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# Examiner's Report Principal Examiner Feedback

## Summer 2018

Pearson Edexcel GCSE  
In Business Studies (5BS03)  
Paper 1: Building a Business

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## **Introduction**

This year's 5BS03 paper was the final one for the current GCSE Business Studies specification. The paper appeared to act as a good discriminator and overall candidate performance improved, compared to 2017. This was despite the existence of some questions that candidates found challenging.

For the first year, there was evidence that a significant minority of candidates either struggled to finish the paper or found particular questions difficult. There were a high number of blank answers to questions 5(d), 6(c) and 10. Despite this, the mean mark improved across the entirety of the paper. This suggests that any areas of difficulty were offset by more straightforward questions elsewhere on the paper.

Section A was, on the whole, very well answered and it was heartening to see examples of very good technique for each of the various command words. One habit that is to be discouraged is the habit of repeating most of the question at the start of a given answer e.g. 'One drawback of conducting market research is that there could be bias'. This, if done repetitively throughout the entire paper, essentially means that candidates are writing a two-side essay that yields them no marks. It would be far better just to start the answer with the 'drawback'. This is a possible reason why some candidates struggled to finish the paper. Another trait that was noticeable was in 'Explain' questions where candidates tagged onto the end of each response 'leading to an increase in sales, therefore leading to an increase in profit' or 'leading to a competitive advantage compared to business x'. Whilst this may be applicable in some questions, it did not help in questions which required candidates to 'Explain one method...' These questions require candidates to consider a process, thus using a standardised writing frame meant that candidates often scored 1 or, at best 2, out of 3 on these questions.

Section B proved to be accessible in the main. However, question 5(d) remained problematic with many candidates explaining the impact on the business rather than the environment. Centres should look at page 37 of the specification which states 'how businesses effect the environment' and the 'importance of short-term environmental effects (impact on air and noise pollution) and long-term environmental effects (global warming and resource depletion). Question 6(c) also proved problematic in the sense that many candidates appeared to have never come across the term 'debt' before. This was despite the fact that it is in the specification on page 35 under 'Financing growth'. As Principal Examiner, I have to ask questions based on the specification not on books that can sometimes have their own interpretation of the specification. Whenever the context is unusual there is always information in the accompanying case-study to explain what scenario is under-consideration. For instance, for question 5(d) further information was given about a wind turbine e.g. 'allow it to produce its own energy', '40 metres high' and 'an area of outstanding natural beauty'.

Section C was well answered and candidates, if they attempted question 10, found the final essay question much more accessible than last year with the mean rising to above 5/10. This was despite 15% of the cohort leaving this question blank.

**Q1b**

This question required candidates to 'Identify' two stages of the product life cycle. This proved to be a simple question. The modal mark was 2 and the mean mark was 1.6. Some candidates confused the product life cycle with the Boston Matrix or the Economic Cycle.

**Example 1:**

(b) Identify **two** stages of the product life cycle. (2)

- 1 The sale of the product to a customer.
- 2 The product may be recycled starting a new product life cycle.

This is indicative of a candidate who has never come across the product life cycle before. 0 marks.

**Example 2:**

(b) Identify **two** stages of the product life cycle. (2)

- 1 introduction
- 2 growth

Two correct responses. 2 marks.

**Q1c**

This question required candidates to 'Outline' one disadvantage to a business from conducting market research. Most candidates were able to do this. Many candidates picked up on the fact that market research could be biased, was time consuming or it was expensive. The modal mark for this question was 2 and the mean mark was 1.22.

**Example 1:**

(c) Outline **one** disadvantage to a business of conducting market research. (2)

If a business conducts market research it will help them understand the customers wants and needs better. If the business knows what the customer wants they can satisfy the customer which will lead to repeat purchase and maybe customer loyalty.

The candidate has not read the question closely enough and has written an answer to a question on the 'advantage of conducting market research'. Thus, this answer scored 0 marks.

**Example 2:**

(c) Outline **one** disadvantage to a business of conducting market research. (2)

They could be wasting time

This simple response made a valid statement and scored 1 mark.

**Example 3:**

(c) Outline **one** disadvantage to a business of conducting market research.

(2)

market research is expensive for a business which increased costs and will reduce profit. This may leave less money for promotion and sales may suffer.

This answer has linked 'increased costs' to 'will reduce profit'. 2 marks were awarded.

**Q1d**

This should have been a straightforward question. However, a sizeable minority of candidates mixed up 'Just In Time' with 'Just In Case' stock management. Nevertheless, the modal mark was 3 and the mean mark was 1.98

**Example 1:**

(d) Explain **one** benefit to a business of using Just In Time (JIT) stock control. (3)

one benefit of using JIT would be that the business will not have to pay extra to hold excessive stocks or have to pay rent on a new premises to hold the stock.

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(Total for Question 1 = 8 marks)

The candidate has identified one benefit through 'not have to pay extra to hold excessive stocks' and has then effectively repeated the same benefit. 1 mark was awarded.

**Example 2:**

(d) Explain **one** benefit to a business of using Just In Time (JIT) stock control.

(3)

One benefit of using J.I.T stock control is that it reduces costs. This is as storing stock means you need to pay rent for the warehouses so using J.I.T means you don't have that extra outflow. Reducing costs will improve the net cash flow, so the business will have to invest back into the business.

(Total for Question 1 = 8 marks)

This answer has the required development of the benefit, since 'reduces costs' is linked to 'you don't have that extra outflow' which is linked to 'improve net cash flow'. 3 marks were awarded.

Look at how the candidate wastes time in this answer. They have repeated the question at the start of their response and then offered an additional and unnecessary linked strand at the end of their response. The response scored full marks, but at what cost? The candidate could end up running out of time.



### Q2b

This should have been a straightforward question to answer. The issue for examiners was where 'product differentiation' stopped. As a result, 'improved customer service' and 'selling over the Internet' were not accepted as answers since they differentiated the business not the product. Most candidates scored well on this question. The modal mark was 3 and the mean mark was 2.45.

#### Example 1:

(b) State **three** methods *Tinc* could use to differentiate its products from those of its competitors. (3)

- 1 *Tinc could use primary data e.g surveys*
- 2 *Tinc could use secondary data e.g websites*
- 3 *Tinc could have focus groups to discuss the product*

The candidate offered three different methods. However, none of them related to product differentiation. 0 marks were awarded.

#### Example 2:

(b) State **three** methods *Tinc* could use to differentiate its products from those of its competitors. (3)

- 1 *Make their packaging different.*
- 2 *Add a new feature to their products*
- 3

The candidate offered two methods and both were valid. 2 marks were awarded.

