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Examiners' Report

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Introduction

The structure of the paper this year was consistent with previous years. Command words used in questions have not changed and allow candidates to answer questions using a variety of techniques. However, a number of expectations are always required from candidates. Question 1, as always, was generic and not based on a specific business. Questions 2, 3 and 4 were based on real businesses and required candidates to apply their knowledge. Many candidates continue to struggle to do this and therefore cannot score full marks in many of these questions. This issue has been raised numerous times in previous examiner reports but it still remains the biggest problem with candidate technique. The ability to write answers in context is a vital skill that candidates must display. The use of context was better in Section C where the questions were focused on two businesses, Adidas and YouTube. This was likely due to business scenarios that candidates could easily relate to but centres must encourage learners to always relate answers to the business in the question.

Answers to levelled questions continue to show improvement. Candidates used clear structure in answers and good evaluative content was often seen in responses. However, despite some improvement in recent series the quality of conclusions this year was weak. A significant number of candidates included a conclusion which adds little value and simply repeats points made earlier in the answer. The aim of a conclusion should be to arrive at a supported judgement and focus on the key points that allowed this judgement to be made. In many cases candidates simply added a summary statement with little understanding of the issues covered in the question. Centres should use the advice contained in this report as a way to make further improvements and to look at specific ways to improve the quality of conclusions.

A weakness that was again apparent this year was poor knowledge of business terms. The paper aims to assess candidate skills and knowledge of Business Communications. This cannot be done without an underpinning knowledge of business terminology as outlined in the specification. Centres are not focusing on many of these areas and as a result some candidates could not access any marks on some questions because they clearly had insufficient knowledge to do so. This was particularly apparent in Q9 where an understanding of revenue was required to answer the question.

Specific examples have been included within the report to highlight the issues and to also demonstrate exemplar answers. The aim of this report is to help address some of these issues and give advice to centres on how to avoid repeating any problems in future series.

Question 1 (b)

The aim of this question was to ease the candidates into the paper and to assess their general understanding of business communication. 'Outline' questions are worth two marks and therefore require the candidate to include one point of development in responses. Most candidates were able to identify a reason for using correct spelling and grammar in written business communication. Those that did not achieve the second mark struggled to provide a development point as to why this was important to a business. Question 1 is generic so there was no requirement for context in order to achieve the second mark.

(b) Outline **one** reason for using correct spelling and grammar in written business communication.

(2)

using correct spelling and grammar in written business communication is important because sometimes the receiver may not understand the message



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Examiner Comments

This demonstrates the above point. A valid reason is given by saying the 'receiver may not understand the message' but this is not developed any further. Therefore only one mark was awarded.

If there are spelling and grammar errors, it makes the communication look unprofessional. This can result in a bad reputation to the business.



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Examiner Comments

Although similar in terms of content to the first answer, this response was awarded two marks because a development point has been included. The reason given is that it 'makes the communication look unprofessional' which is then developed by saying it 'can result in a bad reputation'. The development does not need to be complex but it does need to be included in order for two marks to be given.



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Examiner Tip

Do not neglect technique on short answers. Losing one mark on each of these questions can soon add up and have a negative effect overall.

Question 1 (c)

Q1(c) was a very straightforward question aimed at testing candidates' knowledge on an area of the specification that is frequently covered on this paper – types of oral communication. These are specifically listed and categorised within the specification. This categorisation must be a focus for centres as those methods categorised as electronic were not accepted.

One additional point on this type of question is that the command word is 'identify'. There is no need to write the answer in a sentence. Some candidates still insist on writing too much detail in this type of question and potentially create time issues for themselves later in the paper.

(c) Identify **two** types of oral communication.

(2)

1 meetings

2 telephone



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Examiner Comments

Two correct types of oral communication are given here – as listed in the specification. Two marks awarded.

1 verbal face - to - face communication

2 video - conferencing.



ResultsPlus

Examiner Comments

Although talking takes place when using video-conferencing it is listed as an electronic method of communication within the specification (Page 44) and therefore cannot be accepted as a correct answer. Only one mark awarded for 'face-to-face'.



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Examiner Tip

Use the categorisation of communication methods within the specification to answer this type of question.

Question 1 (d)

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. Candidates were required to give one benefit of using a strapline and then to develop this with two linked strands of explanation. One specific issue of this question was that a significant number of candidates had no knowledge of what a strapline was.

Use of key connective words such as 'this leads to' and 'because' helps in structuring answers to explain questions and should be encouraged when preparing candidates' exam technique.

(d) Explain **one** benefit to a business of using a strapline.

(3)

straplines ensures that the business presents its information clearly and easy to understand. It also makes the document the business is producing look more professional. Having a strapline ensures that ~~the~~ ~~text~~ increases the probability of good communication.



ResultsPlus Examiner Comments

This answer demonstrates poor knowledge and poor technique. There is no indication here that the candidate understands what a strapline is. The structure of the answer also indicates a weakness in the candidate's technique. The second sentence uses the word 'also' which indicates that they have included a second benefit. The question only requires one benefit to be explained. Candidates who provide more than one benefit are awarded no additional marks.

