not read it at all, and put themselves at a disadvantage when answering the questions.

Although eight marks are available for question 6(a) it is essentially the same structure as the explanation questions in Section A and students should be prepared to structure their answers in the same way. The obvious difference is that the question is split into two distinct parts but if students replicate the technique with two different methods they should be capable of scoring well on this type of question.

As explained earlier the main points to consider, once the method has been identified, are identifying one benefit and then explain this with two development points. The other point to emphasise is that the question is specific to *Ryan* presenting information on the sales of games. Therefore answers are expected to have some relevant context in order to achieve full marks.

The choice of methods was also important in this question. Many candidates focused on communication methods such as email and letters. This was acceptable but did not give them much opportunity to explain how this helped in the communication and *presentation* of the information. Better answers were seen when candidates gave methods linked to the presentation of the data such as graphs and tables.

## Question 6 (b)

This question clearly demonstrated a lack of knowledge in many candidates. In this instance the question is worth 4 marks and although 3 of those marks are for the explanation aspect of the question, it is very difficult to score any marks if the candidate lacks the knowledge to understand the key term in the question.

In this instance students were expected to understand the function of a website host. It was clear that many students did not understand what a host provided and had been poorly prepared by centres.

Ryan spent some time researching different hosts for the website.

(b) Identify **one** factor Ryan would have had to consider in choosing a website host.

Explain why Ryan has to take this factor into consideration.

Factor

(1)

if they have enough time

Explanation

(3)

because if the website is not checked and changed every day then the information can be out of date and will therefore decrease repeat purchase and reputation that the business has.



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**Examiner Comments**

In this example the student believes it is the website host's responsibility to manage the content of the website. This is a clear misunderstanding of the services hosts provide.

Ryan spent some time researching different hosts for the website.

(b) Identify **one** factor Ryan would have had to consider in choosing a website host.

Explain why Ryan has to take this factor into consideration.

Factor

Facilities available

(1)

Explanation

He will require a host which allows him to implement the features he requires, for example e-commerce. This will  
or If he does not have all the features he wants, the website will not be able to fully communicate information. This could mean customers are less likely to use the site, so will not spend money on Ryan's site.

(3)



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**Examiner Comments**

In comparison this candidate shows good knowledge of website hosting. This knowledge allows the student to explain in a clear, well-structured, way how this will help the business, therefore scoring full marks.



## **Question 6 (c)**

Question 6c was the first of the extended writing questions on the paper. This style of question is used to assess a student's analysis and evaluation skills and is assessed by judging what level a candidate achieves - either level 1, 2 or 3. Centres are encouraged to have a clear understanding of the levelling statements by using mark schemes from past papers. This will help in preparing students for answering this style of question and avoid making the mistakes commonly seen in such questions. It was clear that some centres had done this and students scored high marks as a result.

In general these questions were attempted very well and students put a lot of effort into their answers. There was good evidence of analysis in many answers with students making judgements and offering support for this judgement, but problems with technique and structuring of answers were evident. With this in mind it is worth noting the following:

There is no need to give definitions of key terms included. A significant number of students wasted half their answer defining 'sales' and 'brand awareness'. This was not required in the answer. It also appeared that some centres had 'coached' candidates into doing this which was poor advice.

In order to reach level 3 it is necessary for students to write their answer in context. In this question the context is Ryan's website and answers should have been linked to this. The passage at the start of Section B should be used in selecting information that can be referred to in adding relevant context to answers.

It is also expected that candidates give some balance to their answers. If they make a judgement, and then support that judgement, it is expected they also discuss a possible disadvantages of this approach. This demonstrates that they are evaluating a decision in order to decide what is the best course of action for a business.

This answer is well structured with a judgement being clearly made and then reasons being given for that judgement. Please note that some candidates often make the judgement at the start of the answer, whilst others analyse both methods before making a judgement at the end. Both methods are perfectly acceptable.

Two ways in which Ryan could measure the success of his website are:

- an increase in sales
- an increase in brand awareness of the business.

\*(c) In your opinion, which of these **two** measures would be the most valuable in judging the success of the website?

Justify your answer.

(8)

Ryan could measure the success of his website by an increase in sales or an increase in brand awareness. An increase in sales after introducing an E-commerce facility would most definitely prove the website successful as the increase would be from the website. An increase in brand awareness however is harder to measure and could be the result of good reputation or the website. The most valuable method Ryan could use to measure the success of his website is the increase in sales. I think this because it's easier to measure than brand awareness and an e-commerce facility is likely to boost sales as it's widely accessible and allows purchases at any hour - unlike in his store.



