

Examiners' Report  
June 2013

GCSE Business Studies 5BS04 01

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June 2013

Publications Code UG035511

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## Introduction

This was the fourth examination paper for this unit. As described in the specification, and demonstrated in previous papers and sample assessment materials, questions were a mixture of multiple choice, short and extended answers. Sections B and C were based on given scenarios.

Candidate responses continue to show positive signs of improvement. The structure and focus of answers showed clear development from previous series. This was particularly evident in the questions requiring extended writing. Increasing numbers of candidates were carrying out greater levels of analysis. The development of evaluative comments in levelled questions was also built on from last year. It was clear that many centres had spent time developing the techniques of their candidates and as a result there were a greater number of structured answers that matched the requirements specified in the assessment objectives. This was pleasing to see.

However, there are still common issues which are evident despite previous examiner reports flagging such weaknesses in candidate technique. Many candidates continue to lose marks because they are not writing their answers in the correct context of the business that the question was based upon. This is particularly evident in 'explain' questions. Good answers were often limited to two marks because the answers were not correctly applied to the context of the given business. Specific examples are given to demonstrate this within the report to support candidates in developing their technique.

At times there were significant gaps in the knowledge of candidates. Centres should be aware that the full range of the specification is used to base questions on. There were a number of key questions within the paper which were poorly answered because candidates lacked the specific knowledge to access the question. Often this was in the questions requiring a definition of a key term. Again, specific examples have been included within the report to highlight this issue.

The aim of this report is to help address some of these issues and to highlight some particular issues experienced on this paper. Exemplar answers are provided to help model technique in future papers.

## Question 1 (b)

This type of question introduces candidates to the paper and helps them settle into the exam. It is a knowledge based question which aims to give the candidate confidence before the longer questions later in the paper.

	Meetings	(1)
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### ResultsPlus Examiner Comments

In this type of question, where the command word is 'identify', examiners are looking for one awardable answer. There is no need to write in sentences or explain how the communication is used. As in this example, one word is required for the mark to be awarded.

	Letter	(1)
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### ResultsPlus Examiner Comments

It is important that candidates do not panic at the start of the paper and compose themselves. Some candidates are understandably nervous and as a result often scan the wording of the questions. This results in them missing key words.

In this instance the candidate has missed the word 'oral' and thinks the question requires the identification of any type of communication. This results in a written type of communication given as an answer which scored 0 marks.

## Question 1 (c)

This was the first 'explain' question on the paper and it should be noted that it has not been asked in the context of a particular business. Therefore no context was required in the answer to score full marks.

The other point to note is that only one reason is required. If candidates gave more than one reason then this was not awarded. The second and third marks are awarded for explaining the reason given, using linked strands. This is where candidates often lose marks in this type of question. They clearly have the knowledge but put insufficient development into the explanation.

If an agenda is sent, this means that the meeting will be more organised because everyone has the topics, who's going to be there, the location etc.
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This leads to the meeting being more efficient and the people attending are less likely to stray on to random topics of no importance. Therefore, the meeting will run a lot better than without an agenda.



**ResultsPlus**

**Examiner Comments**

This is a good answer which scored 3 marks. It demonstrates good technique of how an explain question should be tackled. A clear benefit is given, 'the meeting will be more organised'. The candidate develops this by giving two linked points of development, 'everyone has the topics...' and 'less likely to stray on to random topics'. There is clear development of the original benefit.

So the people in the meeting will know what to expect before they go into the meeting. They will have time to prepare for what is about to happen in the meeting.



**ResultsPlus**

**Examiner Comments**

In this example only two marks were awarded because although a valid benefit is given, 'know what to expect...', only one point of development is given, 'have time to prepare'. This is despite the candidate clearly understanding what an agenda is and how it is used in communication.



**ResultsPlus**

**Examiner Tip**

In 'explain' questions always make sure there are two points of linked development used to explain the identified benefit/advantage/disadvantage etc.

## Question 1 (d)

This is a similar type of question to 1(c) in that the command word is 'explain' and the question is not based on a specific business. Therefore no context is required to achieve all three marks. Candidates often do not think about the structure of their answers in this type of question. They rush into the question and write as much as they can in the space provided. This can lead to the answer not being linked together and disjointed. Only one benefit can be awarded and this must be explained through development.

The benefit to a business of using a logo on its products is their brand recognition would increase because more customers would know about the business when buying their products, this could lead to an increase and then in brand recognition and sales which therefore means that the company will have a better brand recognition -



### ResultsPlus Examiner Comments

This is an example where a candidate rushes into an answer and tries to write as much as they can. No thought has been given to the structure of the answer and as a result the benefit, 'brand recognition', is repeated three times. This could have also been avoided by proofreading the answer. Two marks are awarded as there is one point of development through indicating it leads to an increase in sales.