Response was awarded 0 marks.

Question 2 (b)

As in previous series, from Question 2 onwards each question was based on a business scenario. Therefore the majority of answers required candidates to apply their knowledge to the business scenario. Question 2(b) was an excellent example of this. It was an 'explain' question worth 3 marks. Application/context comes from relating the answer specifically to the business in the scenario. In this case, as the business was Grange Roofing Ltd the context should have made reference to roof repairs or home improvements, for instance.

The biggest problem with this question was that candidates did not read the question carefully and the vast majority explained an advantage to the business rather than to the customers as required by the question. Even those candidates who did give an advantage to the customer, developed the answer by saying why this was a good thing for the business and how it could increase the number of customers or sales.

(b) Explain **one** advantage for customers of *Grange Roofing Ltd* of being able to discuss details of the job with Kevin in person.

(3)

The customer can be sure that Kevin understands what they want, which is a benefit because it means the customer's wants will be more likely to be communicated successfully, leading to ~~a better experience~~ ^{the customer getting} their roofs repaired/replaced correctly therefore the customer gets a positive experience using Kevin's experiences service.



ResultsPlus

Examiner Comments

Although a relatively simple and straight-forward answer this response demonstrates excellent technique. It shows that an answer does not always have to demonstrate complex knowledge to achieve full marks. An advantage is given 'wants will be more likely to be communicated successfully'. Two development points are then included using excellent connective words – 'leading to' and 'therefore'. All of this has been written in context by referring to 'roof repairs'.

3 marks awarded.



ResultsPlus

Examiner Tip

Exam technique is vital when answering explain questions. The use of connectives is a key way to improve technique.

(b) Explain **one** advantage for customers of *Grange Roofing Ltd* of being able to discuss details of the job with Kevin in person.

(3)

customers being able to discuss details of the job with Kevin in person is good because it builds a relationship between the business and the customer, doing this will allow the customers to give good ~~feedback~~ reviews about the business therefore the business will have a better reputation. This means Grange roofing Ltd ~~can~~ could have more profits.



ResultsPlus
Examiner Comments

This answer is not focused on an advantage to the customer. It explains an advantage to the business. This type of mistake is quite common – particularly in earlier questions on the paper. This is because candidates often rush into early questions and scan read the question rather than reading through carefully.

0 marks awarded.

Question 2 (c)

This was another 'identify' question aimed at assessing the basic knowledge of the candidates. In this instance they were expected to name three methods of communication that Grange Roofing Ltd could use to promote its services. A wide range of methods were accepted but only those that were realistic for a local roofing business were awarded marks. Therefore methods such as TV advertising could not be accepted.

When working on a roof, *Grange Roofing Ltd* posts leaflets through the doors of neighbouring houses to promote its services.

(c) Identify **three** methods of communication, other than leaflets, that *Grange Roofing Ltd* could use to promote its services to new customers.

(3)

1 Advertising in Newspapers

2 Advertising in Social media

3 Posters



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Examiner Comments

Three realistic methods given within the answer therefore three marks awarded. Social media such as Facebook is now a common method of advertising for small businesses.

1 Posters

2 Media / Eg Social Media (Facebook etc)

3 Adverts



ResultsPlus
Examiner Comments

A similar answer but the third method 'adverts' is not specific enough. Therefore only two marks awarded.



ResultsPlus
Examiner Tip

Avoid general answers. Always try to be specific.

Question 2 (d)

The distinct issue with the way candidates answered question 2(d) was the lack of context in answers. It was an accessible question and candidates clearly understood what was required in the answer. However, because they did not include any context in the answer relating to Grange Roofing Ltd they were not applying their knowledge and could only be given two marks at most.

(d) Explain **one** disadvantage for *Grange Roofing Ltd* of using leaflets to promote its services to new customers.

(3)

Leaflets may be lost by customers as they would not pay much attention to the leaflets received. This leads to the message intended to be given to the audience not being received by them, which in this case, are details about repairs of roofs. Therefore, customers may not be aware of the business and would result in its promotion failing and less brand recognition, for Grand Roofing Ltd.



ResultsPlus
Examiner Comments

An excellent answer which clearly explains the issue of using leaflets to promote the business. Effective use of connectives to develop and explain the disadvantage. However, the key point of the answer that allows full marks to be given is the use of context – ‘details about repairs of roof’. Without this only two marks would have been given despite an excellent structure.

(d) Explain **one** disadvantage for *Grange Roofing Ltd* of using leaflets to promote its services to new customers.

(3)

One disadvantage is that some customers might not be bothered to read the leaflet and throw it away. This would be a waste of money for them. Also since producing a leaflet is very costly it would result in a loss of sales also they would get low brand awareness



ResultsPlus

Examiner Comments

This answer includes no context but also is guilty of trying to include two disadvantages in the answer – customers might not read the leaflet and 'very costly'. This is poor technique as examiners will only accept one (the one which provides the best response). The other disadvantage will not be awarded.

Two marks awarded.