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**Examiner Comments**

The problem in this response is that the candidate does not offer a balance to their suggested method. They do give a disadvantage of the other method but in order to achieve level 3 they must demonstrate they understand the drawbacks of their chosen measure.

Two ways in which Ryan could measure the success of his website are:

- an increase in sales
- an increase in brand awareness of the business.

\*(c) In your opinion, which of these **two** measures would be the most valuable in judging the success of the website?

Justify your answer.

(8)

Brand awareness is important as it is testing how many people are actually aware of the business, however it doesn't really let Ryan see the success of his website.

The increase in sales could be due to anything, not even the website. But I think this is the best way Ryan can measure the success of his website.

If people are using his website and are impressed by it then they are going to shop here. This means there will be an increase of sales.

Therefore I think the increase of sales is the better way of judging the success of the website as it is an easier judgment and is more clear.



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**Examiner Comments**

This candidate moves into level 3 because they mention a drawback of using an increase in sales - 'could be due to anything, not even the website'. Although brief this is enough to show they have thought of both advantages and disadvantages in making their judgement and moves from level 2 into level 3.



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**Examiner Tip**

Avoid writing definitions of key terms.  
Write answers in context.  
Add balance to judgements made.

## Question 7 (a)

This was very similar to 6(b) in that it demonstrated a clear gap in many candidates' knowledge. Many did not understand the term 'accessibility' and those that did often only gave a partial definition.

7 Ryan had to ensure that his website met legal requirements. One thing Ryan felt was very important was accessibility.

(a) What is meant by the term **accessibility**? (2)

how you can get into or get to  
the stores.



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**Examiner Comments**

Here the candidate shows they do not understand the term in this context. They try to apply some common sense - 'get into stores' - but in this instance the term is applied in a specific way.

7 Ryan had to ensure that his website met legal requirements. One thing Ryan felt was very important was accessibility.

(a) What is meant by the term **accessibility**?

(2)

accessibility is allowing everybody to use the website, for eg people with disabilities must be able to use it.



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Examiner Comments

This example shows a full definition by referring to both 'use the website' and 'people with disabilities'. Some candidates only gave a partial definition by referring to only one of these, therefore achieving only 1 mark.

## Question 7 (b)

This was another question assessed using levels as described in 6(c) with the same issues being noted.

However there was a further problem with student knowledge which led to this being answered very poorly. In particular most students were not aware of what the specific legal obligations were in creating and maintaining a website. In such cases marks were still awarded if students discussed the consequences of not following legal obligations in general, but these were often confined to the lower part of level 2.

\*(b) Evaluate the importance to a business like Ryan's of its website meeting legal obligations.

(8)

Ryan's website has to meet legal obligations like showing the ~~max~~ prices of stuff in his business so customers purchase items off that company. It has to meet legal obligations so things like fraud do not happen. It has to be a trustworthy website so customers won't be afraid of putting their credit card details on there. Ryan has to go by every rule the government set up otherwise it is against the law and he could get fined, arrested and his business could be shut down.



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**Examiner Comments**

In this example the candidate only explains the consequences of not meeting legal obligations. There is no reference to any specific obligations.

\*(b) Evaluate the importance to a business like Ryan's of its website meeting legal obligations.

(8)

If the website discriminates against people who have difficulties with sight, then not only will they not be meeting legal obligations, but they will not receive as high a number of sales as they could. To ensure the website is accessible to people with visual difficulties, they need to make sure that the descriptive content of the website and images are able to be translated to sound by a text-to-voice reader. For people with physical difficulties, it would be much easier for them to purchase products online rather than going to the store. By making the website as accessible to as many as possible, Ryan and his business will be providing higher levels of customer service, which will ultimately lead to greater customer loyalty, repeat purchases and higher revenue.

(Total for Question 7 = 10 marks)



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**Examiner Comments**

This candidate not only includes reference to a specific obligation - accessibility, but also gives some balance to their answer. They describe the potential benefit of meeting the obligations as well as the negative implications.

## Question 8 (a)

Again, it must be emphasised that many students are not being prepared well enough in terms of their knowledge. This question required a basic definition of a term that is clearly listed in the specifications. The majority could not do this. Common mistakes included getting OHT's mixed up with OHP's and other candidates only giving a partial definition. Many missed the question out completely.