**Q2c**

This was a well answered question, with most candidates focusing on the ability to generate a greater number of sales. Another popular approach was to consider the cutting out of a middleman by not having to use other websites. Context was provided by reference to WHSmith or stationary products such as pens, erasers etc. The modal mark was 2 and the mean mark was 1.96.

**Example 1:**

(c) Explain **one** benefit to *Tinc* from continuing to sell its products through its own website. (3)

~~Online shopping is able to purchase  
as many as possible worldwide.~~

A benefit of *Tinc* using its own website to sell its products could be that people world wide are able to access it which could include sales to increase.

This answer has a benefit through 'people worldwide are able to access it' which is developed through 'cause sales to increase'. The answer is missing a second strand of development and context. Therefore, 2 marks were awarded.

**Example 2:**

(c) Explain **one** benefit to *Tinc* from continuing to sell its products through its own website.

(3)  
A positive of continuing website sales is that they're  
Tinc are able to approach more people in their  
market. Having more customers leads to more stationary  
being sold meaning more revenue. This results in  
more profit that can help the business to create more  
shops in the UK, potentially going international, or  
being able to buy in more unusual stationary to  
gain more sales.

This response has a benefit through 'able to approach more people in their market' which is linked to 'more stationary being sold meaning more revenue'. This is then further developed through 'This results in more profit'. The candidate has provided two linked strands following the identification of a benefit and the word 'stationary' provides the context. 3 marks were awarded.

Be wary of over-developing your response. Once you have secured all 3 marks, stop and move on. This is one of the reasons why some candidates failed to finish the exam paper.

## Q2d

This question was subtly different to the previous 'Explain' questions since it required candidates to 'Explain one method...' Thus, candidates had a general tendency not to pick up on this and treated the question as if it were a 'Explain one benefit...' question. Another feature was a lack of linked strands with many candidates finishing off their answer with 'therefore sales will increase' or 'therefore repeat purchase happens'. Thus, these candidates failed to explain the method in full and as a result did not score all three marks despite providing context within the confines of their response. For this question, the modal mark was 2 and the mean mark 1.98.

### Example 1:

(d) Explain **one** method *Tinc* could use to encourage repeat purchase of its products. (3)

One method *Tinc* could use to encourage repeat purchase of its products is that they could introduce a loyalty scheme through customer cards. By doing this it leads to the business such as *Tinc* to encourage repeat purchase as the customers who continually buy products can get certain discounts or points to therefore encourage repeat purchase.

(Total for Question 2 = 10 marks)

This response identifies a method 'loyalty cards' and the method is developed through 'customers who continually buy products will get certain discounts or points'. All the remaining development is a repeat of the question. The answer is also generic. Even if the answer had context it would still only receive 2 marks since there are insufficient linked strands that explain the method. 2 marks were awarded.

**Example 2:**

(d) Explain **one** method *Tinc* could use to encourage repeat purchase of its products.

(3)

*Tinc* could introduce a customer loyalty scheme where customers (such as students) earn points for purchases, to use for discounts. This would encourage repeat purchase because customers will want to earn points in order to gain discounts. This leads to customers staying with *Tinc* so they can acquire these points, therefore *Tinc* will have more customers repeating purchases.

(Total for Question 2 = 10 marks)

By way of a contrast, this candidate has understood what is meant by the word 'method' in the question. 'Loyalty scheme' is the method and the candidate then laboriously explains how this will work in linked stages. Context is provided by the word 'student'. 3 marks were awarded.

**Q3b**

This question was made harder than it needed to be. Many candidates just wrote about something which was dangerous in a restaurant rather than identify an impact on Wagamama. Other candidates turned the question into the impact of breaking health and safety regulations and thus did not answer the set question. Those candidates that did answer the question, then lacked either a strand of development or context. This prevented them from scoring above 1 mark. The modal mark for this question was 2 and the mean mark was 1.15.

**Example 1:**

During the preparation of food, *Wagamama's* chefs have to follow health and safety regulations.

(b) Outline **one** impact that health and safety regulations may have on *Wagamama*. (2)

If these health and safety regulations are not followed the *Wagamama* restaurants could be closed down as the restaurant would not be classed a safe place for customers.

This answer scored 0 marks. The candidate has answered their own question about the impact of breaking health and safety regulations.

**Example 2:**

During the preparation of food, *Wagamama's* chefs have to follow health and safety regulations.

(b) Outline **one** impact that health and safety regulations may have on *Wagamama*.

(2)

One impact of health and safety regulations is that it might be expensive to maintain, as they will have to pay money to meet health and safety regulations such as a barrier between customers and flames from the woks. This is bad because it decreases profit but at least customers are comfortable because they are safe.

This answer was overkill, but did secure all of the marks. An impact was identified through 'expensive to maintain' which was then developed through 'as they will have to pay money to install a barrier between customers and flames from the woks'. The words 'flames' and 'woks' provide context. 2 marks were awarded.

**Q3c**

This was a hard question and exposed a lot of misunderstanding about profit used as a source of finance for expansion. Many candidates misunderstood what profit was and made incorrect assertions like 'if they use profit they cannot afford to pay wages or buy raw materials'. Other candidates tried to twist the question into one they could answer very quickly. For instance, 'if they use profit they will not be able to spend money on advertising. The benefits of advertising are...'. These responses were awarded 0 or 1 mark. The modal mark for this question was 2 and the mean mark 1.27.

**Example 1:**

(c) Explain **one** drawback to *Wagamama* of using profit as a source of finance for expansion. (3)

They might not be able to  
buy the correct amount  
of food supplies therefore not  
afford them to serve ~~at~~ certain  
things on their menu.

This response showed no understanding and was typical of many. 0 marks were awarded.



### Example 2:

shareholder retained profit

(c) Explain **one** drawback to Wagamama of using profit as a source of finance for expansion. (3)

One drawback to Wagamama of using retained profit as a source of finance for expansion is the share holders and owners of the Japanese-inspired restaurant group will get a decreased amount of profit.

I included this answer since it takes an age to score any marks at all. The candidate repeats the question and then makes a very big show of ensuring that the answer has context before making a simple point 'owners will get a decreased amount of profit'. The answer scored 1 mark due to insufficient development of the drawback, but this could have been obtained by simply stating 'Shareholders may get less dividends'. Thus, you could gain the same score from 5 words as opposed to 34 words!