A logo provides brand recognition for a business or a product. This ensures that even though the company name may be forgotten, the logo may be remembered as our minds find recognising images easier than recognising words. This could lead to repeat purchase as customers may recognise the logo and associate it with a high quality product they have seen before.



### ResultsPlus Examiner Comments

This response scored 3 marks. The answer gives the same benefit, 'brand recognition', but has a much better structure in that the explanation is given through two clear points of development, 'logo is remembered' and 'leads to repeat purchase'. Less detail has been written but the answer demonstrates a sound technique.



## ResultsPlus

**Examiner Tip**

If you have time, proofread your answers to avoid making basic mistakes.

### Question 2 (b)

This question asked candidates to identify features that would make the information more accessible to older people. This did not require candidates to discuss the actual content of the communication. Although most candidates clearly understood this, a significant number focused on how the content should be changed rather than on ways to make it more accessible.

1. Information on what it's about.
2. Creates job opportunities.



## ResultsPlus

**Examiner Comments**

No marks can be awarded for responses such as this one as the candidate does not give any features that would improve accessibility for older people. The answers are general points about information in the factsheets.

1. Images.
2. Large fonts.



## ResultsPlus

**Examiner Comments**

In this example two marks were awarded because the answer gives two features that would make the information more accessible. It is a relatively straightforward question but candidates must read all questions carefully.

## Question 2 (c)

This is an example of an 'explain' question which is asked using the context of a particular business. Candidates are therefore required to give an answer in the context of the business in the question. As explained earlier, context is where the answer is specific to the business in the question, in this case 'AgeUK', and will contain a reference to that business. It is important to note that simply stating the name of the business in the answer is not enough to be classed as context.

Despite references in past reports this is still an issue for candidates. Many detailed answers, which do explain in sufficient detail, do not get full marks because candidates do not refer to the specific context of the business. It is a clear Assessment Objective of the paper to assess application of knowledge. However, it seems many candidates are not being developed in this area as well as in other Assessment Objectives.

If it has good communication with stakeholders then they are more likely to use the organisation because the more people know about Age UK the more they trust them and would go to them for help. This would make the organisation successful because it has created a good reputation with its stakeholders.



### ResultsPlus Examiner Comments

This is a very good example of a candidate losing marks by not answering in context. The answer given is thorough and well explained and it appears to be worth three marks. However, it is not written in the context of AgeUK and could be applied to almost any business. Therefore it is only awarded 2 marks.

Age UK need to have good communication with its stakeholders so it can expand and help more older people. It can do this by providing a good service to the older people already involved in the business by providing them with factbooks. This would make them feel as though they are being cared for and will, therefore, create a good image for the business.





## ResultsPlus

Examiner Comments

Although very similar in structure and detail to the first answer, this response is written in context through the reference to 'older people'. It can therefore be awarded three marks. This is a common theme with explain questions. Candidates do not apply their knowledge to the business. Often this can be done through the smallest of specific references.



## ResultsPlus

Examiner Tip

If a business is named in the question then there must be at least one reference to a feature of that business in the answer. Repeating the business name is not enough.

### Question 2 (d)

'Describe' questions allow candidates to achieve marks in a number of different ways. This can be done through including different possible impacts or giving an impact and developing the answer further. However, to gain all four marks there must be some reference to the context of the question, this is often the main reason why full marks are not awarded in questions such as this. It was pleasing to see that many candidates were able to describe realistic impacts on the business of not printing the factsheets in other languages.

If Age UK did not print the factsheets in different languages there would be a barrier to communication. This would limit the amount of customers they will get and therefore become less popular. By having ~~less~~ fewer customers, the business would suffer and staff morale would be less. <sup>Fewer</sup> ~~less~~ customers can lead the company to not bringing any more potential customers as there would be less advertising via word of mouth.



## ResultsPlus

Examiner Comments

This response scored 3 marks. Within the answer the candidate clearly describes a number of impacts on the business ranging from 'barrier to communication' to 'lost advertising'. However, full marks cannot be awarded because there is no context included in the answer.

The possible effects may be that the population of elderly people may decrease or the elderly people that are not from England or speak English may find this offensive and report the business which means that the business could gain a bad reputation which could spread by word-of-mouth meaning that people would stop using this business for their information and advice and probably try competitors instead.