Question 3 (b)

Question 3 was focused on Chessington World of Adventures theme park and how it communicated with its customers.

3(b) required candidates to list two legal obligations that should be considered when creating a website. There was no need to state specific legal acts in order to achieve the marks and as a result many candidates did well on this question. Again, it should be noted that the question only requires the obligations to be listed so there is no need to explain why they should be followed.

(b) List **two** legal obligations *Chessington* would have considered when it created its website.

(2)

1 Data protection Act

2 Accessibility



ResultsPlus

Examiner Comments

Common answer from candidates.
Two legal obligations clearly listed
therefore two marks awarded.

1 The colour used.

2 Whether there is sound.



ResultsPlus

Examiner Comments

Although this question was generally well answered there were still a number of candidates who displayed a lack of knowledge and simply listed two design aspects of creating a website.

0 marks awarded here.

Question 3 (c)

This question focused on a disadvantage to a customer of communicating using email. This made the question specific and required the candidates to develop the answer to explain a negative impact. Many candidates could not fully develop the answer in relation to the customer and often reverted to how it would affect the business in a negative way.

(c) Explain **one** disadvantage for the customer of having to give an email address to receive the newsletter from Chessington.

(3)

The disadvantage of providing the email address to chessington is that chessington may send a lot newsletter in a daily basis in order to promote their organisation. whereas it might get irritating for the customers. so customer may block their email and this may create negative impression and breakdown reputation for the business.



ResultsPlus
Examiner Comments

This answer starts by explaining the disadvantage to the customer who might get sent a lot of newsletters and therefore find this irritating. However, as with many other candidates, the final point of explanation is focused on the business – may create a negative impression. Therefore this answer could only be awarded 2 marks.

Question 3 (d)

'Describe' questions allowed candidates to achieve marks in a number of different ways. This could be done through including up to four different layout features or by identifying a layout feature and then developing this point to say how it would capture the interest of the reader. A mark is also available in 'describe' questions for providing a definition of the key term – in this case 'layout'. A key issue with this question was that candidates often got layout confused with the content of the newsletter or design features.

There are far fewer 'describe' questions than 'explain' questions on the paper. The technique required to answer the two questions are different but many candidates are often briefed well by centres on the technique required to do well on 'explain' questions and therefore also apply it to 'describe' questions. This will limit the chance to gain all four marks. One consistent requirement is to answer the question in the context of the business.

(d) Describe how the layout of the newsletter could help *Chessington* to capture the interest of the reader.

(4)

If there is a proper layout, the customers may feel interested to read the newsletter. If it contains too many text, then the customer may not be interested to read it. The text should be clear and it should not contain too many bright colours as it would be difficult to read. The text should not be scattered ~~all~~ around and there should not be many pictures included in the newsletter which would distract the customer from reading it.



ResultsPlus Examiner Comments

There is good detail in this answer and it is clear that the candidate understands the importance of layout. The answer focuses on the layout of the text, which is fine and they discuss three key points of how the text can be used. However the key issue here is the lack of context. There is nothing in the answer that relates it to Chessington. The answer could equally apply to any newsletter.

3 marks awarded.

The newsletter could include pictures of the theme park, which could give the customer a preview of the theme park making them want to come. Also ~~to~~ the ~~background~~ background colors could be a bit dashing, rather than some dull colors. Furthermore the ~~font~~ font should be a neat and appropriate one, with a contrasting color to the background and appropriate sizing. Finally the whole newsletter should be neatly placed, rather than filling it with huge whole ~~para~~ paragraphs and big pictures.



ResultsPlus Examiner Comments

Although this answer talks about different layout features, it is written in a similar amount of detail to the first response. The clear difference between the two answers is that this candidate writes the answer in context. The reference to theme parks in the first line jumps out and therefore allows the examiner to know context is present and that there is a possibility, should the rest of the answer be good enough, that full marks can be awarded.

In this case, the rest of the answer is a good standard so all four marks were awarded.

Question 4 (b)

When discussing Q1(b), this report covered how 'outline' questions are expected to be answered. Q4(b) is another 'outline' question so the same rules apply. However this question is linked to a specific business (M3 Hair and Beauty) and therefore also needs the answer to be written in context to be awarded the maximum two marks. This is something that candidates rarely do with 'outline' questions. Many excellent answers, with development, are confined to just one mark because there is no specific reference in the answer to the business.

(b) Outline **one** suitable method that *M3 Hair and Beauty* could use to inform its employees about its plans to expand.

(2)

Newsletters. can be used by M3 Hair and Beauty to let its' employees know about the plan to expand their current business.



ResultsPlus Examiner Comments

There is no context in this answer (the name of the business is not accepted as context) so it can achieve no more than one mark.

Candidates should also take into consideration the nature of the business to give a realistic answer. Candidates are told that the business is only small so writing a newsletter is not a suitable method to pass on the information about expansion. This is important to note as simply referring to a communication method is not enough for a mark to be awarded. It has to be suitable to the situation.



ResultsPlus Examiner Tip

No matter what type of question – context must be included if a specific business name is referred to in the question.