Always try to find ways to streamline your answers. This comes through practise and self-marking your answers. Most candidates do not do this and that is why they run out of time.

### Example 3:

(c) Explain **one** drawback to Wagamama of using profit as a source of finance for expansion. (3)

The money might not be sufficient enough. This is because unlike other finance like a loan, Wagamama ~~can't~~ will have to raise the money itself through selling meals. This will mean that they will have to wait before they have enough money from serving customers before they can expand.

This answer scored all 3 marks. There is a drawback 'might not be sufficient enough' with development through 'raise the money itself through selling meals' with further development through 'have to wait until they have enough money from serving customers before they can expand'. The word 'meal' provided evidence of contextualisation.

### Q3d

This was the only 'Describe' question on the paper. This style of question should be viewed as a flexible 'Explain' question. Candidates can score a mark for a definition and then marks for separate or developed points. To reach 4 marks, there has to be some evidence of context within the response, otherwise candidates are awarded a ceiling of 3 marks. This question proved tricky since it required candidates to 'Describe how...' Many candidates interpreted the question as 'Describe the benefits...' Therefore, examiners were left with the difficult task of trying to work out what was valid in a candidate's answer and what was not. This question had a modal mark of 2 and a mean mark of 2.01.

#### Example 1:

In 2016 *Wagamama* launched an iOrder app. This allows customers in the restaurant to place orders and pay their bills using mobile phones.

(d) Describe how the iOrder app could improve productivity at *Wagamama*. (4)

The iOrder app could improve the quality of the customer service. This means that there will be less customer complaints about table service. ~~This could lead to a~~ ~~so~~ Therefore *Wagamamas* would have a competitor advantage and a USP.

(Total for Question 3 = 10 marks)

This candidate has not answered the question. The question is 'Describe how...' However, this candidate is considering the benefits of the iOrder app to *Wagamama*. There is nothing in this answer that can be awarded any marks. 0 marks were awarded.

### Example 2:

In 2016 *Wagamama* launched an iOrder app. This allows customers in the restaurant to place orders and pay their bills using mobile phones.

(d) Describe how the iOrder app could improve productivity at *Wagamama*.

(4)

It could improve productivity because they don't have to wait for people to make decisions for what they want they can order it then the people will work faster.

This response answers the question. The candidate starts with a repeat of the question which wastes time and scores no marks. The first mark is earned through 'don't have to wait for people to make decisions'. There is then development offered through 'then the people will work faster'. 2 marks were awarded in total.

### Example 3:

In 2016 *Wagamama* launched an iOrder app. This allows customers in the restaurant to place orders and pay their bills using mobile phones.

(d) Describe how the iOrder app could improve productivity at *Wagamama*.

electronic  
writers  
(4)

This could improve the productivity of the business because they would be able to gather and pay for orders quicker, leading to the staff, such as the chefs, being able to start cooking quicker, therefore improving *Wagamama's* productivity. Furthermore, orders on a mobile device can help because they can increase the productivity because they can be put on a digital format. This leads to the staff, such as cooks, being able to understand what they are cooking more easier & therefore improving their productivity.

This response answers the set question. The first mark comes from 'they would be able to gather and pay for the orders quicker' which is developed through 'leading to staff, such as the chefs, being able to start cooking quicker'. The candidate then starts to develop a second point through 'they can be put in a digital format' which is developed through 'cooks being able to understand what they are cooking more easier'. Within the response there are sufficient independent/linked points that answer the question and context is provided by 'chefs' and 'cooking'. 4 marks were awarded.

### Q4b

This was, statistically, the hardest 'Outline' question on the paper. Candidates found it very easy to mention an appropriate method of motivating the sales team. Almost all candidates were able to do this and scored one mark. However, to score two marks, candidates needed to develop the stated method and provide context. This proved to be much harder to do. Thus, the modal mark was 1 and the mean mark 0.98.

#### Example 1:

(b) Outline **one** method the *Yorkshire Crisp Company* could use to motivate its sales team.

(2)  
Make the look of the packets  
eye catching and to also  
add \* description. \* outstanding.

This candidate misunderstood what the word 'promotion' meant in the context of the question. They confused it with 'promoting a product'. As a result, the candidate scored 0 marks.

#### Example 2:

(b) Outline **one** method the *Yorkshire Crisp Company* could use to motivate its sales team.

(2)  
One method they could use to ~~motivate~~  
motivate it's its sales team is to  
give bonuses out to ~~peop~~ the staff as  
they would feel they have been notice for  
doing a good work and then will maintain  
that level of work.

The candidate has identified a method through 'bonus' and has developed it. However, there is no context in the development so it cannot score an additional mark. Thus, the response was awarded 1 mark.

#### Q4c

This was the easiest 'Explain in context' question on the paper. For some reason, candidates were able to naturally add context to their answer - almost without thought! Most candidates went down the differentiation/USP route to answer the question. However, a surprisingly large number of candidates decided to consider the fact that tubs could be recycled whereas packets could not, giving the business an ethical branding advantage. This was perfectly valid and with sufficient development could score 3 marks. The statistics tell the tale of this question with a modal score of 3 and a mean of 2.18.

#### Example 1:

(c) Explain **one** advantage to the Yorkshire Crisp Company of using tubs to package its crisps. (3)

The disadvantage of using tubs by Yorkshire Crisp Company Ltd (a crisp manufacturer) is that the material is not ~~ethically~~ socially ethic. ~~Most~~ Tub's are ~~mainly~~ usually made from hard plastic and metal therefore, this results to hard and longer process to recycle these methods. However, other brands such as Walkers, use packets which is made of thin and delicate plastic which is easier to recycle.

This is why it is so important to be clear about what the question is asking you to do. This candidate has focused on a 'disadvantage' rather than an 'advantage'. As a result, the candidate has failed to score any marks on what should have been a straightforward question. This was an opportunity missed!

**Example 2:**

(c) Explain **one** advantage to the *Yorkshire Crisp Company* of using tubs to package its crisps.

(3)

One advantage is that it has a unique selling point. This means that it has an unusual appearance of a tube compared to ordinary crisps such as Walkers in a pack. This leads to an increase of sales as it interests a customer. Therefore, Yorkshire crisps would generate repeat purchase and expand their business.

This response was a robust 3 marks. There is an advantage stated through 'unique selling point' and then two strands of development are provided. Context is provided through the word 'Walkers'. This was an easy to mark, and very clear, 3-mark response.

