

# Mark Scheme (Results) November 2009

IGCSE

## IGCSE Business Studies (4330) Paper 1F

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November 2009

Publications Code UG022285

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Foundation Paper 4330 1F

Question Number	Answer	Mark
1(a)	(i) A (ii) C (iii) C (iv) B (v) B	5

Question Number	Answer	Mark
1(b)	<p>Valid points could include:</p> <p>eg</p> <p>(i)</p> <ul style="list-style-type: none"> <li>• capital is invested by the owner(s) - bank loan is provided by a lender</li> <li>• capital is normally not repayable - a bank loan is repayable</li> <li>• capital earns a dividend - bank loan earns interest</li> </ul> <p>(ii)</p> <ul style="list-style-type: none"> <li>• friends/family</li> <li>• bank overdraft</li> <li>• trade credit</li> <li>• government incentive</li> <li>• hp/credit sale</li> </ul>	4

	<ul style="list-style-type: none"><li>• leasing/leaseback</li></ul>	<b>3</b>
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Question Number	Answer	Mark
1(c)	<p>Valid points could include:</p> <p>eg</p> <ul style="list-style-type: none"> <li>• the loan will be repaid over time/will be discharged - whereas Tracey would lose her savings to the business for ever</li> <li>• the loan is someone else's money - not her own</li> </ul>	4

Question Number	Answer	Mark
1(d)	<p>Valid points could include:</p> <p>eg</p> <p>(advantage)</p> <ul style="list-style-type: none"> <li>• John will be trained by experts - <i>Tracey's Cycles/Cycle Hire</i> should benefit from good quality training</li> <li>• John will be able to train without work pressures - so he can concentrate just on the training</li> </ul> <p>(disadvantage)</p> <ul style="list-style-type: none"> <li>• this could be expensive for the business - putting pressure on costs/cashflow</li> <li>• John might face extra pressure to get his other work done - because whilst training he cannot work as a mechanic</li> </ul>	4

Question Number	Answer	Mark
2(a)	<p>Valid points could include:</p> <p>eg</p> <p>(i)</p> <ul style="list-style-type: none"> <li>objectives are targets - Tracey can measure achievement against them</li> <li>objectives come from aim/mission statement - helps Tracey achieve her aim/mission statement</li> </ul> <p>(ii)</p> <p>To pay more interest on a bank overdraft</p> <p>To make a loss when selling bikes</p>	<p>2</p> <p>2</p>

Question Number	Answer	Mark
2(b)	<p>Valid points could include:</p> <p>eg</p> <p>(i)</p> <ul style="list-style-type: none"> <li>labour intensive work relies on employees/employee skills - capital intensive work relies mainly on machinery/equipment</li> </ul> <p>(ii)</p> <p>(labour-intensive) Tracey spends a lot of time repairing bikes</p> <p>(capital-intensive) use of machinery and equipment to make the Kyrano bike</p>	<p>2</p> <p>1</p> <p>1</p>

Question Number	Answer	Mark
2(c)	<p>Valid points could include:</p> <p>eg</p> <ul style="list-style-type: none"> <li>• specialist skills are needed to make the new bike - without these skills, the bike cannot be made</li> <li>• specialist/skilled workers should be efficient - so <i>Parker plc</i> gains from greater output</li> <li>• specialist/skilled workers deliver a better quality job - this improves the chance of selling the bikes/improves the reputation of <i>Parker plc</i></li> </ul>	4

Question Number	Answer	Mark
2(d)	<p>Valid points could include:</p> <p>eg</p> <ul style="list-style-type: none"> <li>• Sex Discrimination Act - means that Virgil must give equal opportunity to women</li> <li>• Virgil must give equal opportunity to women - because they cannot be discriminated against under the law</li> <li>• women must be allowed to have the chance to apply - because applicants must be chosen on merit by law</li> </ul>	2

Question Number	Answer	Mark
2(e)	<p>Valid points could include:</p> <p>eg</p> <ul style="list-style-type: none"><li>• it will be more expensive - because advertising and other costs are higher than when recruiting internally</li><li>• a different form of induction is required - likely to be more detailed/expensive</li><li>• the person will not be known - so induction will be needed - and <i>Parker plc</i> is less certain to have made the right decision</li><li>• it may lower morale - because the existing employees do not have the chance of this work</li></ul>	6



Question Number	Answer	Mark
3(a)	<p>Valid points could include:</p> <p>eg</p> <p>(i)</p> <ul style="list-style-type: none"> <li>• a series of waste saving measures - used to make production more efficient</li> </ul> <p>(ii)</p> <ul style="list-style-type: none"> <li>• inputs compared against outputs - to assess efficiency</li> <li>• a method of checking labour/resource performance - by measuring inputs against outputs</li> </ul> <p>(iii)</p> <ul style="list-style-type: none"> <li>• increase investment in new equipment - so production of bikes is speeded up/so there is less waste</li> <li>• improve the ability of employees/train employees - which means they can work more efficiently</li> <li>• improve employee motivation - so they work more efficiently when making the bikes</li> </ul>	<p>2</p> <p>2</p> <p>4</p>

Question Number	Answer	Mark
3(b)	<p>Valid points could include:</p> <p>eg</p> <ul style="list-style-type: none"> <li>• number of bikes made - divided by number of employees/hours/resources</li> </ul>	2

Question Number	Answer	Mark
3(c)	<p>Valid points could include:</p> <p>eg (advantage)</p> <ul style="list-style-type: none"> <li>• free/low cost - once set up, the pages only need updating</li> <li>• sound and pictures/moving images - can be used to 'sell' the shop and its bikes</li> <li>• '24/7' coverage - helps increase sales</li> </ul> <p>eg (disadvantage)</p> <ul style="list-style-type: none"> <li>• updating needed - otherwise information is out of date/people may see old prices</li> <li>• cost - broadband/set-up</li> <li>• hidden - people must search for the site/may not expect to find such a site on the internet</li> </ul>	<p>(2 + 2) or (3 + 1) or (1 + 3)</p> <p style="text-align: right;">4</p>

Question Number	Answer	Mark
3(d)	(i) pictures/money off voucher	1
	(ii) listing the prices/different styles/different sizes	1

Question Number	Answer	Mark
3(e)	<p>Valid points could include:</p> <p>eg</p> <ul style="list-style-type: none"> <li>• (persuasive is suitable) it will tempt people to buy from Tracey rather than a competitor - and customers can be tempted to buy a particular bike if the advert is persuasive</li> </ul>	

	<ul style="list-style-type: none"><li>• (informative is suitable) customers need details - informative will list prices, sizes etc, that help customers identify which bike is suitable for them</li></ul>	4
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