Question 4 (c)

This question showed a gap in many candidates' literary skills in that it was clear that they understood what a flat organisational structure was, but struggled to explain how it would benefit the business. Generic answers such as 'everyone has the same level of responsibility' were not accepted as even where there is a flat structure some employees have more responsibility than others.

Development was often included but, as in other explain questions, the use of context was very poor. In consequence, very few responses were awarded three marks but a large number were awarded two.

M3 Hair and Beauty has a flat organisational structure.

(c) Explain **one** benefit to M3 Hair and Beauty of having a flat organisational structure.

(3)

All the employees in M3 Hair and Beauty will understand the objectives of the business. Therefore the employees will work towards achieving the goals. This will help M3 Hair and Beauty to achieve goals together as a whole quickly and easily.



ResultsPlus Examiner Comments

This is an example of a generic answer that was awarded 0 marks. No specific feature of a flat organisational structure is given. The benefit of employees understanding the objectives could equally apply to other organisational structures as well. If this answer focused on improved communication within a flat structure allowing employees to fully understand the objectives, then the answer would have had a clear link to the question.

As it stands it does not do this and was not awarded any marks.



ResultsPlus Examiner Tip

Avoid general answers. Always try to be specific about the key term in the question.

Question 4 (d)

Question 4(d) was the first question on the paper to be assessed using levels. In these questions, marks were awarded based on assessing which level the answer is in, ranging from Level 1 up to Level 3. As mentioned in the introduction candidates were responding much better to these levelled questions, although there were some issues with 4(d).

One area that needed to be developed further in this question is when answers move between the two options provided. Far too many candidates simply explained the features of a CV rather than comparing it to a letter in order to make a judgement of what was the most suitable method of application. This only results in a one-sided answer that does not answer the question. It should also be noted that answers that include a lot of non-specific information and do not answer the question will be awarded 0 on levelled questions – even if there is a lot of content in the answer.

In order to get into Level 3 both evaluation and context were needed. Evaluation could be seen where a candidate offered balance in their response and considered both the positive and negative aspects of their opinion or judgement. Context had already been explained within the paper but also needed to be present in order to be judged a Level 3 answer.

M3 Hair and Beauty is considering the following two options to recruit new employees:

Option 1: Applicants to submit a curriculum vitae (CV).

Option 2: Applicants to submit a two-page letter of application.

(d) Which of these **two** options is likely to be more effective in helping to recruit the most suitable employees? Justify your answer.

(6)

Option 1 would be more suitable for employees because they will only have to fill out a form that contains everything. This will lead to the person feeling more confident because they have to fill it in and won't have to worry that they have missed anything out. Therefore the manager can rely on all the resources that are on the CV.

Option 2 wouldn't be that suitable because the employee may forget to include important statistics. That will lead to the

manager thinking the employee isn't the best for their job and would start doubting. Therefore it may cause the manager to choose someone who has a clearer understanding.



ResultsPlus Examiner Comments

This is an example of an answer where the candidate does not fully understand the question so they write a lot of general information in the hope they will pick up some marks. It is clear that the question has not been answered here despite a lot of writing on the page.

0 marks.

Curriculum vitae is good because it provides a ~~list~~ clear list of the skills and qualities that a potential employee has, such as whether or not they know how to do certain beauty treatments, which leads to it being easy to compare applications, and pick the best one. This results in the ~~best~~ most qualified being picked quickly.

However, curriculum vitae's do not express the applicant's attitude and passion for the job, which can lead to recruiting an employee who has low motivation, therefore ~~work is inefficient~~ the efficiency of the business decreases.

Overall, CV is the best option because it's

outlines the qualifications of the applicant clearly, whereas an application letter is long and takes a long time to read.



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Examiner Comments

Although this answer is a little messy and untidy it provides an excellent answer. The candidate focuses on the CV, but evaluates the CV in relation to the letter by saying why it is better and also why it is not so good. Context is also included through reference to beauty treatments. The answer is therefore in Level 3.

To judge if full marks can be given examiners need to look at the quality of the conclusion to see if it adds any value to the answer. This does not necessarily need to be detailed. As can be seen, this answer does have a worthwhile conclusion because it makes the point that letters would take too long to read. This is a key point in judging that CV's are better.

Full marks awarded.



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Examiner Tip

Writing conclusions can be difficult. Look at good examples to see how they add value to the answer and how they can support a judgement.

Question 5 (a)

Q5(a) was the first of the three definition questions. Candidates need to learn the definitions of the key terms contained in the 'What students need to learn' column of the specification.

Many candidates displayed poor knowledge of the term in this question, and of those that did, few had the necessary techniques to extend their answer to two marks. Responses that showed some understanding of the term but were not written in a totally accurate way were awarded 1 mark.

Question 5(a) required candidates to demonstrate their understanding of the term 'market share'. A significant number of candidates scored 0 marks because they had no specific business knowledge of the term. This was disappointing. Even fewer candidates made reference that market share is a measured term – usually in terms of percentage of sales in a market.

5 (a) What is meant by the term **market share**?

(2)

A part of a market that a particular business has the loyalty of the customers.