#### Q4d

This question was straightforward to answer and there was a pleasing improvement in overall performance. Candidates still feel the need to consider both of the options. This is unnecessary and causes responses to be longer than they need to be. Candidates can answer this question by looking at the benefits and drawbacks of one option. There is no need to look at both options. Considering both options, incorporates risk into a candidate's response. This is because the candidate may develop the benefits of their chosen option and then consider the drawbacks of the discarded option. The candidate then believes that they have 'balanced' their answer. They have not since the drawbacks of the discarded option are just further support for the chosen option.

To get to 6 marks, candidates must provide a conclusion alongside evidence of context and balance. Without the conclusion and context, candidates were awarded a maximum of 5 marks. Without 'balance' candidates could reach a maximum of 4 marks. The modal mark on this question was 4 marks with a mean of 4.21.

#### **Example 1:**

In order to increase its profitability, the *Yorkshire Crisp Company* considered two options:

**Option 1:** Increase prices

**Option 2:** Introduce new crisp flavours.

(d) Which of these two options do you think would be most effective in allowing the *Yorkshire Crisp Company* to increase its profitability? Justify your answer. (6)

*Introduce new crisp flavours then customers will have more variety and choice, which will make them more money.*

This response is what a 1 mark answer looks like to this question. The candidate has made a choice (not enough in itself to warrant a mark). There is then some very simple support. 1 mark was awarded.

## Example 2:

In order to increase its profitability, the *Yorkshire Crisp Company* considered two options:

**Option 1:** Increase prices

**Option 2:** Introduce new crisp flavours.

(d) Which of these two options do you think would be most effective in allowing the *Yorkshire Crisp Company* to increase its profitability? Justify your answer.

(6)

I think that option 2 would be more profitable. I think this because customers may be already happy with the price they're paying ~~for~~ for the product, so if the prices go up ~~it~~ ~~is~~ they could potentially lose loyal customers. If they introduced new crisp flavours this could be away to expand their target ~~market~~ market as people have differing opinions on their favourite flavour. If they introduce a new flavour and it was popular, their profit would increase a lot more as people are buying them a lot. It could also bring in new customers who ~~was~~ previously might not have enjoyed any of their older flavours and could enjoy their newer one. Option 2 would be a better way to expand ~~it~~ and grow their business also.

This answer has a choice (option 2) and the candidate justifies it by developing the drawbacks of option 1 and the benefits of option 2. Thus, there is no 'balance' in the answer and it cannot access Level 3. Thus, 4 marks were awarded.



### Example 3:

In order to increase its profitability, the *Yorkshire Crisp Company* considered two options:

**Option 1:** Increase prices — *Less buying*

**Option 2:** Introduce new crisp flavours. — *Differentiation - rivals*

(d) Which of these two options do you think would be most effective in allowing the *Yorkshire Crisp Company* to increase its profitability? Justify your answer.

(6)

Introducing new crisp flavours is a better method to increase profitability. This is because it is a way of differentiating the product in a way that meets customer needs. This leads to a competitive advantage against rivals and therefore more customers and profit from increased sales.

Increasing prices is less effective because customers may not be willing to pay the higher prices and therefore shop with rivals, such as Walkers and Golden Wonder. However, if customers are willing then it would increase revenue and the profit.

In conclusion, introducing new flavours is more likely to make profit as it is a USP that differentiates the product. Increasing prices is less effective because it doesn't guarantee the same level of sales and so won't create profit.

This response considers the benefits of option 2 in paragraph one followed by the drawbacks of option 1 in paragraph two. At the end of paragraph two there is some context through 'Walkers' and 'Golden Wonder'. There is also some 'balance', since the benefits of option 1 are mentioned. In paragraph three, there is a conclusion. Thus, the response can reach the top of Level 3 and achieve 6 marks.

### Q5a

This question should have allowed candidates to earn a straightforward 2 marks. However, I was shocked to see candidates having no clear understanding that the relationship with output was critical in an accurate definition. Thus, we had to relax the rule about examples raising imperfect definitions to full marks. Otherwise, we would have run the risk of awarding 2 marks to answers that demonstrated no clear, or even an incorrect, understanding of the term. The modal mark was 1 and the mean mark was 1.02.

#### Example 1:

5 (a) What is meant by the term **variable costs**? (2)

fixed cost x variable cost.

This candidate shows no understanding of what should be a key basic term. This should have been taught in 5BS01 and then re-visited in 5BS03. 0 marks.

#### Example 2:

5 (a) What is meant by the term **variable costs**? (2)

variable costs are costs that can change. This can be caused by things like wages.

This candidate showed some vague understanding that variable costs can 'change' but there was no reference to 'sales' or 'output'. Note that the example did not elevate the response to 2 marks since to have done so would have allowed a significant number of candidates to score 2 marks for demonstrating an incorrect understanding of the term. 1 mark was awarded.

#### Example 3:

5 (a) What is meant by the term **variable costs**? (2)

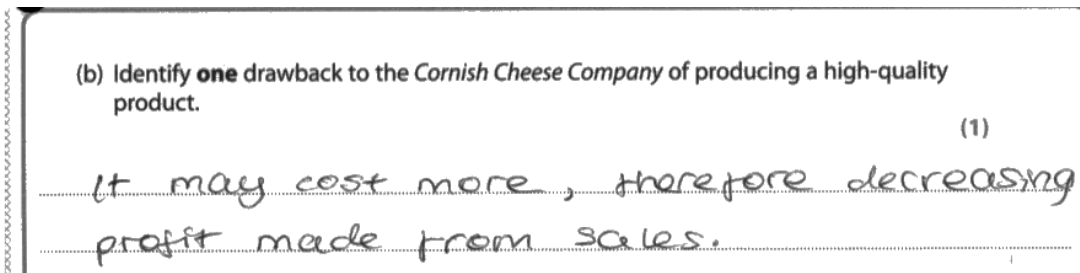
Variable costs change with the output. For example, if a pizza shop has an increase in customers, it would purchase more commodities to produce a pizza.

The first sentence allows both marks to be awarded. As Principal Examiner, I was shocked by how many candidates had not learnt this key term correctly. 2 marks were awarded.

### Q5b

This was a question that could be answered in a few words e.g. 'costs will go up'. However, candidates wasted time by providing long explanations that were not necessary for a 1 mark 'Identify' question. Over-answering on questions such as this, helped contribute to candidates not finishing the paper. The modal mark was 1 and the mean mark was 0.85.

#### **Example 1:**



(b) Identify **one** drawback to the *Cornish Cheese Company* of producing a high-quality product. (1)

It may cost more, therefore decreasing profit made from sales.

