

Mark Scheme (Results) November 2009

IGCSE

IGCSE Business Studies (4330) Paper 03

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Question Number	Answer	Mark
1(a)	<p><i>(AO1 - Demonstrate = 5)</i></p> <p>(Opening balance) - cash position at the start of a period/month/balance brought forward</p> <p>(Income) - money flowing into the business</p> <p>(Expenditure) - money flowing out of the business</p> <p>(Net cash flow) - the difference between money in and money out in a period/month</p> <p>(Closing balance) - cash position at the end of a period/month/balance carried over</p>	(5)

Question Number	Answer	Mark
1(b)	<p><i>(AO2 - Apply = 5)</i></p> <p>eg a range of sandwiches is required - one filling at a time then the next no longer pre-ordered - fillings are known for each day scale of production has increased - six days a week/12 supermarkets - quality control if initial business is kept running then may still need job and batch</p>	(5)

Question Number	Answer	Mark
1(c)	<p><i>(AO3 - Select/Analyse = 5)</i></p> <p>eg a £ was worth two \$ - goods bought in New York were effectively cheaper for British customers - they got more dollars to the pound - New York prices more competitive</p> <p>theoretically USA imported goods to Britain should have been cheaper - this was not the case - availability of cheap flight to New York</p>	(5)

Question Number	Answer	Mark
1(d)	<p><i>(AO4 - Evaluate = 5)</i></p> <p>eg store growth - from one in 1976 to 2,045 in 2005 began in UK - becomes worldwide - trades in 39 countries introduction of direct selling in 1994 - wider markets/more potential customers success recognised - listing on LSE - aids growth through increased capital increase in numbers involved in business - suppliers/customers/employees/shareholders customer satisfaction - customer loyalty - across the world success leads to a takeover in 2006</p>	(5)

Total 20 marks

Question Number	Answer	Mark																								
2(a)	<p><i>AO1 - Demonstrate = 5)</i></p> <table border="1"> <thead> <tr> <th>Function</th> <th>Finance</th> <th>Marketing</th> <th>Personnel</th> </tr> </thead> <tbody> <tr> <td>Invoicing</td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td>Distribution of product</td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td>Grievance procedures</td> <td></td> <td></td> <td>✓</td> </tr> <tr> <td>Advertising</td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td>Training</td> <td></td> <td></td> <td>✓</td> </tr> </tbody> </table>	Function	Finance	Marketing	Personnel	Invoicing	✓			Distribution of product		✓		Grievance procedures			✓	Advertising		✓		Training			✓	(5)
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2(b)	<p><i>(AO2 - Apply = 5)</i></p> <p>eg a new product - no competition - innovative - likely to be a high demand - interest consumers and customers - supply unlikely in this phase to meet that demand - high price may be short term - chance to recoup some R&D costs - price can be lowered when necessary - similar products from other manufacturers - supply begins to meet demand</p>	(5)

Question Number	Answer	Mark
2(c)	<p><i>(AO3 - Analyse = 5)</i></p> <p>eg desk is made of raw materials - wood and metal - one needs cutting down the other mining - then both require transportation to next activity area</p> <p>wood has to be processed - ore has to be turned into metal - then each is used to manufacture the desk</p> <p>once manufactured desk has to be sold to end user via a retailer</p> <p>all activity areas will require the services of banks and insurance companies</p>	(5)

Question Number	Answer	Mark
2(d)	<p><i>(AO4 - Evaluate = 5)</i></p> <p>eg salary/job security/relationships/supervisors/working conditions/rules/policies</p> <p>hygiene factors surround the job but are not the job - all can be causes of dissatisfaction/bad feelings - all need to be addressed by managers - if this is done then employees will be satisfied and happy in their work to the benefit of the business</p> <p>hygiene factors do not make people work better - but they do remove problems that would make workers unhappy</p>	(5)

Total 20 marks

TOTAL FOR PAPER: 40 MARKS

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