ResultsPlus Examiner Comments

This answer shows partial knowledge of the term but does indicate that market share is measured and a quantitative term.



ResultsPlus Examiner Tip

Revision of key terms within the specification is a very useful way to prepare for the exam. Create a list of the key words and create a glossary of the definitions.

Market share is the proportion of total sales in a market dominated by a particular business.



ResultsPlus Examiner Comments

Two marks can be awarded for this response as not only does it demonstrate accurate knowledge of the term, but it also recognises that the market share is measured. This is indicated by the use of the word 'proportion'.

Question 5 (b)

This was another 'outline with context' question. This question also suffered from a lack of contextualisation in responses. Questions 5 and 6 were both based on Adidas and therefore required candidates to apply their answers to functions carried out at Adidas or the products offered by the business.

A theme that was repeated from previous years was that candidates were far better at applying their answers in the longer levelled question rather than in the shorter 'outline' and 'explain' questions. As a result, many candidates failed to access a significant number of available marks on the paper.

(b) Outline **one** way in which sound could be used during Adidas's advertising campaign.

(2)

~~the~~ sound could be used to play with potential customer's emotion therefore making it easier to be remembered by potential customers



ResultsPlus Examiner Comments

This question also suffered from candidates not giving specific answers. Candidates were required to outline a way sound could be used. The first mark was given for mentioning a specific way sound could be used e.g. using a song or music track during an advert. The second mark was for a development point of how the sound affected the advertising campaign.

This answer scored 0 marks because it does not give a way in which sound is used. It only focuses on why it is used.

~~The~~ Sound could trigger certain emotions in the reader when watching a TV advertisement, the sound of victory as the runner wearing adidas wins the race. This encourages people to buy shoes.



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Examiner Comments

This answer looks similar to the first but it actually mentions the way in which the sound is used – ‘the sound of victory’. Unlike most answers for this question there is excellent use of context. Words such as ‘runner’, ‘race’ and ‘shoes’ all place the answer in context.

Two marks awarded.

Question 5 (c)

Question 5(c) was a relatively straight-forward question and was well accessed by candidates. It followed a theme used many times before in previous papers. However the issues already mentioned previously about context also affected this question. As a result most candidates scored two marks rather than three.

(c) Explain **one** advantage to Adidas of using posters to advertise its products.

(3)

Adidas can use ~~more~~ different types of attractive and eye-catching colours when using posters and also use less formal words so that it will catch the attention of people. Posters so as a result more and more people will get to know about adidas and as a result they will purchase most goods from them which will increase sales therefore an increase in profit for them.



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Examiner Comments

Good answer but no context therefore two marks awarded.

Posters can be used to grab the attention of a wider audience. This is because posters would be colourful, which would lead to posters being attractive and eye-catching. Therefore, this would lead to customers purchasing Adidas's trainers or other sports wear, rather than Nike.



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Examiner Comments

Similar answer in terms of detail but this time context is included through reference to 'Nike' and 'Sportswear'. Three marks awarded.

Question 5 (d)

This is the only 'state and explain with context' question on the paper. It proved to be a fairly challenging question with many candidates not fully aware of how Adidas could improve communications through opening its own stores. Many candidates who did focus on the advantages and disadvantages often failed to provide sufficient linked strands to score the full 4 marks on offer for each section, or failed to include context in their answer. This question is marked as two separate 4 mark questions as per the mark scheme.

(d) State **one** possible advantage and **one** possible disadvantage to Adidas of opening new stores to help improve direct communication with customers. For each, explain the likely effect on the business.

(8)

Advantage

Many customers will be aware of Adidas products.

Explanation

By opening new stores Adidas can attract more customers which in ~~return~~ help to increase its sales since the customers will be more aware of Adidas and its products.

Disadvantage

Opening new stores are costly.

Explanation

The money spent on building new stores are very costly which will increase ~~to~~ Adidas's expenses, hence ~~to~~ Adidas will not be able to make much profit.



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Examiner Comments

There are three marks available for the explanation part of each section. Therefore a candidate must include enough detail in their response to allow three marks to be awarded. This example is typical of many responses where the candidate does not do this. Both the advantage and disadvantage are valid therefore one mark for each. However both explanations only contain one further valid point. Four marks awarded out of a possible eight.

Question 6 (a)

Question 6(a) was the second definition question on the paper and was well answered. The majority of candidates had a good understanding of the term 'brand awareness' but struggled in the wording of their answer. This often resulted in candidates who gave answers which merely repeated the term in the definition, e.g. 'When a customer is aware of a brand'.

6 Adidas now sponsors the kit for Manchester United football team. The previous sponsor was Nike. The Adidas logo will appear on all kit worn by Manchester United players.

(a) What is meant by the term **brand awareness**?

(2)

Brand awareness is making all people know about the a particular brand.



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Examiner Comments

One mark for this response as it shows that the candidate has some understanding of the term but has struggled to write a definition worthy of two marks.

It means how much a customer knows about a products' existence for in the market. Eg. Adidas sponsors Manchester ^{United kit} to increase brand awareness.



