

# Mark Scheme (Results)

Summer 2013

GCSE Business Studies

5BS06

Introduction to Small Business

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## General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.
- Mark schemes will indicate within the table where, and which strands of QWC, are being assessed. The strands are as follows:
  - i) ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear*
  - ii) select and use a form and style of writing appropriate to purpose and to complex subject matter*
  - iii) organise information clearly and coherently, using specialist vocabulary when appropriate.*

Question	Answer	Mark
1	B	1

Question	Answer	Mark
2	A, D	2

Question	Answer	Mark
3.	A, C,	2

Question	Answer	Mark
4.	£3 250, £12 550, £1 275	3

Question	Answer	Mark
5.	D, E	2

Question	Answer	Mark
6.	B	1

Question	Answer	Mark
7.	B	1

Question	Answer	Mark
8.	A, E	2

Question	Answer	Mark
9	C, D	2

Question	Answer	Mark
10	A, D	2

Question	Answer	Mark
11	A, C	2

Question	Answer	Mark
12	C	1

Question	Answer	Mark
13	A, B	2

Question	Answer	Mark
14	A	1

Question	Answer	Mark
15	C, D	2

Question	Answer	Mark
16	B, C, D	3

Question	Answer	Mark
17	ii = D, iii = C, iv = I, v = B, vi = E	5

Question	Answer	Mark
18	<p>Possible justifications for each:</p> <p><b>Choice 1</b> – research is relevant to the company</p> <p><b>Choice 2</b> - research is carried out by someone else and is more cost effective.</p> <p>Reasons for choice 1:</p> <ul style="list-style-type: none"> <li>• It is collected first hand so the information will be relevant and useful to Erin and Layla</li> <li>• Gain additional information from the research</li> <li>• Information does not already exist, so they would have to go and collect</li> <li>• Tailored to the needs of the business</li> </ul> <p>Negatives:</p> <ul style="list-style-type: none"> <li>• This method is very time consuming, and there is no guarantee that the information gained will be relevant.</li> <li>• Will they be able to afford the cost of this type of research.</li> </ul> <p>Reasons for choice 2:</p> <ul style="list-style-type: none"> <li>• Information already exists, which is relevant and can be used easily and without great expense and time.</li> <li>• Erin and Layla do not need to employ anyone to do the work for them.</li> <li>• More additional information is available that they can use</li> </ul> <p>Negative:</p> <ul style="list-style-type: none"> <li>• The research may not contain all the information they want</li> <li>• The information may be out of date</li> <li>• The information may not be particularly relevant to their business.</li> </ul>	6

Level	Mark	Descriptor
	0	
1	1-2	A judgement or point is given as to which method is most likely to allow Amelia to improve her competitiveness. If there is just a simple judgement or where the support shows misunderstanding of the concept 1 mark should be awarded. If this judgement/point has some simple support, the response should be placed at the top of this level.
2	3-4	A judgement/point is given on one or both issues with some development/support, which includes at least <b>one</b> reason/cause/consequence etc. At the top of this level this analysis will be relevant and linked to the judgement/point made.
3	5-6	A judgement/point is given on one or both issues with some development/support, which includes at least <b>two</b> reasons/causes/consequences etc. and includes some balance. At the top of this level there will be a conclusion drawn from the analysis and the answer will be in context.

Total marks = 40

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