### ResultsPlus Examiner Comments

In this answer the candidate achieves marks in two different ways. Firstly, they give a developed answer as to the effect of AgeUK getting a 'bad reputation'. Secondly, they include two other impacts, 'people stop using this business' and 'try competitors instead'. Four marks can be awarded because the answer is written in context through the reference to 'elderly people'.

### Question 3 (b)

Regardless of subject matter, or the level of the exam, certain fundamentals apply to all exam papers. One key requirement of any exam is for the candidates to answer the question which has been set. This, of course, requires candidates to read the question carefully. However each year it is clear that candidates do not read the questions carefully enough and therefore do not answer the question set.

This question was a prime example. A large number of candidates did not understand that the benefit requested was for the customer. Instead, they answered from the point of view of the business. Others often started from the customer viewpoint but then suddenly moved on to talk about the benefits to the business half way through the answer.

~~The business will have more customers~~ More customers will come to this business because the business communicates well and directly to every customer. This leads to more sales and improved customer loyalty because the business has a

USP. Therefore the business will keep improving because new <sup>customers</sup> ~~business~~ will increase brand awareness. The business should keep this service as it is a good advantage over competitors.



**ResultsPlus**

**Examiner Comments**

This answer only focuses on the benefits of the communication for the business. It therefore does not answer the question which has been set and scores zero marks.

A benefit for customers from BlueLine's free text-back service would be that customers ~~the~~ would be able to recognise the taxi that they have booked by when it is going to arrive, the make and model of the car, its colour and registration number. This would avoid confusion between people who have ~~booked~~ booked taxis from the same place at the same time.



**ResultsPlus**

**Examiner Comments**

In this example the candidate explains the benefit of the communication for the customer. The benefit is developed in context and therefore the response achieves three marks.



**ResultsPlus**

**Examiner Tip**

Although it sounds really obvious, answer the question which has been set. To do this you must read the question very carefully.

### Question 3 (c)

This question is useful in reinforcing the points made earlier in the report when discussing explain style questions:

There must be two points of linked development in an explanation

Questions based on a specific business must be written in context

Read the question carefully in order to answer the question set.

People are able to find out how much it is going to cost without having to wait to ask the driver. This is good because other taxi companies don't do that so Blueline would be at the top of the competition. This would lead to more customers therefore more success of the business from more profits.



#### **ResultsPlus** Examiner Comments

This answer scored 3 marks and:

Develops an advantage ('without asking the driver') by including two linked development points, 'other taxi companies don't do this' and 'would be at the top of the competition'.

It is written in context through the reference to 'the driver' and 'taxi'.

The advantage is clearly to the business and not the customer.

If these points are reinforced to candidates then their technique used to answer explain style questions will no doubt improve.

### Question 3 (d)

Question 3(d) was generally answered well in that candidates gave reasons why this type of communication would be used by the taxi business. However, only the strongest candidates identified that there were specific reasons why a taxi business would target this type of promotion. It was the targeting aspect of the answer that led to full marks and often made the difference between a candidate achieving two or three marks.

BlueLine is advertising its business to increase customers, with an increase in customers they are able to increase profit if revenue remains the same, this will also give them brand awareness which could lead to customer loyalty which also increases profit if revenue stays the same.



#### ResultsPlus Examiner Comments

In this first example the candidate gives a valid reason 'to increase customers', but does not specify why targeting restaurants and travel agents would help achieve this. The answer is also not written in context as there is no reference to BlueLine, or the functions it carries out. Two marks are awarded.

BlueLine distribute price lists to local restaurants and travel agents because it will create more advertisement for BlueLine. This is because these places are generally a hotspot for people who need a taxi home, for example, people who have been to a restaurant could have had a bit of alcohol ~~there~~ meaning they can't drive, therefore they could see the BlueLine price list and use it to get home. Also, at travel agents' people are looking at how to travel somewhere like an airport, and see this ~~the~~ and use BlueLine. Therefore BlueLine distributes price lists for more advertisements and sales. (Total for Question 3 = 10 marks)



## ResultsPlus Examiner Comments

In this example the full three marks are awarded because there is clear understanding of why these types of business are targeted, eg had alcohol and cannot drive. There is also clear context throughout the answer.

### Question 4 (b)

Here the command word is 'outline' and the question is worth 2 marks. 'Outline' questions require candidates to not only give a reason but also to give a development point in order to be awarded the second mark.

The question also refers to 'Lydia's business' and therefore needs to be answered in context for both marks to be awarded.

Discussions are important to Lydias business success as then there will be less trouble from customers who have problems with the business. She has improved the business to suit their needs.