The candidate could have earned the mark by simply stating 'costs more' and the development was unnecessary. 1 mark was awarded.

### Q5c

This question was the hardest 'Explain in context' question on the paper. The word that candidates wanted to use to contextualise their answers was contained in the question, namely 'milk'. Thus, there were many 2 mark answers to this question and only a few 3 mark answers. Most candidates considered a reduction in variable costs and a consequent improvement in profit as part of their answer. The modal mark was 2 and the mean was 2.02.

#### Example 1:

(c) Explain **one** advantage to the *Cornish Cheese Company* of using its own milk.

(3)

By using their own milk the Cornish cheese Company is saving money by not purchasing from a supplier allowing them to make a lower the costs and spend more on for example advertisement. That can then lead to a wider range of customers resulting in a higher revenue. Therefore resulting in a higher revenue.

The candidate provided a fairly standard response. 'Lower the cost' is linked to 'spend more money on advertisement'. The candidate then provided several, further linked strands, none of which were in context. As a result, only 2 marks could be awarded.

#### Example 2:

(c) Explain **one** advantage to the *Cornish Cheese Company* of using its own milk.

(3)

One advantage of Cornish cheese using its own milk is that they know the farm where it has come from <sup>that</sup> ~~meets~~ the health, safety and hygiene <sup>has met</sup> requirements, ~~and~~ meaning they can quality control the product to assure it is of a high enough quality to use in their Cornish blue. Therefore saving them any customer complaints and trouble from the EU regulations.

This candidate has ensured that they contextualise their answer with the words 'farm' and 'Cornish Blue' appearing in the response. 'they know the farm' is linked to 'can quality control the products' which is linked to 'saving them any customer complaints'. Thus, this answer scored 3 marks.

### Q5d

This question required candidates to consider the impact of the business on the environment. Just because the business is building a wind turbine does not make this a 'Geography' or 'Science' question and centres are reminded that rigorous checks are made to ensure that questions test material that is on the specification. This question tested material on page 37 of the specification under the sub-heading 'Environmental Issues'. To help candidates, there was also information provided in the case-study so that candidates were left in no-doubt what a wind turbine was. This question was very similar in nature to a question on the 2015 paper which asked candidates to consider the impact of Elvis and Kresse's business activities on the environment. Nevertheless, candidates, in the main, ignored the set question and wrote an answer to their own question on the impacts on the business. Some candidates looked at the impacts on the business and the impacts on the environment all in the same answer. It was then left to the skill of the examiner to work out which part of the answer was valid and which part was invalid within a given response. The modal mark was 0 and the mean mark was 3.3.

Example 1:

(d) State **one** possible benefit and **one** possible drawback to the environment if the Cornish Cheese Company builds the proposed wind turbine. For each, explain the likely effect on the environment.

(8)

Benefit

Stronger brand image

Explanation

The introduction of a wind turbine will allow customers to recognise that the 'Cornish Cheese Company' is assisting the environment and as a result is a green company. Moreover it will also reduce the company's electricity bill.

Drawback

Cost of the turbine <sup>and</sup> time taken

Explanation

The cost of the turbine will be significant to the businesses cash flow, and they need to make sure they do not go into debt in the production process. Also it would take a lot of time to build which possibly could slow down the productivity of the business.

This candidate misread the question and focused exclusively on the impact of building the wind turbine on the business. Sadly, this candidate did not answer the set question and was awarded 0 marks.

Example 2:

(d) State **one** possible benefit and **one** possible drawback to the environment if the *Cornish Cheese Company* builds the proposed wind turbine. For each, explain the likely effect on the environment.

(8)

Benefit less pollution. amount of  
~~approximately cuts the cost of~~ electric used.

Explanation  
The wind turbine would produce ~~less~~ its own energy which is less polluting on the environment. This would benefit the environment because it would mean less deadly fumes are being emitted into the air which results in cleaner fresher air

Drawback

It is unappealing to the eye.

Explanation

The candidate has identified a benefit 'less pollution'. This is then developed through 'wind turbine would produce its own energy' which is linked to 'less deadly fumes' which is linked to 'cleaner, fresher air'. This section was just about awarded 4 marks (there was a debate about 3 marks due to the first sentence being very close to what was in the case study). In the second section, the candidate gave a simple drawback. Thus, this answer scored 4+1 and was awarded 5 marks in total.

**Example 3:**

(d) State **one** possible benefit and **one** possible drawback to the environment if the *Cornish Cheese Company* builds the proposed wind turbine. For each, explain the likely effect on the environment.

(8)

Benefit

Emits less greenhouse gases

Explanation

As wind turbines are renewable and green they do not require the burning of fossil fuel. This means greenhouse gases such as methane will not be emitted into the atmosphere. As a result ~~the~~ global warming is less affected. ~~more~~ This reduces the enhanced greenhouse effect as humans are not contributing as much greenhouse gases to the ~~new~~ atmosphere.

Drawback

Can block flight paths for emigrating birds.

Explanation

If ~~the~~ wind turbines are turning, positioned close together, birds that usually emigrate before winter will not be able to find a safe flight path. This means some of those birds will have to stay in England longer than usual or not go at all. This would result in some of those bird species dying as England would get too cold for them. This could drastically alter ecosystems!

In the first section, 'do not require the burning of fossil fuel' is linked to 'greenhouse gases will not be emitted' which is linked to 'global warming is less affected' which is linked to 'reduces the enhanced greenhouse effect'. This section scored 4 marks-since there is lots of context about the environment e.g. 'methane' 'fossil fuel' etc. Without this contextualisation, this part of the answer would have only scored 3 marks.

In the second section, 'birds not being able to find a safe flight path' is linked to 'birds will have to stay in England' which is linked to 'bird species dying' which linked to 'drastically alter ecosystems'. This section also scores 4 marks since there is plenty of contextualisation through 'birds', 'ecosystem' and 'species'.

Thus, the response scored 4+4. 8 marks were awarded in total.



### Q6a

This question has appeared in live papers previously and the expectation was precisely the same as before. Those centres that are avid readers of Examiners' Reports will remember that this turned up in 2012. One mark was awarded for 'point where no loss or no profit is made' or for 'where  $TR=TC$ '. To get to two marks candidates had to refer to 'sales' or 'output' as well. An alternate approach to 2 marks was to simply state the formula. The modal mark was 1 and the mean mark was 0.92.

#### Example 1:

(a) What is meant by the term **break-even point**? (2)

Break even is where you have enough variable cost minus your fixed costs to still make a profit

This, sadly, demonstrates a student who has missed an opportunity to score some straightforward marks. There is no understanding. 0 marks were awarded.

