

Principal Examiner Feedback

November 2009

IGCSE

IGCSE Business Studies (4330) Paper 2H

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Examiners' Report Business Studies IGCSE 4330 Paper 2H

The overall performance of candidates in this examination was generally satisfactory. Some candidates showed a very good content knowledge, with answers containing analysis and evaluation. Many Foundation and Higher Tier candidates were able to write answers in context, which often benefited them in terms of gaining marks.

Candidates again coped well with space on the question paper/answer book. There were some instances where candidates used space in addition to the answer lines, in order to complete their answers. Centres are therefore again encouraged to work with their candidates to ensure that (most) answers are limited to these answer lines, the number of lines being a good indicator of the expected length of answer. Centres should also continue encouraging candidates to indicate (eg 'continued on attached sheet') where an answer is continued elsewhere.

The standard of written communication was satisfactory. Even so, centres are still encouraged to keep working with candidates to ensure incorrect phrases or figures are clearly deleted, with the replacement information or figure being positioned close by.

The Mark Scheme again contains information relevant to centres (past reports have confirmed that the answers given in the Mark Scheme are **not** meant to be exhaustive)

- Each question indicates the level(s) at which it is based:
 - AO 1 Demonstrate - this Assessment Objective tests the ability to demonstrate their knowledge and understanding of the business term, idea or concept featured in the question. Command words such as 'Define', 'Describe', 'Name', 'List' and 'State' confirm this level.
 - AO2 Apply - this Assessment Objective tests the ability to relate answers to the context.
 - AO3 Analyse - this Assessment Objective requires selecting, interpreting or analysing an issue presented by the question. Command words such as 'Analyse', 'Compare' and 'Select' confirm the question is at this level.
 - AO4 Evaluate - this tests the ability to formulate some judgements. Command words such as 'Evaluate', 'Explain why', 'Judge' and 'Justify' confirm this level.

- The possible answers are structured using dashes and obliques ('slashes'). It is the practice in this examination to use a dash in order to separate points that are worth **additional** marks, and an oblique to indicate an **alternative** way of making the same point.

Question 1

It was sometimes well answered, particularly by the Higher tier candidates, with the number of marks varying greatly, depending on candidates' knowledge of production issues. In (a) (i) and (ii), some were able to give a clear meaning for lean production and productivity, although there was substantial guessing in the former case and a confusion with production in the latter. Part (iii) answers often concentrated incorrectly on how to increase production rather than productivity. Those who knew the nature of productivity usually gained both marks in (b) for how it is calculated.

Part (c) was generally well answered, with many candidates having a detailed understanding of the internet in a marketing context. Good knowledge of marketing continued in (d), with candidates usually selecting appropriate examples. Answers to (e) were not as well developed, being theoretical rather than applied to the context.

Question 2

Part (a) was generally well answered, with many candidates easily identifying relevant context to support their answers. There were also some strong answers to (b), with a candidates basing their answers on factors such as increased marketing, price cutting and merger/takeover. Answers to (ii) were generally not as strong, although more able candidates included both 'for' and 'against' points in their answers.

Answers to (c) were sometimes misdirected, ignoring the external/internal issue raised by the question. Some candidates were content to merely describe recruitment processes, which did not answer the question.

Question 3

This question is designed to be the most challenging faced by candidates taking this Paper. Some candidates ignored the context when answering (a), and made general points about breakeven analysis, which was not required by the question. Part (b) was better answered, with many candidates showing detailed understanding of training issues, and applying this understanding to the given context.

Part (c) was worth 10 marks and it is pleasing to note that many candidates made detailed comments about both options, gaining the majority of marks. Many did not make one basic point, but elaborated in it: for example, they did not simply mention that interest must be paid on the bank loan but developed this by clarifying that there is no interest charged on savings (although of course interest will be lost).

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