## ResultsPlus Examiner Comments

In this example a good reason is given and then developed. However, despite this, only one mark can be awarded as there is no application to Lydia's business of selling cakes.

It's important because Lydia makes cakes which are based on designed designs requested by her customers. So when they discuss Lydia can know what kind of cake the customer wants and she can give a good one satisfy the customer when the customers are satisfied they tend to come again.



## ResultsPlus Examiner Comments

This answer gains two marks as there is clear reference to what Lydia's business does, ie design cakes.



## ResultsPlus Examiner Tip

Try to show good technique in all questions, even those worth only a low number of marks.

## Question 4 (c)

This question is typical of the type of question that has appeared in all exam series so far which requires candidates to explain the advantage/disadvantage of using a particular method of communication. A point for centres to note is that candidates should be encouraged not to use 'easier', 'cheaper' or 'quicker' as possible answers unless they quantify this in some way. Marks will not be awarded unless the candidate clearly explains **why** the method of communication is quicker or easier.

It is much quicker than verbal<sup>(3)</sup> communication as multiple messages can be sent at once asking what they want the product to look like. It also is better because they can be at the workplace while doing this (don't have to travel to customer)



### ResultsPlus Examiner Comments

This response scored two marks. Although the candidate in this example does quantify 'quicker' by adding 'than verbal communication...' there are still two fundamental issues with this answer that could have been easily improved upon. Firstly, the candidate makes the mistake of giving two advantages instead of one. This is often easily detected in an answer through the use of 'also'. Secondly, the answer is not written in the context of Lydia's business. The context in this question was a bakery business which was a relatively easy context to apply in answers to this particular question.

customers. a quick means of communication,<sup>(3)</sup>  
E-mail is ~~an~~ effective, this means that Lydia doesn't have to waste time contacting her customers and then having a face-to-face meeting, which means she has more time to spend designing and producing the cakes, therefore her customer service is better and she may have a repeat purchase which will increase sales.



This response scored three marks. The candidate starts the answer in a similar way but develops the answer more successfully and is awarded full marks. Note that simply saying 'quicker' would not have scored a mark but this candidate explains how it is quicker by comparing it to face-to-face communication. There is also clear context in the reference to 'designing and producing the cakes'.

### **Question 4 (d)**

Question 4(d) was the first question on the paper to be assessed using levels. In these questions, marks are awarded based on assessing which level the answer is in, ranging from Level 1 up to Level 3. There was a clear improvement this year in how candidates answered this type of question. Centres are clearly helping to develop candidate technique and as a result far more responses are being assessed in Level 3. However, there are still a significant number of answers that contain some excellent analysis but do not offer any evaluative comment. This would confine such an answer to the top of Level 2 in this particular question, therefore achieving four marks.

In order to get into Level 3 both evaluation and context are needed. Evaluation can be seen where a candidate offers balance in their answer and considers both the positive and negative aspects of their opinion or judgement. Context has already been explained within the report but also needs to be present in order to be judged to be a Level 3 answer. It is also advisable to finish this type of question with a conclusion which clearly focuses the candidate's opinion and the key reason(s) supporting the opinion.

I think the first option would be the most effective, first of all because it would make a good impression of the business, second of all because it opens herself up to a wider amount of potential customers, as it is advertised nationally, rather than just locally. Another reason is it can be advertised for all sorts of events, rather than just weddings. It could be spotted by professionals and be taken seriously, as it is a national magazine. ~~specifically~~ The magazine is targeted at people looking specifically for caterers, so she will be advertising to the right specific audience. Finally, she can share contact details of



the business, meaning potential customers will be able to contact her immediately with any questions they may have.



### ResultsPlus Examiner Comments

This example clearly demonstrates the previous points. It is a well written answer which contains some excellent analysis to support an opinion. However, because the answer only focuses on the positive reasons why the first option is the most effective there is no evaluation taking place. The answer can therefore not be placed in Level 3. Four marks are awarded.

I think that placing an advert (option 1) will be the best option for Lydia to promote her business. The reason for this is because she is advertising her business to a wider audience which makes it more likely to increase her sales. Another reason would be because it is in a catering magazine so the people looking must want a cake or something similar making. However, the magazine is national which may be too big for a small business like Lydia's because delivery costs etc must be paid and may not be suitable for cake. This depends on whether Lydia is willing to do deliveries etc. In my opinion, if Lydia was to promote her business at a wedding fair she is narrowing her target audience down as she does christenings and birthdays too so she would only be promoting to a small part of her target audience.