#### Example 2:

(a) What is meant by the term **break-even point**? (2)

Break-even point is when total costs are exactly equal to total revenue.

This candidate has provided a typical response seen by many examiners. 'total costs are exactly equal to total revenue' is worth 1 mark since there is no reference to 'output' or 'sales'. 1 mark was awarded.

#### Example 3:

(a) What is meant by the term **break-even point**? (2)

Break even point is the point of output at which the total costs equal the total revenue so neither a profit or loss is made.

Critically, this candidate has made reference to 'output' through 'point of output', thus showing that the break-even point is read off the horizontal axis on a break-even chart. The candidate then states, 'total costs equal the total revenue'. 2 marks were awarded.

### Q6bi

Questions on the margin of safety have been asked in previous examination series. Again, the problem seemed to be that candidates did not learn the required formula. Thus, this question represented a missed opportunity to score an easy 3 marks. Candidates secured all 3 marks if the examiner saw the number '1,500'. It is only when this number was not seen did examiners look for evidence of a formula or workings. This question had a modal mark of 0 and a mean mark of 0.73.

#### Example 1:

The Cornish Cheese Company produces 4,000 kgs of Cornish Blue per week.

- (b) (i) Using Figure 3, calculate the weekly margin of safety. Show your workings and the formula used.

(3)

$$\text{Profit} = \text{Revenue} - \text{Cost}$$

~~Q~~

The candidate has learnt the wrong formula. This would be in keeping with an answer to the next question. 0 marks were awarded.

#### Example 2:

The Cornish Cheese Company produces 4,000 kgs of Cornish Blue per week.

- (b) (i) Using Figure 3, calculate the weekly margin of safety. Show your workings and the formula used.

(3)

$$4,000 \text{ kgs} = £40,000$$

$$\text{BEP} = 2,500 \text{ kgs} = 25,000$$

$$\text{margin safety amount} = \text{Total output} - \text{Break even point}$$

$$4000 - 2500 = 1,500 \text{ so their margin of safety is } \underline{\underline{1,500 \text{ kgs}}}$$

The candidate has given the correct answer of '1,500'. Thus, there is no need to look at anything else since the candidate has secured all 3 marks.

**Q6bii**

This question was completed to a better standard than the previous 'Calculate' question. Most candidates got this question correct. Those that did not, forgot to multiply the average variable cost by the level of output when they were calculating total costs. Some candidates only subtracted total variable costs and forgot to also subtract total fixed costs from the revenue figure. The modal mark was 3 and the mean mark was 1.81.

**Example 1:**

The *Cornish Cheese Company* has weekly fixed costs of £10 000. It sells Cornish Blue at a price of £10 per kg. The variable cost of producing Cornish Blue is £6 per kg.

(ii) Calculate the weekly profit the *Cornish Cheese Company* would make if it produced and sold 4,000 kgs of Cornish Blue per week. Show your workings and the formula used. (3)

Total Revenue - Total cost

4000 - 3400

£.      £600 profit

This candidate has lost a '0' from all of his figures somewhere along the way and has given an incorrect answer of £600. At this point examiners would then look for a formula or workings. This candidate has given a correct formula, but the numbers for total revenue and total costs are incorrect, so only 1 mark can be awarded.

**Example 2:**

The *Cornish Cheese Company* has weekly fixed costs of £10 000. It sells *Cornish Blue* at a price of £10 per kg. The variable cost of producing *Cornish Blue* is £6 per kg.

- (ii) Calculate the weekly profit the *Cornish Cheese Company* would make if it produced and sold 4,000 kgs of *Cornish Blue* per week. Show your workings and the formula used.

(3)

$$\begin{aligned} 6 \times 4,000 &= \underline{24,000} & \text{profit} &= \text{revenue} - \text{total cost} \\ 10 \times 4,000 &= \underline{40,000} \\ 10,000 + 24,000 &= 34,000 \\ \cancel{10,000} + \cancel{24,000} &= \cancel{12,400} \\ \cancel{40,000} - \cancel{12,400} &= \cancel{27,600} \\ 40,000 - 34,000 &= \underline{\underline{6,000}} & \text{profit} &= \underline{\underline{6,000}} \end{aligned}$$

This response is well set out and easy to follow. The correct answer was given, so the candidate received an automatic 3 marks.

## Q6c

This question was seen as 'hard' by many candidates since the term 'debt' appeared to be a phrase that many candidates had not seen before. However, it is clearly stated on page 35 of the specification under 'Financing growth'. Many candidates did not realise that debt was a term used to refer to overdrafts, loans or even trade credit. As a result, answers were presented which suggested that a 'bank loan would be better than using debt'. Thus, there was a lot of confusion regarding this question and candidates made it harder than it needed to be. The modal mark was 0 and the mean mark was 2.71. Thus, the question acted as a very effective discriminator.

### Example 1:

\* (c) Assess the impact on the *Cornish Cheese Company* from using debt as a source of finance for expansion.

(8)

The LTD cheese company using debt as a source of finance for expansion means that the company will want to work harder leading to the staff working harder meaning more cheese is made therefore more can be sold. However the staff may not want to work hard as they won't get any bonus.

The LTD cheese manufacture company using debt as a source of expansion is bad because the company may make even more debt therefore the company may not be able to afford staff leading to the staff leaving however the staff may not be able to go anywhere else meaning they will have to stay.

In conclusion using debt as a source of expansion for the cheese manufacture is a good idea as it will motivate the staff to work harder so the business can stay open.

This was an example of an answer where the candidate felt that they had to write something in the hope of gaining some marks. Sadly, there is nothing of merit in this response despite its length. Thus, the candidate scored 0 marks.

**Example 2:**

\* (c) Assess the impact on the Cornish Cheese Company from using debt as a source of finance for expansion.

(8)

One impact on the Cornish Cheese Company from using debt as a source of finance for expansion, is that they will have to repay the money they've borrowed. This is a disadvantage, as even though their turnover might be expanding, it will have to own that money to the bank because all of it is counted as profit, for example if they used a bank loan.

This answer scored two marks. There is some simple understanding and development around 'they will have to repay the money'. This was a typical response from candidates who were unsure what the term 'debt' meant.

### Example 3:

\*(c) Assess the impact on the *Cornish Cheese Company* from using debt as a source of finance for expansion.

