



Examiners' Report June 2022

GCSE Business 4BS1 01

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Introduction

Both paper 1 and 2 allow learners to apply theory to realistic contexts. This paper is based on the business The Better Toy Store (TBTS) which proved accessible to candidates. Many candidates understood the location of the three shops allowed for high footfall as well as some drawbacks. Many candidates showcased evidence of their understanding of business from studying this course. Providing answers on the given scenario does seem to still present some difficulty for some learners which restricted their entry to the higher levels or respond to the 'State' questions appropriately. Centres are encouraged to work closely with their learners to encourage them to revisit the scenario set and encourage them to practice answering questions in the context of the scenario set.

Centres are advised to look at the command words outlined on page 31 of the specification as many learners are losing marks through their lack of understanding of these words.

To assist centres in their preparation for future examinations it is worth noting that the mark scheme does include the Assessment Objectives (AO) for all questions. The breakdown for each AO can be seen on page 7 of the 'Getting Started to Teach' guide. For analysis (AO3) and evaluation (AO4) responses candidates are asked to write an extended answer using the information provided within the paper.

The time provided for the paper was sufficient and the paper differentiated well. Overall, learners responded well to the paper.

Question 1 (b)

This question saw around three quarters of candidates correctly define the term primary sector although some candidates confused the term with primary market research. Some candidates took the route to provide examples of businesses within the primary sector but the question is looking for a clear definition.

(b) Define the term **primary sector**.

(1)

The primary sector extract raw materials from the earth.



This response demonstrates accurate knowledge of primary sector.

1 mark



For 'Define' questions candidates are required to show they have a clear understanding of the term, where candidates have given examples of primary sector activities they have not gained the mark.

(b) Define the term **primary sector**.

(1)

It is the extraction of raw materials from earth.



This response demonstrates accurate knowledge of primary sector.

Question 1 (c)

This question saw around two thirds of candidates able to correctly define the term diseconomies of scale although some candidates confused this with economies of scale stressing the importance of encouraging candidates to double check the terms provided.

(c) Define the term **diseconomies of scale**.

When a business grows too large, the ~~costs~~ average cost per unit goes up because of inefficiencies. ⁽¹⁾



This response demonstrates accurate knowledge of diseconomies of scale.

1 mark.

(c) Define the term **diseconomies of scale**.

Falling average costs when the firm becomes too big. ⁽¹⁾



This response has not been able to accurately demonstrate their knowledge of diseconomies of scale.



Candidates should be encouraged to double check their responses as one word can change the meaning of their statements thus losing marks.

Question 1 (d)

This question saw over two thirds of candidates gain a mark for this question by being able to correctly state a factor that TBTS should consider when selecting its manufacturers. Those who did not gain the mark either did not identify a factor or if they did then it was not in the context of the business thus not achieving the A02 mark as application is required on all State questions.

(d) State **one** factor TBTS should consider when selecting its manufacturers.

(1)

One factor TBTS should consider when selecting its manufacturers would be to ensure the toys materials are environmentally friendly.



This candidate has stated a factor and it is in the context of the given business allowing them to access the mark for this question.

1 mark.

(d) State **one** factor TBTS should consider when selecting its manufacturers.

(1)

The location of manufacture is very important.



This candidate has correctly identified the factor of location when a business is selecting their manufacturer. It is a shame that there is no context in this response meaning the candidate gains no marks. If this candidate included 'location in relation to the toy store' would have placed this response in context gaining the mark.

0 marks.



All 'State' questions require candidates to include context to their response – encourage candidates to check if their response is generic and can be applied to any business or have they included phrases that link it directly to the given scenario?

Question 1 (e)

This is a calculation question where over half of candidates gained full marks for the total costs of TBTS making 160 wooden toy carts. Candidates who did not gain the marks failed to recognise that fixed costs do not change and variable costs are applied per unit and therefore provided an array of calculations.

Figure 1 is a financial extract from *TBTS* based on the sale of 160 wooden toy carts.

	SGD
Variable costs per unit	0.93
Fixed costs	555.31

Figure 1

(e) Calculate the total costs for *TBTS* of making 160 wooden toy carts. You are advised to show your working.

(2)

$$\begin{aligned} \text{Total costs} &= 555.31 + 0.93 \times 160 \\ &= 704.11 \end{aligned}$$

.....704.11.....SGD



Again, another good response to this question gaining the full available marks.

2 marks.



Candidates should be encouraged to include their working out. There are occasions where candidates have the incorrect final response but the correct working out so have been able to gain a mark.

Question 1 (f)

This was a well answered question where most candidates were able to identify an advantage of being a sole trader, some candidates have then been able to develop their answers with an explanation of that advantage to be able to gain full marks. Candidates who list more than one advantage will only gain 1 mark. The advantage must be developed to gain further marks.

(f) Explain **one** advantage of being a sole trader.