## ResultsPlus Examiner Comments

This is another well-written answer. However, this answer was awarded six marks because the candidate clearly evaluates their opinion/choice by considering the possible negatives of the selected option. The answer also finishes with a well written conclusion which focuses on a key reason to justify the selected option. Candidates should use conclusions to do this rather than write a bland concluding sentence that offers nothing extra to the answer.



## ResultsPlus Examiner Tip

In levelled questions always make sure to check you have:

- given reasons for your choice
- given balance to your answer by showing you have also included the possible drawbacks of your choice
- written the answer in the context of the business in the question
- finished with a conclusion that clarifies the key reasons supporting your opinion.

### Question 5 (a)

A key feature of this paper was a poor response to questions requiring a definition. Centres should be aware that this type of question appears on all papers and the terms used in the question are taken straight from the specification. Therefore if candidates have not developed adequate knowledge of the terms then they will lose valuable marks.

Another key point to note is that these questions are worth two marks. To achieve both marks then the definition must be perfect, often requiring two distinct points within the definition. Answers that show some understanding of the term but are not written in a totally accurate way are awarded one mark.

The term webinar means holding a business meeting but instead of it being in person it is over the web ~~to~~ instead.



## ResultsPlus Examiner Comments

This question required candidates to give a definition of the term 'webinar'. This required candidates to make two key points in the definition. Firstly, that it is a seminar/lecture/presentation and secondly it is delivered via the internet or web.

Many candidates, such as this, understood the term but could not express themselves clearly enough to be awarded both marks. This was commonly seen in answers which said a webinar was a 'meeting held over the internet'. This was classed as an imperfect definition and awarded one mark.

A webinar is a seminar via the web. It is where meetings ~~are held~~ or presentations are had but it is done over the web internet. It can happen anywhere around the world between two different countries.



**ResultsPlus**  
Examiner Comments

This is an example of an accurate definition with two clear points, 'a seminar' and 'done over the internet'. Two marks were awarded.

### Question 5 (b)

This question was very poorly answered with many candidates struggling to explain why allowing customers to purchase the product via the internet was a positive to Cisco. There were lots of vague answers and in those which scored marks the most common answer was linked to increased accessibility because lots of businesses/people had access to the internet.

However, if candidates thought about their answer a little more there were some excellent opportunities to score well if they considered why the internet was better than alternative ways to install software such as installing via a disk.

Centres are preparing candidates well for exams but it is also important for candidates to develop the ability to think and be analytical in answers where necessary.

Most people have an internet connector, this means that lots of people will be able to access Cisco and this will bring more people to their business leading to more profit



**ResultsPlus**  
Examiner Comments

A lot of candidates scored zero or one for this question and even in examples such as this, where the candidate scored two marks, the answer was quite general and could have been improved by thinking about the question more.

## Question 5 (c)

Question 5(c) proved to be much more accessible to candidates than 5(b). Answers tended to be more specific and clearly linked to the needs of an organisation such as Barnardo's.

This question also highlights well what a candidate is allowed to use as context in an answer. The information above the question, referred to as the stem, is additional information that a candidate can refer to in their answer if applicable. If this is done then the answer can be considered to be in context and applied to the business. Information included in the actual question is not allowed to be used as context.

In this question many candidates wrote in context by referring to the nine regional centres which are provided in the stem just above the question. There is no problem with this.

There are no travel costs, this means they can train the people in all nine regional centres, without having them pay for everyone to meet at a training centre. This would lead to Barnardo's having more money to protect and care for children. This is because they are not using donated money to train employees and have meetings across the UK.



**ResultsPlus**

**Examiner Comments**

This is an excellent response which scored three marks. The answer fully explains the reason in context by referring to both 'nine regional centres' and 'care for children'. Both of these are not referred to in the stem or in the wording of the question so are allowed as context.

It allows businesses to communicate with their other centres in one line rather than making them travel to a very far place which will waste petrol and money. This will save money for the business as they can stay in their business and set up a meeting via teleconferencing or videoconferencing.



**ResultsPlus**  
Examiner Comments

This is a very similar response but can only be awarded two marks because the context of the answer is not specific to Barnado's. It can be applied to almost any type of business. The word 'centres' is used but this is not specific enough as other businesses also have 'centres'.

### Question 5 (d)

Although worth 8 marks, state and explain questions are actually assessed in a 2 x 4 split using the same criteria as other explain style questions; the only difference being that three linked strands of explanation are required instead of two. There has been an issue in previous papers with candidates neglecting context when answering this type of question. However, in this paper candidates were much more comfortable with the context of the question and applied their answers much better to the context of university learning.