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Examiner Comments

This is a similar answer to the first response but this time the candidate also adds an example. If this example is relevant then this allows the response to be given two marks rather than one.



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Examiner Tip

If struggling to find the exact wording for a definition use an example. This can elevate a response to two marks.

Question 6 (b)

Question 6(b) was the best answered 'outline with context' question on the paper. This was mainly because candidates included context more often. Any issues on this question tended to be where candidates would give a benefit to Adidas rather than Manchester United as the question asked.

(b) Outline **one** benefit to Manchester United of Adidas sponsoring its kit.

(2)

Manchester United won't have to pay for their kit
as Adidas will be paying for them so they
save costs.



ResultsPlus Examiner Comments

This response has been included in the report in order to highlight how easy it is to improve an answer from one to two marks on this style of question. At first glance this looks to be a good answer but this response scored one mark because the words that could be considered as context – such as 'Manchester United', 'Adidas' and 'kit' are all included in the wording of the question. Therefore they cannot be accepted.

If the candidate had just added the word 'football' before kit then this would have allowed context to be accepted and therefore two marks.



ResultsPlus Examiner Tip

Words that are included in the wording of the question cannot be accepted as context.

Question 6 (c)

This question was answered well by the majority of candidates. There was a good understanding of how having a second logo on the football strip could negatively affect Adidas. Many candidates applied their answer appropriately to the scenario by including reference to sport/Chevrolet.

Manchester United is also sponsored by Chevrolet, an American car manufacturer. Manchester United football strips have both the Adidas logo and the Chevrolet logo on them.

(c) Explain **one** disadvantage for Adidas of there being two different logos on Manchester United football strips.

(3)

As there are two logos, it may cause confusion for ~~customers~~ potential customers. Therefore, they will tend to purchase elsewhere instead of Adidas. ~~Thus~~ Adidas will have a loss in sales revenue.



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Examiner Comments

Good answer but no context therefore two marks.

There won't be much impact on the Adidas logo if Chevrolet logo present too, this will reduce the level of brand awareness of Adidas this will lead to sales figure that Adidas may have not expected.



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Examiner Comments

Context has been included in this answer by referring to Chevrolet. This allows three marks to be awarded.

Note that the word Chevrolet is not included in the question. It is in the stem before the question. Therefore it can be accepted as context.

Question 6 (d)

This question had the command word 'assess'. This meant that a candidate needed to write an evaluative response to reach 5 marks or more in the mark scheme. Some candidates saw the phrase 'assess the benefits' and this led them to write a one-sided response that only considered the benefits of Adidas using the sport of football to communicate its products. One-sided answers could only score 4 marks in total.

To enter Level 3, candidates had to have sufficient development in their response and then also provide evidence of balance and contextualisation. It was pleasing to see that many candidates were doing this and providing Level 3 responses. Once the response was placed in Level 3, the quality of the evaluation and the conclusion determined whether it was awarded 6, 7 or 8 marks. As mentioned earlier, the quality of conclusions tended to be poor and is a clear area that centres should be working on.

The sponsorship of Manchester United was part of a plan by Adidas to communicate its products using the sport of football.

*(d) Assess the benefits to Adidas of communicating its products using the sport of football.

(8)

Adidas uses the best players in the team to promote the products available. It matches the qualities of the players with the qualities of the product to advertise.

The achievements of the team & the visual of members can be used to advertise. People would consider the players as their role model and would tend to purchase more from Adidas. There

There are some football items like shoes & footballs sold by Adidas specifically promoting people/customers to purchase these products. Customers would trust the business and the quality of the products and would purchase and influence people around such as friends and family to do so too.

Therefore as a result Adidas would experience its reputation increasing and also an increase in the sales generated.

But this process can be costly to sponsor these

teams and could be considered as a cost for the business.

But this sponsorship to the football team would benefit the business in a long-term because it creates brand awareness & trust even though it will be costly currently.



ResultsPlus Examiner Comments

A very good answer that includes detailed evaluative comment. Context is also present in the answer so therefore it is placed in Level 3. However, there is no conclusion in the answer so it cannot be awarded any more than six marks.

The sponsorship of Manchester United was part of a plan by Adidas to communicate its products using the sport of football.

*(d) Assess the benefits to Adidas of communicating its products using the sport of football.

(8)

Football is viewed worldwide, which means that Adidas is able to reach a wider market reach. This is because customers may get the impression that Manchester United is actually using Adidas to help ^{win its} matches. This provides a good reputation for Adidas. Plus, there ^{are} ~~are~~ well-known celebrities in the team, who are ^{role models for} ~~associated by~~ kids. Thus they may be attracted to Adidas, ~~or~~ creating customer loyalty and ultimately an increase in its sales. This allows Adidas to gain a competitive advantage ^{over Nike} and thus increase its market share.