(3)

The advantage of being a sole trader is having full control of the business, this means the owner can decide what products ~~are~~ are going to release @ and what product ~~it~~ is going to be sold. Therefore decision making is going to be faster.



ResultsPlus
Examiner Comments

A good response which gained full marks. Control has been explained as the advantage of being a sole trader.

3 marks.



ResultsPlus
Examiner Tip

Centres are encouraged to teach candidates that for 'Explain' questions they only need to explain one as opposed to listing many.

Question 1 (g)

A question where around two thirds of candidates have shown an understanding of external factors on business decisions made by TBTS. Those who did not gain full marks either lacked the knowledge of external factors or they did not apply their response back to the impact on business decisions made by TBTS. Candidates must be reminded that there are no AO1 marks for this question, there are AO2 marks for this level-based question as often candidates would provide an extended answer but not apply this answer to the context of TBTS therefore not allowing themselves to move into the top of level 2. Most marks gained by candidates were within the level 2 band for this particular question.

(g) Analyse the likely impact of external factors on business decisions made by TBTS.

(6)

External factors, such as customer demand is likely to impact TBTS' decisions as depending on how high customer demands is, they will need to make the effective decision of how many children's play items to produce. If they produce too many toys, then TBTS will lose money as they won't sell what they have produced resulting in loss of profit and money wasted.

- Another external factor, like the environment may affect their decisions. This is because TBTS may want to be environmentally friendly to attract more customers. If global warming is increased, laws and legislations may be put in place to protect the world. Meaning that TBTS won't have the freedom to produce in a certain way. For example factories may be shut down due to pollution rates and

(Total for Question 1 = 20 marks)

TBTS will have to change the way they produce kid's play time toys.



Candidates chose to take many routes to answer this question and could bring in their knowledge of the subject to respond to this question. This candidate has chosen customer demand and the environment to analyse the likely impact on business decisions made by TBTS. This candidate demonstrates a response where clear context has been provided linked to the given business scenario.

6 marks.



Centres should encourage candidates to include context in 'analyse' questions to ensure they can reach the top levels of this levels based question.

Question 2 (a)

A 'State' question which was not well answered by candidates. Candidates often stated a measure of success but did not apply this to TBTS. Less than one fifth of candidates were able to correctly identify a way TBTS can measure its success as a business and put this in context to the business.

2 (a) State **one** way TBTS can measure its success as a business.

It can measure success by comparing revenue from ⁽¹⁾
~~sell~~ selling toys with revenue from previous
years.



ResultsPlus
Examiner Comments

This candidate has clearly understood how to respond to a 'state' question by not only stating one way TBTS can measure its success as a business but in the context of TBTS. Candidates could have chosen a number of ways to measure success to include revenue, market share, customer satisfaction, profit, growth, owner satisfaction or employee satisfaction.

1 mark.



ResultsPlus
Examiner Tip

Centres must ensure candidates are reminded that 'state' questions have to have context in the response otherwise they will not gain the mark.

Question 2 (b)

Another 'State' question which was not well answered by candidates but answered better than 2 (a) . One third of candidates were able to correctly identify a reason why TBTS might segment its market. Centres should remind candidates that 'State' questions need to be in the context of the given business, a lot of candidates are currently being disadvantaged by not using this skill.

(b) State **one** reason why TBTS might segment its market.

One reason for why TBTS may segment its market is so they can target the right demographic to provide for their customers. (1)



This candidate shows a typical response with no context. This candidate has rightly noted that a business might segment its market to target the right demographic to provide for their customers however they have omitted any context making the response generic and can be related to any business as opposed to TBTS specifically.

0 marks.

Question 2 (c)

This was a well answered question showing good knowledge on the topic of flat organisational structures. Candidates were able to identify a benefit to a business of having a flat organisational structure and then go on to explain this benefit. Common responses included better communication or clearer understanding of instructions which is pleasing to see.

(c) Explain **one** benefit to a business of having a flat organisational structure.

(3)

~~A flat organisational structure has a short chain of command, information passed on won't go through many people meaning there is a communication~~

A flat organisation structure has a short chain of command. This is usually less formal and employees can feel more at ease in the work place. This may increase productivity as well as motivation in the employees. The employees will then work harder, increasing the business' output.



ResultsPlus
Examiner Comments

A good response which shows a clear benefit of '...has a short chain of command...' This candidate has then been able to expand upon this benefit and draw out why this is a benefit. This particular candidate has explained this benefit with more than two links of reasoning so has wasted some time when there are only 3 marks available.

3 marks.



ResultsPlus
Examiner Tip

Centres are reminded to refer back to the mark scheme to how explain questions should be answered. No context is required for explain questions but time and time again we see candidates applying context unnecessarily.

Question 2 (d)

Almost three quarters of candidates gained 2 or more marks for this question as they were able to correctly identify a method a small business might use to increase its profit and go on to develop this answer. Where those candidates did not gain the higher marks it was due to identifying a method that a small business might use to increase profit but not then developing the answer or providing a list of ways of how social media can be used by a business. Candidates often responded by explaining that a small business can cut costs and then explaining how they could do this such as finding a cheaper supplier etc.