(8)

Cornish cheese company using debt as a source of finance is ~~the~~ more risky. This means costs for Cornish cheese company could increase as there are interests charged. This could lead to a Cornish cheese company charging higher prices on the Cornish blue cheese, this could lead to a fall in sales as customers are less willing to turn to competitors cheese.

However, using debt may mean Cornish cheese company has more access to finance for their expansion. This means Cornish cheese company can invest in more in training staff better to produce higher quality products. Therefore, Cornish cheese company can charge higher prices on their Cornish blue cheese which will allow Cornish cheese company to pay back its debt.

Overall, Cornish cheese company using debt could increase the chance of insolvency, this is because they may not be able to ~~pay~~ pay back its debts and their cash flow may decrease. However this depends on how competitive the market for cheese is as if there is little competition this could attract more people to their Cornish blue cheese, which could improve the profits for the company.

This response is from the top end of those answers produced. There is a good structure to the answer. Paragraph one considers the drawbacks of debt and paragraph two considers the benefits of using debt as a source of finance. In paragraph two there is context through 'Cornish Blue Cheese' which allows the response to reach 6 marks. The addition of a conclusion with the use of the 'it depends rule' allowed the candidate to reach the top of Level 3 and 8 marks. Only 1.3% of the cohort managed to achieve 8 marks on this question.

## Q7

This was a straightforward definition and the statistics showed that candidates found it easier than the corresponding 'What is meant by the term...' questions in 5(a) and 6(a) respectively. Most candidates were able to include the word 'moral' into their answers which allowed them to secure both marks. Other candidates gained two marks by showing some understanding of the term and then offering an appropriate example. A small proportion of candidates confused the term 'ethics' with word 'ethnics' which led to some interesting responses. The modal mark was 2 and the mean mark was 1.13.

### Example 1:

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

ethics is a term used to say what is considered right or wrong. Unethical could mean a business is doing something in a wrong way and behaving ethically presents a business as acting in a right way

(Total for Question 7 = 2 marks)

This response shows some understanding through 'right or wrong'. The example does not add anything extra and simply repeats the first sentence. 1 mark was awarded.

### Example 2:

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

Doing something ~~that~~ that may ~~be~~ or may not be morally right in order to better yourself. For example in the trade off you balance ethics and ~~propa~~ propriability. Sometimes you do things morally wrong to increase profits.

(Total for Question 7 = 2 marks)

The candidate has used the term 'morally right' which allows them to secure both marks. 2 marks were awarded.



**Example 3:**

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

Ethics When a business does something that is morally correct.

(Total for Question 7 = 2 marks)

This answer also scores 2 marks, but look at the difference in length.

## Q8

This 'Outline' question required an impact and then development with context to score 2 marks. More often than not, candidates provided the impact with the development but the context was missing. As a result, their answers were limited to 1 mark. Most candidates considered negative publicity and the detrimental impact that it could have on Tesco's brand or sales. The modal mark was 1 and the mean mark was also precisely 1!

### Example 1:

8 Outline **one** impact pressure groups may have on Tesco.

Pressure groups could ~~potentially~~ acknowledge all ~~year~~ the company's unethical behaviour and make it known. If they protest, it make give the company a worse brand image, and lead to a ~~decre~~ decrease in sales and therefore less profit.

(Total for Question 8 = 2 marks)

This response has the impact 'acknowledge the company's unethical behaviour and make it known'. The candidate then provides several strands of development, but critically there is no evidence of contextualisation. As a result, only 1 mark can be awarded.

### Example 2:

8 Outline **one** impact pressure groups may have on Tesco.

One impact pressure groups may have on Tesco is that they will be pressurised into fighting against the groups and trying to keep customers. This is because if people starting cancelling Tesco's food, customers will start to question whether this is the place they would like to shop for their groceries anymore meaning that Tesco loses revenue and sales.

(Total for Question 8 = 2 marks)

This is an overly long answer but scores the 2 marks on offer. The candidate has identified an impact through 'pressurised into fighting against the groups' which then has several strands of development which, critically, include the word 'groceries' for context. Thus, 2 marks could be awarded.

This 'Outline' question was made longer than it needed to be. Consider the following answer 'They could damage Tesco's image. This means that people may shop in Asda instead'. This response scores two marks using a fraction of the words of the response above. This is worth considering since 'Outline' questions, should, in theory, be an easy and fast way to score two marks.

## Q9

This question was harder in 2018 than 2017. In 2017, candidates had to 'Discuss the benefits...' whereas this year candidates had to 'Discuss the effects...' Considering 'effects' can be both positive and negative, this made it harder for candidates to include 'balance' in their answers. For instance, providing a negative point which is separate to the positive point that had previously been developed, is not balance - it is simply another, separate effect. Due to these difficulties, examiners saw relatively few 'balanced' answers. There were also some answers that were popular but not accepted by examiners as valid. For instance, 'paying the NMW makes Tesco more attractive as a place to work' and 'This makes Tesco more ethical'. These responses were not accepted since the NMW is a statutory requirement, therefore it affects all businesses in the same way. The modal mark for this question was 4 and the mean mark was 3.3.

### Example 1:

\*9 Discuss the likely effects of the increase in the National Minimum Wage on Tesco.

The likely effects of the increase in the national minimum wage on Tesco is low because it keeps dropping down 3% so the wage will become very little.

This response says nothing and is almost certainly a para-phrase of the accompanying case-study. It scored 0 marks.

### Example 2:

\*9 Discuss the likely effects of the increase in the National Minimum Wage on Tesco.

Increasing the national minimum wage will increase workers motivation because they are getting paid more this then means customer satisfaction will be better and will bring more people and more repeat purchase then this will increase profit.  
On the other hand Tesco will be making less money because they are giving it to workess so there is less money to buy stock.

This answer has two effects. The first effect is positive through 'increased worker motivation' which is then subsequently developed. The second effect is a negative through 'making less money' which is then subsequently developed. The response had just enough development to satisfy two developed effects criteria and as a result just managed to reach 4 marks. Despite there being two effects, one positive and one negative, there was no evidence of balance so the response could not access Level 3.

### Example 3:

\*9 Discuss the likely effects of the increase in the National Minimum Wage on Tesco.

The National Minimum Wage is the lowest amount of money a business can pay its employees over a certain age.

Increasing the national minimum wage will cause Tesco's outgoings to be more which will mean Tesco have a increased total costs.

However just because Tesco has a ~~rise~~ rise in total costs doesn't mean others don't so the ~~mean~~ other supermarkets such as ASDA may have a poorer cash flow problem which would mean they would have to fire employees because of this the company will be less effective, meaning Tesco will struggle as they can cope with the increase.