### SECTION C

Answer ALL the questions. You should spend 25 minutes on this section.

Read the following passage carefully and then answer question 8.

Colin Takenti has applied for the position of sales representative at a travel agent specialising in unusual and exotic holidays. The business prides itself in offering a professional service to its customers and expects the highest standards from its sales staff.

As part of the interview for the post, Colin has been asked to give a presentation to the interview panel. The information Colin received stated that he could choose any presentation method including a flip chart, slide show or overhead transparency (OHT). After some consideration, Colin decided to use a slide show.

8 (a) What is an overhead transparency (OHT)?

(2)

An overhead transparency is a projector. you have see-through sheets with words on and everybody can see it.



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**Examiner Comments**

This candidate demonstrates some knowledge but gets mixed up with an OHP.



## SECTION C

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Read the following passage carefully and then answer question 8.

Colin Takenti has applied for the position of sales representative at a travel agent specialising in unusual and exotic holidays. The business prides itself in offering a professional service to its customers and expects the highest standards from its sales staff.

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8 (a) What is an overhead transparency (OHT)?

(2)

An overhead transparency consists of a thin transparent sheet, that is written on, and then placed on a projector and projected onto a screen.



**ResultsPlus**

**Examiner Comments**

This answer shows clear understanding of the term and a clear, succinct definition containing two clear points - 'thin transparent sheet' and 'projected onto a screen'.

## Question 8 (b)

This question is another example of a question worth 8 marks but should be treated by candidates as two 4 mark questions. The techniques explained earlier in the report regarding 'explain' questions need to be applied in these situations.

This was generally well answered but two common problems were often seen and should be noted by centres. Firstly, candidates must read through their answers to make sure they have not repeated themselves in both sections. Marks cannot be duplicated for repetition. Answers such as 'easier to understand' and 'audience will not get bored' were often written in both sections but could only be rewarded once. Secondly, there must be a context in answers. The question clearly states that Colin is giving the presentation to an interview panel and this should be referred to in answering the question.

(b) Identify **two** principles Colin needs to consider in using a slide show to give a successful presentation.

For **each** principle, explain how it makes the slide show successful.

Principle

(1)

To not put too much information on one slide

Explanation

(3)

Putting lots of information on one slide makes it difficult for the audience to ~~remember~~ remain focused. Losing the audience's concentration means the information cannot be communicated ~~pro~~ effectively; ~~the~~ resulting in the audience leaving not completely informed and unsatisfied.

Principle

(1)

Present the information using different methods.

Explanation

(3)

To maintain the audiences ~~attention~~ concentration, graphs, charts, pictures, quotes, ~~notes~~ soundclips etc can be used instead of <sup>just</sup> large bulk of texts.

Text can be used also; just not on its own.

This will make the presentation more interesting and will maintain the interviewers attention so ~~for~~ he can better prove himself. (Total for Question 8 = 10 marks)



**ResultsPlus**

**Examiner Comments**

This answer clearly demonstrates the importance of context. Both parts of the question are answered very well however the second part refers to the interview process whereas the first does not. We can therefore see a clear reason to award the second part full marks but the first part only 3 marks.

## **Question 9**

The final question on the paper always involves extended writing and is worth 10 marks. It is assessed using levels as described earlier but also allows students to go into a little more detail in their answers. However the same principles must be used in answering this longer question. A judgement must be made and reasons must be given for this judgement. The answer must be in context to the business used in the question and balance must be given to judgements by also looking at the negative aspects of the choice made.

Students tackled this question in two distinct ways - both of which were fine. Some students made a judgement at the start and then went on only to focus on this method, not referring at all to the method listed. Others compared the two methods, looking at good and bad points of both, before making a supported judgement in the conclusion. As stated both are fine but those students who used the second approach often scored better as it made it easier to offer some balance to their answer.

Remember we are looking for a judgement, reasons for this judgement, context and balance.

Read the following passage carefully and then answer question 9.

Iona Wiley runs a small business making hand-made chocolates. Her passion for making chocolates started as a hobby and soon progressed to friends and family placing orders for birthday or Christmas presents. Iona approached a small family-run chain of stores in the local area asking if they would sell her chocolates. They agreed and the chocolates were popular with their customers.

The increased demand for the chocolates led Iona to take the decision to broaden her market. Iona would like to sell her chocolates in a range of different shops within the area and provide specially designed (bespoke) chocolates for special events such as weddings, anniversaries and birthdays.