One key issue with this question was the number of candidates who explained advantages and disadvantages from the viewpoint of the students. The question asks for advantage/disadvantage to the university. Candidates often did not develop their answer to show how improved student learning benefited the university. This resulted in many answers achieving 6 marks instead of 8.

It allows easy access to information for students

Explanation

By making this available, there becomes good communication between the lecturers and their students as they can view their lectures on the go or at home and not have to worry about missing anything at university. This will also help the students know more about what they are doing by having the lectures with them, and due to this

they learn more. It is also a good form of visual communication which keeps the students interested instead of things just being written down and so on. Being streamed to other classrooms is an effective useful visual way of learning.

#### Disadvantage

Having it on PCs, tablets etc may be a distraction.

#### Explanation

If the students have access to the lectures on their devices, they may feel that they do not necessarily have to pay attention in the classes. Having things on our computers, phones and tablets such as social networking sites like Twitter, Facebook, Youtube, may distract students and they may find themselves using the taking advantage of the time they spend on their devices by doing things that do not help their learning. If you are consistently looking at a screen all the time, you may damage your eyesight.



**ResultsPlus**

**Examiner Comments**

This answer clearly demonstrates the previous point. The answer is very detailed and well explained but only explains the impact on the student. Attention to detail is important in securing full marks. This response was awarded 6 marks.

#### Advantage

The students can have a record of a lecture.

#### Explanation

~~The lectures can~~ As the lectures are streamed to a device, they can be saved or downloaded therefore students can look back over on what was said if needed or could rewatch something they may not have fully understood. This will aid both students and NTU as the students will

have a revision tool meaning NTU will not need to create other means of revision such as booklets or have to answer as many questions as customers can find out the information they need themselves.

#### Disadvantage

It is difficult for students to give feedback

#### Explanation

As the videos are with pre-recorded videos, a student will not be able to easily ask NTU any questions they might have. This damages the feel personal feel of a lecture and may discourage students because they are may be unable to, or find it difficult, to have any of their queries answered.



**ResultsPlus**

**Examiner Comments**

This example scored seven marks in total and is very useful for comparison purposes. The explanation linked to the advantage has been developed to show the positive impact on the university in that NTU will not have to create additional revision materials. This part of the answer was awarded 4 marks.

The second part of the answer linked to the disadvantage only explains how making the lectures available in this way will be negative for the students.

This has not been developed into how this would be an issue for the university. This part of the answer was awarded 3 marks.

## Question 6 (a)

This is an example of another question which assesses the knowledge of candidates. The same principles apply as discussed earlier in 5(a).

When a company expands and goes across the world and is used in ~~see~~ loads of countries world-wide. It can be when they start in one country and end up in ones scattered all over the world.



**ResultsPlus**

**Examiner Comments**

This response scored two marks. In order to achieve both marks there need to be two distinct features of the definition given in the answer. This can be seen in this example through 'company expands' and 'used in loads of countries world-wide'.

The term globalisation means a business that is global and sell products in countries all over the globe.



**ResultsPlus**

**Examiner Comments**

In this example the candidate shows some knowledge but only includes one feature in the definition, 'sells products in countries all over the globe'. This response scored one mark and another feature was needed before two marks could be awarded.



## Question 6 (b)

The structure of possible answers for 'describe' questions was covered earlier in information provided for 2(d). This question should have been very straightforward if candidates picked up on two key points in the question. Firstly, the issues requested related to the **design** aspects of the presentation and secondly the presentation was to be given online. Many candidates did not recognise this and therefore scored weakly on this question.

Cisco should make sure that the backgrounds are consistent and look professional. He should make sure that the font colour and style is clear to read. He should make sure the font size is large enough to read clearly. There should be images and graphs.

If Cisco does this then he would communicate successfully with the receiver.



### ResultsPlus Examiner Comments

This response scored three marks. The example indicates that the candidate does recognise the question is related to how the presentation is designed. Features such as consistent backgrounds, font colour and font size are all included in the answer. However, there is no recognition of the online nature of the presentation. Full marks cannot be awarded.

It needs to make sure it is a good presentation or it could put the customer off straight away



### ResultsPlus Examiner Comments

This is a common example of responses seen to this question. The candidate does not give any specific design features within the answer. It is simply a general statement which does not actually answer the question. Zero marks were awarded.