However, a bad reputation of the team or a ~~poor~~ football player who is well known, may affect the reputation of Adidas significantly. This is because customers would somehow blame Adidas for a possible misconduct of the team or celebrity that has nothing to do with Adidas. ~~Plus,~~
In conclusion, I think that using a well-reputed football team to help

Question 7

This was the final definition question on the paper and followed a similar trend to the other two questions. It can be difficult to provide a perfect definition and many candidates struggle with the levels of literacy to express their ideas into words. As a result the answer demonstrates that the candidate understands the term but it is not written well enough to gain both of the marks available.

7 What is meant by the term **the internet**?

The internet refers to the world wide web in which we have access to websites through a web browser.



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Examiner Comments

This is an example which demonstrates a lack of knowledge. The candidate writes a definition which is inaccurate and therefore scores 0 marks.

Internet is a global network of computers on that are able to exchange information.



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Examiner Comments

A perfect definition which scores two marks.

Question 8

The final outline question on the paper concerned factors that need to be considered when creating a website for a business. Candidates demonstrated good knowledge of these factors although some did not read the question properly and named legal obligations in their answer. As in other questions, candidates struggled to apply this factor to how it would actually be implemented by YouTube.

- 8 Outline **one** factor, other than legal obligations, *YouTube* should have considered when creating its website.

Technical considerations is another factor to think of. Since it contains many videos, it takes up a lot of bandwidth. So Youtube has to ensure that they enable broadband connection for high speeds downloading.

(Total for Question 8 = 2 marks)



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Examiner Comments

This answer identifies a factor that must be considered when creating a website, i.e. 'technical considerations'. It is then developed by adding information about why this is important to YouTube. What is important about this example is that this is done with relevance to YouTube. The reference to videos is the key point. Very few candidates did this successfully on this question.

Question 9

A major issue with Question 9, as in previous series, was that candidates did not respond to the command word in the question. This was a 'discuss' style question which required candidates to consider both sides of an issue in the answer. The question asked for candidates to discuss the benefits of using the amount of revenue received to measure the success of the website. The majority of candidates had poor understanding of what revenue is and therefore struggled to get any marks. Those that did understand the question tended to only describe the positive aspects of using revenue to measure the success of YouTube's website.

In order to access Level 3, candidates should have also considered possible negative aspects in order to make a judgement as to the issues concerning revenue as a measuring tool. This could be done through considering other factors that are more important. Where candidates only considered the advantages of using revenue they could score no higher than 4 marks.

*9 Discuss the benefits to YouTube of measuring the success of its website by the revenue it receives from advertising.

One benefit is that it improves the cash flow position of YouTube and it will be able to pay their streamers without further delay. However, ~~more~~ ~~businessse~~ advertisements are found annoying by the user which ~~we~~ could alter the relationship with YouTube and other users.

Also, it would help maintain the ~~costs~~ overall costs for YouTube like ~~man~~ costs to maintain their hardware and software equipment. This would in turn reduce the risk of insolvency for YouTube.

To conclude, YouTube would benefit if they are ~~willing to take~~ keep on taking the risks of distracting users through advertisements.



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Examiner Comments

Poor understanding and knowledge was common in this question. This was quite widespread and this example is indicative of many responses. Nothing in the answer indicates that the candidate has a satisfactory understanding of what revenue is and therefore cannot access the question.

0 marks awarded.

Question 10

Despite this question being worth 10 marks the principles of answering it are the same as explained earlier in question 4(d) and question 6(d). The command word is 'assess' so a balanced answer is expected which is written in the context of KSI and/or YouTube.

There was a better quality to the evaluative comment included in this answer with an increased number of candidates using the context of the question when providing their opinions. This meant that a large number of candidates gave answers that were judged to be in Level 3. However, for reasons already mentioned in this report, the quality of conclusions tended to be poor and as a result not many candidates scored more than eight marks for this question.

***10** KSI is a person who streams videos on YouTube. His videos are very popular with teenagers and over nine million people subscribe to his YouTube channel. His most popular videos have been viewed over 18 million times.

Using your knowledge of business communications, assess the impact on a business of advertising on KSI's YouTube channel.

(10)

KSI as ~~describ~~ described is extremely popular around the world. This is because YouTube is another website available on the internet, and as the internet is open to any body and everybody from anywhere around the world at any time of the day, given that there is sufficient communication, therefore As a result of this KSI's channel is viewed by people all over the world. This would open up a perfect opportunity for companies to advertise through KSI's YouTube videos. The process of advertising ~~would be very benefite~~ through KSI's channel would be very beneficial to companies and businesses, as KSI's videos are viewed millions of times, therefore businesses would be successful in creating a popularity for its brand through ~~the ad~~ advertising on KSI's channels. By being able to advertise on KSI's ~~best~~ most popular videos businesses would certainly be able to increase its reputation.

worldwide and not only limiting to ~~local~~ the local community. Therefore in an overall aspect of success, a business being able to advertise through KSI's channel would be extremely effective in promoting its products or services to a wider market.