To make customers aware that the chocolates will be available in different shops, Iona will need to advertise and promote her products.

\*9 Iona has selected **two** possible methods of promoting her business:

- a series of colourful adverts in the local paper
- a slogan which will appear on all her leaflets

Using the information from the box above and your knowledge of business communications, recommend which method you would advise Iona to choose. Justify your answer.

"The increased demand for the chocolates" states that people are finding out about her business by themselves, so I recommend she creates a slogan which will appear on all her leaflets, as this way, her customers will be able to recognize her easier because they have remembered her slogan, meaning that her brand awareness has increased. If

If she put a series of colourful adverts in the local paper there could be a chance that not many people would take notice of them as they see so many all of the time. The good points about the adverts would be that, if they were colourful, people would be interested and may check out the business, but that's about it. If she created a slogan, it would stick in

peoples heads like the "McDonalds" one does or the "Tesco" one, and she would end up getting more customers anyway. A slogan would also give off the impression that the business is organised ~~because~~ and repetitive, which is a good thing, because it means that customers can create an opinion of them ~~and~~ that will stick as everyone gets treated the same way and gets told the same thing, so if the services and all the details is good for one person they will pass on the message which would create a good reputation.

(Total for Question 9 = 10 marks)



**ResultsPlus**

**Examiner Comments**

This is a very good answer in as far as a judgement has been made and the student gives relevant reasons for selecting this method. However the student misses out on further marks because the answer is not in context to Iona's chocolate business. The passage gives a large amount of detail about the business but none of it is referred to in the answer.

There is also no balance to the answer. Only positive reasons are given. To fully evaluate a decision a student must also demonstrate that they have considered the negative implications of their chosen method.

Read the following passage carefully and then answer question 9.

Iona Wiley runs a small business making hand-made chocolates. Her passion for making chocolates started as a hobby and soon progressed to friends and family placing orders for birthday or Christmas presents. Iona approached a small family-run chain of stores in the local area asking if they would sell her chocolates. They agreed and the chocolates were popular with their customers.

The increased demand for the chocolates led Iona to take the decision to broaden her market. Iona would like to sell her chocolates in a range of different shops within the area and provide specially designed (bespoke) chocolates for special events such as weddings, anniversaries and birthdays.

To make customers aware that the chocolates will be available in different shops, Iona will need to advertise and promote her products.

\*9 Iona has selected **two** possible methods of promoting her business:

- a series of colourful adverts in the local paper
- a slogan which will appear on all her leaflets

Using the information from the box above and your knowledge of business communications, recommend which method you would advise Iona to choose. Justify your answer.

A series of colourful adverts in the local paper would really help in promoting the business because it's really coming at the target audience. It will be received by the target audience in the local paper and people within the local area will buy it so it would have been a successful promotion and advertisement. It also ~~is~~ would really stand out as it's colourful and people would really recognize it and they would visit Iona's business. A disadvantage to colourful adverts would be that the cost of inserting a advert into the paper would be high and it would be expensive.

A slogan which will appear on the leaflets would be helpful because it would really promote the business' morals and how they would work. If it's catchy, people would recognize it and straight away connect to Iona's business. Another advantage is that the leaflets would ~~be~~ definitely be beneficial to advertisement and the slogan would ~~be~~

Catch peoples eyes. A disadvantage to this is that it can be costly and timey to print all the leaflets and hand them out. Also it could be difficult to ~~at~~ attract the ~~target~~ audience with just a slogan and could be difficult to relate to the audience.

On balance, they both would help in advertising and if the budget was right, then both would really help but a series of colourfull adverts in the local paper would really help in promoting the business to the target audience.



## ResultsPlus

### Examiner Comments

This is another very good answer but it achieves higher marks because it is written in context by referring to the target market in the 'local area'. It also gives some balance to the chosen method of advertising in the local paper as the student notes that this is expensive and depends on the budget available.



## **Paper Summary**

In order to improve their performance candidates should:

- not include explanations in questions only requiring only 'state' or 'identify'.
- use context in answers wherever possible.
- not give definitions of key terms in questions where they are not needed.
- develop knowledge of key terms from the specification
- only give one reason or method in explanation questions. Develop this with two linked points rather than give other reasons/methods.
- always give balance to judgements in evaluation or justify questions. This involves including disadvantages of the method chosen as well as reasons to support the judgement.

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