## Question 6 (c)

Question 6(c) was a levelled question worth 6 marks. As mentioned earlier, responses to levelled questions continue to improve on this paper indicating candidates are being well prepared in terms of their exam technique. However, this individual question was the exception and resulted in some very poor answers. There were two clear reasons for this. Firstly, there continues to be a poor understanding of the Data Protection Act. It is a common topic yet candidates do not fully understand the impact it has on business communication. An in-depth knowledge is not required but it is necessary to understand how it can influence the way a business communicates.

Secondly, candidates found it very difficult to add evaluative comment in this question resulting in very few Level 3 responses. It should be noted that evaluation in this question comes from the negatives of **following** the Act. A lot of candidates discussed the negatives of not following the Act, such as getting fined/taken to court. This would only happen if the business did not follow the Act therefore supporting the argument of following the requirements of the DPA.

An effect on ~~the~~ Cisco of following the Data protection act is that the customers will have more trust in Cisco to keep their personal information safe and not ~~share it~~. Sharing it. Cisco will also have to take special care when collecting data and personal information from the customers.

Keeping within the data protection means that Cisco will avoid getting fined or being sent to jail which would have ruined the reputation of Cisco.

Cisco also cannot share the personal details of a customer without the customer's consent.



### ResultsPlus Examiner Comments

In order to reach Level 2 a candidate must give two developed reasons for following the Act. However, to move into Level 3 there needs to be balance to the discussion and context. This example shows a common approach to this question in that the candidate only gives a one-sided argument. The analysis of the reasons is fine and it answers the question however extra work is needed on levelled questions to reach Level 3. Four marks were awarded for this response.

Cisco has to follow the Data Protection Act because it's the law. If ~~that~~ they didn't follow the law they could end up with a fine or even imprisonment. They also need to keep the information of the customer secure. If they do both of these things it will increase the reputation of the company and ~~it~~ could lead to an increase in sales. However making sure their website is secure would cost Cisco time and money. ~~However this is~~ In conclusion it would be a great benefit ~~to~~ for Cisco to follow the Data Protection Act as it will make customers trust the company and could increase sales. Also it's the law!



**ResultsPlus**

**Examiner Comments**

This answer was not particularly strong but it does highlight how candidates can improve their marks through including even the smallest amount of evaluative comment. In this case the candidate not only discusses the benefits of following the DPA but also mentions a drawback, 'would cost Cisco time and money'. Although this is not developed it is enough to move the answer from four to five marks.

## Question 7

This was the final definition based question on the paper where two marks are available and therefore two features need to be included in the definition. Candidates displayed very poor knowledge in this particular question and although the question is only worth two marks it puts pressure on candidates to perform better elsewhere on the paper as a result.

A matrix structure is a hierarchical structure with ~~different~~ many levels of responsibilities, usually organised into departments, (such as the HR department, the production department and so on).



**ResultsPlus**

**Examiner Comments**

A common type of answer where the candidate shows no knowledge of the specific term. As a result a description of a hierarchical structure is given. Zero marks were awarded for this response.

A matrix structure is a group of people from different departments working together as a team to ~~work~~ work on a specific project.



**ResultsPlus**

**Examiner Comments**

This is a successful answer which clearly includes two key points of description within the definition, 'people from different departments' and 'work on a specific project'. Two marks were awarded for this response.

## Question 8

Question 8 was an "outline" question worth two marks. The vast majority of candidates scored one mark because they could give a reason why good spelling and punctuation were important. However, very few scored two marks because they did not apply the answer to the context of the question, SRM, which was needed for the second mark.

One reason as to why accurate spelling and good grammar are important to SRM is that it gives a professional and intelligent look to any potential or current clients. It means that clients will also be more likely to trust the business and use them again.



**ResultsPlus**

**Examiner Comments**

This response scored one mark and was typical of many answers. A clear reason is given but it is not applied to the business and it is an important reason for any business. Application is needed for the second mark.

As SRM is a leading company in the UK and known for the production of many well known buildings such as the O2 Arena. The business must give a professional approach to clients. A simple spelling mistake would imply they show little attention to detail and would be capable of making mistakes, and potentially damage their reputation. (Total for Question 8 = 2 marks)



**ResultsPlus**

**Examiner Comments**

This response shows how to develop an answer by applying it to the business in the question. By including 'leading company known for the production of many well known buildings' the candidate's answer is clearly about SRM. Therefore the full two marks can be awarded.

## Question 9

The level of knowledge and analysis shown in Question 9 was very good. Many candidates had a clear understanding of the appraisal process and could analyse why it helped to retain employees. However, candidates struggled to include evaluation in this particular question. To get into Level 3 candidates had to consider why appraisal may not be the best way to retain employees. This could be done by including possible disadvantages of the process or alternatively by considering that other processes may be more important than appraisal. This could include the level of pay or other motivation techniques used within the business.

