

# Mark Scheme (Results)

## November 2010

IGCSE

### IGCSE Business (4330/1F)

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## General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

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

Question Number	Answer	Mark
1(b)	<ul style="list-style-type: none"> <li>• greater efficiency - increases output - more to sell/potentially more income</li> <li>• increased production/more efficient production - less wastage - saves time/costs</li> </ul>	3

Question Number	Answer	Mark
1(c)	<ul style="list-style-type: none"> <li>• Arranging distribution of the products</li> <li>• Examining the product life-cycle of a type of taxi</li> <li>• Suggesting a suitable pricing strategy for the taxis</li> <li>• Promoting the taxis made by the company</li> </ul>	4

Question Number	Answer	Mark
1(d)	<ul style="list-style-type: none"> <li>• labour intensive relies on employees/employee skills</li> <li>• capital intensive uses mainly machinery/equipment</li> </ul>	2

Question Number	Answer	Mark
1(e)(i)	<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>	2

Question Number	Answer	Mark
1(e)(ii)	<ul style="list-style-type: none"> <li>• invest in new equipment - so manufacturing work is speeded up/so there is less waste</li> <li>• improve the ability of employees/train employees - so they can work more efficiently</li> <li>• improve employee motivation - so they work more efficiently when building taxis</li> </ul>	4

Question Number	Answer	Mark
2(a)	<ul style="list-style-type: none"> <li>• control - Joan can see whether she is over-budget or under-budget</li> <li>• planning - Joan can estimate when finances are available/projects can be planned because future finances are planned</li> </ul>	2

Question Number	Answer	Mark
2(b)(i)	<p>(Current) 10 000 / 10 000 (1) = 1:1 (1)</p> <p>(Acid Test) 8 000 / 10 000 (1) = 0.8:1 (1)</p>	4

Question Number	Answer	Mark
2(b)(ii)	<ul style="list-style-type: none"> <li>it will show liquidity through these ratios - therefore informs about Joan's ability to pay debts/stay solvent - Joan is below the 'textbook' level of 2:1 Current and 1:1 Acid Test - Joan cannot pay debts without converting stock to cash</li> <li>it gives no indication of Joan's profitability - need more information, eg profits, capital employed, turnover</li> </ul>	4

Question Number	Answer	Mark
2(c)	<ul style="list-style-type: none"> <li>(eg) hours of work, pay, job title</li> </ul>	3

Question Number	Answer	Mark
2(d)	<ul style="list-style-type: none"> <li>(eg) tour of premises, meet existing staff, health and safety lecture</li> </ul>	3

Question Number	Answer	Mark
2(e)(i)	<ul style="list-style-type: none"> <li>gets to meet colleagues/know work - helps settle in quickly</li> </ul>	2

Question Number	Answer	Mark
2(e)(ii)	<ul style="list-style-type: none"> <li>quicker work from the new driver - increases total work</li> </ul>	2

Question Number	Answer	Mark
3(a)(i)	<ul style="list-style-type: none"> <li>(eg) own savings for <i>Joan's Taxis</i> - shares for <i>Merchant Motors Ltd</i></li> </ul>	2

Question Number	Answer	Mark
3(a)(ii)	<ul style="list-style-type: none"> <li>(eg) Joan uses to live off - <i>Merchant Motors Ltd</i> distributes to shareholders/holds as a reserve</li> </ul>	2

Question Number	Answer	Mark
3(b)(i)	<ul style="list-style-type: none"> <li>continuous production</li> <li>shift work</li> <li>specialised equipment</li> <li>large numbers produced</li> <li>standardised products</li> </ul>	2

Question Number	Answer	Mark
3(b)(ii)	<ul style="list-style-type: none"> <li>(AO3) specialised employees are efficient - (AO4) but they can become bored - because they do repetitive tasks</li> <li>(AO3) specialised equipment is efficient - (AO4) but costly - and only suitable for one particular job</li> <li>(AO3) high output - (AO4) but this has to be sold - and must sell on a mass market</li> <li>(AO3) cost effective - (AO4) but high initial setup costs - and other costs increase</li> <li>(AO3) goods of a similar/identical standard - (AO4) but customers may want different varieties - so demand will not be met</li> </ul>	8

Question Number	Answer	Mark
3(c)	<ul style="list-style-type: none"> <li>• primary will apply exclusively to <i>Merchant Motors Ltd</i> - and to selling taxis</li> <li>• primary gives the directors up to date information - helps make accurate decisions</li> <li>• secondary is inexpensive so the directors will not have to spend a lot - to discover information about the market for vans/commercial vehicles</li> <li>• the directors can obtain secondary data quickly - helps speed up their decisions</li> </ul> <p>(maximum 4 marks if 1 type only discussed)</p>	6



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