In contrast, despite KSI's increasingly popular YouTube channel, advertising through KSI's videos would have several drawbacks to a business too. Even though KSI may be an internet sensation with over nine million people following him, he may create a bad impression upon ~~him~~ himself by some manner. At this point, the advertising of a product or service using KSI's channel would not be the wisest of choices. This is because the negative influence that is generated towards the business by advertising through KSI's channel. This negative response could lead to a bad impact on a business, leading to the business losing its reputation and a reduction in the awareness of the brand. This would directly result in the fall of sales for the business. Another disadvantage to a business of advertising through KSI's channel would be that, it would be really expensive as KSI is a famous YouTuber. Many businesses would not be able to ~~afford~~ afford such advertising campaigns, ~~or they may~~ may not be willing to take the risk, for there would be a very likely chance that the advertisements are skipped by the viewers. This would result in the business being unable

to successfully communicate all of it the recommended information to the audience. In conclusion advertising through KSI's channel would have various advantages to a business as well as limitations.

(Total for Question 10 = 10 marks)



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Examiner Comments

An excellent answer that gives a balanced argument assessing the impact of advertising on KSI's YouTube channel. However only a token conclusion has been attempted which does not attempt to arrive at a supported conclusion.

This response was therefore awarded eight marks which was quite a common trend on this question.

*10 KSI is a person who streams videos on YouTube. His videos are very popular with teenagers and over nine million people subscribe to his YouTube channel. His most popular videos have been viewed over 18 million times.

Using your knowledge of business communications, assess the impact on a business of advertising on KSI's YouTube channel.

(10)

By advertising on KSI's ^{YouTube} channel, a business can have a few drawbacks as well as benefits. Firstly, as ~~the~~ KSI's channel has millions of views and subscribers, it can mean that the business' advertisement may also be likely to gain millions of views. This is because ~~if~~ ^{after} people ~~s~~ who see KSI's YouTube channel will obviously ~~has~~ have to see the advertisement too. As a result, this could improve the brand awareness of the business and ~~many want~~ people may want to ~~check~~ ^{checkout} the business or contact it by ^{using} the contact details provided on the advertisement video. Therefore, this could be a means of promotion for the business which could increase its market reach as well as sales.

However, this could only be very effective if the business is aimed ^{at} selling products to teenagers because most of KSI's YouTube channel's audience ~~is~~ is teenagers. Therefore, if the business is not aimed at teenagers, advertising on KSI's channel may not be worthwhile. Further, ~~as KSI's~~ teenagers are mostly impatient and may not want to watch an advertisement therefore may sometimes skip it and not watch the whole ~~the~~ video which means ~~the~~ the business ~~is~~ would not be able to meet the objective of advertising itself. However, if the business has a very interesting and effective video which is persuasive enough to catch the attention of teenagers, then the audience may

watch it, which would increase business' awareness as well as sales.

~~How~~ Another problem may be the high cost to advertise on KSI's ~~the~~ YouTube channel. This is because, as his videos are very popular, more and more businesses will want to advertise ~~the~~ videos on his channels, ~~there~~ therefore the cost of advertising on his channel may be high ~~£~~ so that only the affordable businesses may advertise on it. Finally, different businesses may be advertised on each and every video which means that the teenager see a different advertisement each time and may later forget it; this may reduce the impact and the effectiveness of the video on the audience since, ^{as the videos are short lived} people may tend to forget it later.

However, this can again be a problem since if a business luckily chooses to advertise on one of KSI's popular videos, then its advertisement may also get a million views which could drastically increase awareness and attract sales to the business. Overall, a business may have to pay higher costs to advertise on his channel. Also, depending on the success of KSI's video, the advertisement of the business could be successful. This is because some of KSI videos would be loved and watched over and over again while some may only be viewed once. Therefore, depending on the situation, the business may or may not benefit by advertising on KSI's video channel.

(Total for Question 10 = 10 marks)

TOTAL FOR SECTION C = 20 MARKS

TOTAL FOR PAPER = 90 MARKS



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Examiner Comments

This is an interesting answer because of the conclusion. The candidate does not actually reach a decision. They say it can be both good and bad. Normally this would not be a good idea in a question such as this. However the reasons for being open to both sides of the argument are well supported and look at depending factors. This shows a good evaluation of the business scenario and was acceptable. It was awarded ten marks.

Paper summary

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

- Always include the correct level of detail in answers. Use the space allocated on the exam paper as a guide to help you – it has been allocated to allow all of the necessary detail to be included.
- Do not neglect to develop technique for shorter questions. Although they are worth fewer marks individually, collectively they can have a large influence on the final grade.
- Writing answers in context is vital. If a business is referred to in the wording of the question, then some part of the answer must be applied to that specific business.
- Always include balance in levelled questions. This allows evaluative comments to be made and therefore marks in the higher levels to be accessed.
- Develop skills for writing effective conclusions. A conclusion must not simply repeat what has been said earlier in the answer. It must add value to the answer by focusing on a key point that has had the largest influence on opinion/decisions.
- Specific subject knowledge is very important. It is very difficult to gain a good mark if a candidate only has vague knowledge of the specification.
- Do not use extra paper unless you absolutely have to. Candidates should be able to answer all questions in the space provided. All examination papers are marked by the same examining team. There is no truth in the rumour that using extra paper will result in a senior examiner marking your script(s).

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