An appraisal ~~will~~ <sup>will</sup> help SEM and its employees to discuss there work so far and to see if they are on ~~target~~ <sup>track</sup> to meet there targets, this will help SEM retain a good working relationship with ves best employees because it will help them to adress any problems they have and how to solve them and it will also give the employees a chance to air out any problems they are experiencing, this would then keep the employees motivated in there job because they have a good relationship with there boss and have no problems causing there targets to be met.

(Total for Question 9 = 6 marks)



### ResultsPlus Examiner Comments

This example highlights the issue of a candidate having both good knowledge and supporting this with good analysis but not offering any evaluation. This means the answer stays at the top of Level 2 and is awarded four marks.

The appraisal system helps SME retain its best employees because the employees knowing they have done a good job will keep them motivated and wanting to do more for the business and therefore they stay there longer. Also if you appraise your employees all the time they will like the job because then they will think they are useful at this and therefore will get better at the job which will increase the businesses reputation because their employees are happy and willing to work. But one problem would be if you just praised them they wouldn't know how to improve to get better.



### ResultsPlus Examiner Comments

This answer has been developed a little further in that an evaluative comment has been included at the end of the answer. The candidate has commented that if appraisals just focused on praise then there may be no targets for improvement. Although slightly unrealistic, it does show the candidate has considered there are possible issues with just relying on appraisal to retain employees.

This response scored five marks. The answer does not score full marks as there is no context within the answer and it could be supported by a conclusion.



### ResultsPlus Examiner Tip

Always check that answers to levelled questions have both evaluation and context.

## Question 10

Question 10 is the longest question on the paper and is worth 10 marks. However, the same principles apply when assessing this question in that the question is assessed using levels. As mentioned earlier, both context and balance are therefore vital in writing good answers.

One further point is the amount candidates wrote in this question. In previous reports it has been highlighted that candidates were often writing too much in answers. Instead of adding detail to answers this often increased the vagueness and led to answers losing structure and moving away from answering the question. In this paper it was good to see that this advice had been followed and there were shorter, structured answers. The space provided in the paper is an indication of the necessary detail required for a high level answer.

regular meetings between them and their clients are obviously going to be important as customers are easily able to outline any issues they are having which could then be voted on board and changed by SRM it also increases good communication as SRM can know if the communication has been successful and the clients have understood the message it also enables SRM to ensure they have the right building materials and a plan of what they're going to do it also allows clients to see if they're happy with the design - this is why meetings are important as if the client was not happy with the design he wouldn't be able to express his view before it's too late this would lead to demotivation of staff, whereas because both SRM and clients know what's going on it will increase efficiency and motivation which could lead to brand awareness increasing which may increase profit if revenue remains the same however regular



meetings can also create big problems such as communication barriers, this would be bad as either party may be unable to voice their ideas which may lead to the wrong thing being made which would decrease motivation and increase staff turnover, however they are important as it ensures the plan is a go. ~~at~~

(Total for Question 10 = 10 marks)



**ResultsPlus**

**Examiner Comments**

As mentioned, evaluation and context are key concepts that need to be included in candidates' answers. However, the ability to write meaningful conclusions also helps to give structure to an answer.

This is a good answer which considers why meetings are both important and could also cause problems. However, there is little conclusion to the answer which either summarises the candidate's discussion or highlights if some points of the discussion have more influence than others. Eight marks were awarded for this response.



**ResultsPlus**

**Examiner Tip**

Candidates should try not to write conclusions which simply repeat points made earlier in the answer. A conclusion should draw out what is the most important factor in the discussion that has allowed an opinion to be formed. This is a difficult thing for candidates to grasp but when they do it brings a clear structure to the answer and helps with extended writing.

## **Paper Summary**

Based on their performance on this paper, candidates are offered the following advice:

- use context in your answers when required in order to maximise marks
- do not give definitions of key terms in questions where they are not needed
- develop your knowledge of key terms from the specification
- only give one reason or method in explanation questions and develop this with two linked points rather than give other reasons or methods
- always give balance to judgements in "evaluation" or "justify" questions which involves including disadvantages of the method chosen as well as reasons to support the judgement
- write a conclusion for levelled questions as this helps to summarise the key points used in making judgements or giving opinions.

## **Grade Boundaries**

Grade boundaries for this, and all other papers, can be found on the website on this link:

<http://www.edexcel.com/iwantto/Pages/grade-boundaries.aspx>

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