Not only this but because of everyone now having more money, the customers can now spend more on the likes of premium food which Tesco is known for compared to Lidl and Aldi this will cause higher revenue which allows for greater expansion.

This response starts with an unnecessary definition of the NMW. The second paragraph then develops a negative effect of the NMW. The third paragraph then generates balance to the effect which was developed in paragraph two, rather than developing a totally separate point. The final paragraph then articulates another separate, developed effect.

Therefore, the answer has two separate, developed effects and contains balance. This allows the response to reach Level 3 and 5 marks. The existence of context through 'supermarkets' and 'Aldi' allows the answer to reach the top of Level 3 and 6 marks.

There were very few 6 mark answers to this question. 6 marks was only achieved by 7.3% of the cohort.

## **Q10**

As mentioned in the introduction to this report, this question was unusual in that it appeared to be more accessible than last year's equivalent, but 16.4% of the cohort still scored 0 marks. The main problem with this question was associated with the word 'competitiveness'. Some candidates mixed it up with 'competition'. Thus, candidates said 'introducing new farm brands would make Tesco more attractive to customers therefore their competitiveness would decrease'. Other candidates misread the case-study and thought Tesco had purchased farms. Some candidates produced a very thin, correct answer containing evaluation. These responses were placed at the top of Level 1/bottom of Level 2. To reach 6 marks, the answer had to have significant development. To reach 7 marks, there had to be evidence of balance. To reach 8 marks, the answer had to have context. To reach 9 marks, the answer had to have a conclusion. The quality of the conclusion then determined whether the response was awarded 9 marks or 10 marks. The modal mark for this question was 0 but the mean mark was 5.09.

Example 1:

\*10 Using your knowledge of business, assess the likely impact on Tesco's competitiveness of the introduction of its new farm brands.

(10)

Tesco will be more competitive now with ~~the~~ <sup>the</sup> introduction of its new farm brands. This is because its competitors lidl and aldi have had an increase in sales recently, because of their farm brand, and they have passed tesco in revenue. Now that tesco has introduced their new farm brands, they are going to heavily advertise those brands. The consumers will see the advertisements, and as tesco is a very well known company and retailer, consumers will start shopping and buying more products from tesco. Although the prices might be higher than competitors, consumers know that tesco has high quality products, and will choose them over competitors such as aldi and lidl. This increases Tesco's competitiveness making them more revenue until they're back on top.

This response was one-sided and developed a range of points regarding how Tesco's competitiveness could improve. There is no balance in the answer so the maximum mark it could achieve was 6 marks. However, the development is fairly simplistic, despite the number of points made. This response was placed at the interface between Level 1 and Level 2 with the candidate being given the benefit of the doubt. 5 marks were awarded.

## Example 2:

\*10 Using your knowledge of business, assess the likely impact on Tesco's competitiveness of the introduction of its new farm brands.

(10)

An advantage may possibly be that customers are more likely to choose Tesco over rivals such as ~~the~~ Aldi because if the farms are claimed to be British then people may prefer it, therefore Tesco makes more profit than rivals as they are offering local food, which there could be a demand for, this leads to Tesco making more profit as customers may ensure repeat purchase of Tesco's products such as the vegetables.

A disadvantage may be that pressure groups may believe that Tesco is misleading and unethical because they may prefer companies from abroad to be making a profit. They may see it as misleading because they may not believe that the products such as the meat is from a local source. This can lead to ~~the~~ Tesco being perceived as a negative brand and therefore Tesco make less profit over time.

Another advantage to Tesco could be that Tesco ~~new~~ customers may want to try out the new farm brands' meat and vegetables, therefore if they like the ~~new~~ farm brands, then

customers are more likely to buy the products. This allows Tesco to become superior to other companies such as Aldi, which leads to repeat purchase enabling Tesco to make a profit.

Overall, there is more of a positive effect on introducing its new farm brands because the customers can try out the new products and if they like the meat and/or vegetables, they will buy them, leading to high profit. However pressure groups may cause Tesco to have a bad reputation if they believe their product is misleading.

This response provided blocks of development that explained how Tesco's competitiveness would improve, followed by a paragraph of counter-balance. This was then followed by further reasoning as to how Tesco's competitiveness would improve. Context was provided through the use of the words 'food', 'vegetables' and 'Aldi'. However, the conclusion felt more like a summary of what had already been developed earlier in the answer. Thus, the response was placed in Level 3 and awarded 9 marks. 12% of the cohort achieved this mark.



Example 3:

\*10 Using your knowledge of business, assess the likely impact on Tesco's competitiveness of the introduction of its new farm brands.

(10)

One impact is higher sales revenue. By having a farm brand, this gives customers the illusion that it is a high quality product influencing them to buy it. This could attract new customers for the cheap price of branded products.

As a result, this will increase their market share and help them compete against rivals like Lidl.

However, this depends on the reaction of the customers as if they find it misleading they could boycott Tesco and head to Rivals such as Lidl.

Another impact is ~~more~~ a broader market segment. Tesco is known for 'great value' goods so by introducing farm brands they can reach out to customers with higher income who prefer quality over price. This could increase product trial and repeat purchase as there are far more customers due to a broader ~~market segment~~ target market.

As a result, they Tesco could compete with new higher quality retailers and steal their customers.

However, the products are still the same as before and there may not just for the new packaging. It doesn't increase the quality, so this depends on the customers reaction to the quality of the goods.



P 5 5 2 4 0 A 0 2 5 2 8

Another method that may work better for Tesco is increasing its product range.

By increasing its product range, Tesco can both increase the market segment and satisfy customers all whilst not risking to be having to fight against pressure groups.

As a result, Tesco can both become more competitive and not risk any major losses.

However, this only depends if customers want new products and if not then they may have to first conduct expensive market research again.

In conclusion, I believe that introducing new branded products is beneficial to Tesco as it allows them to provide for all customers and can keep them competitive against Lidl who do the same practices.

Despite the risk of ~~pressure~~<sup>pressure</sup> groups and boycott, they this is a very beneficial method to remain competitive.

However, this does depend on the reaction of customers and if they feel for it or not.

This response was very full and well-structured. The candidate develops a reason why competitiveness would increase and then immediately provides evidence of counter-balance. Context is provided through the use of the word 'Lidl'. The candidate then provides a conclusion making use of the 'it depends rule'. Contrast this conclusion with the one provided by the previous candidate. This response scored 10 marks, alongside 5.6% of the cohort.