(d) Explain **one** method a **small business** might use to **increase its profit**.

(3)

~~Reduce~~ Finding a new supplier who will sell materials cheaper. This means reduced ~~in~~ cost of production, so more gain from profit, as revenue increases.



ResultsPlus
Examiner Comments

A good response which is concise and to the point. This candidate correctly identifies find a new supplier who will sell materials cheaper as a method a small business might use to increase its profit. This candidate has then successfully explained this method by stating '...means reduced cost of production...' gaining a second mark and gaining the final mark for '...more gain from profit, as revenue increases.' If the candidate omitted the final three words then this response would've gained just two marks but adding in that profit would only increase as revenue increases seals the final mark.

3 marks.

Question 2 (e)

A question which showed some gaps in knowledge of the Boston Matrix. Those candidates who understood the Boston Matrix were able to identify one benefit to a business from using this tool and go on to explain this benefit therefore gaining the full available marks. Some candidates found it difficult to extend their answer beyond listing benefits and therefore were unable to gain full marks. Around half of candidates showed no knowledge of this method whatsoever so gained no marks.

(e) Explain **one** benefit to a business of using the Boston Matrix.

(3)

The Boston Matrix will better the business' functionality in the particular ~~part~~ market by influencing business decisions in a way that will be advantageous to the business, and therefore result to better sales and relations to its customers.



ResultsPlus
Examiner Comments

This proved to be one of the more challenging questions and some candidates failed to show any understanding of the Boston Matrix. Responses which were generic which did not show a clear understanding of the Boston Matrix gained no marks.

0 marks.



ResultsPlus
Examiner Tip

Some areas of the specification which can appear to be more difficult to understand should be revisited with candidates to embed their learning.

Question 2 (f)

For this question candidates were asked to choose between using retained profits or getting a bank loan to be able to provide finance for TBTS as it wants to sell a wider variety of toys. Those candidates who gained no marks on this response simply showed knowledge of one or both options with no application, analysis or evaluation. Candidates working at level 1 showed good knowledge of both options, making statements on one or both options with some relation to TBTS but this was not always expanded upon in their answer. Around half of candidates accessed level 2 by expanding on their answers but often missed balance and a conclusion to their thoughts. More able candidates accessed level 3 by considering their chosen option carefully in the context of TBTS and how this would impact their financial position, linking their points together and concluding their answer with balance and justification.

TBTS wants to sell a wider variety of toys. It is planning to buy these toys from other suppliers. This will need new finance.

TBTS is considering two options:

Option 1: using retained profits

Option 2: getting a bank loan.

(f) Justify which **one** of these two options TBTS should choose.

(9)

If TBTS chooses to ~~choose~~ use retained profit in order to finance its buying of new toys such as cars, it can quickly order the toys as it's a quick and easy process, which means the newly ordered toys (cars and barbies) will be marketed before the rivals start introducing their products. Which means they will get more revenue and have a higher market share than other toy shops in the shopping mall. Secondly, TBTS will not need to pay interests or regular instalments, which in turn will mean their cash flow will be stable and also will mean they ~~won't have to~~ can keep the profit earned by selling toys as ~~well as this~~. If TBTS chooses to get a bank loan they will be able to reach the adequate amount needed to finance the buying of new toys. Secondly, bank loans are a long-term of finance therefore TBTS will hold on to its cash made for longer, which will improve their cash flow.

However, they have disadvantages. If TBTS chooses retained

profit it will be an opportunity cost as after usage it can't be used again. Which is a bad thing as if there is a crazy day TBTS will not be able to respond fastly. Also, retained profit may not be adequate as TBTS is only a small business, therefore it can't finance the toys TBTS wants to buy. On the other hand, if TBTS choses a bank ^{loan} ~~loan~~, it will be obliged to pay interests, which might ruin

their cash flow. Secondly, (Total for Question 2 = 20 marks)
a bank loan may need collateral, so TBTS may risk losing its most valuable assets like its company car.

In conclusion, TBTS should use ~~to retained profit~~ a bank loan as retained profit may not be adequate as TBTS is a small business, and a bank loan will ensure that TBTS is able to get ~~these~~ these toys from suppliers, such as ~~board games~~ toy cars and houses.



This response shows what is expected from candidates in order to gain the full marks for this type of 'justify' question. This candidate has shown detailed understanding of the choice they have made, they have included context throughout their response with logical chains of reasoning and has made a good judgement about their choice with a thorough evaluation.

9 marks.



Candidates do not need to consider both options. Candidates need to make a clear choice out of the two options and be able to balance out their response as to why the business should or should not choose that option. Candidates are then expected to provide a clear overall judgement to evaluate their decision.

Question 3 (a)

A question where candidates were asked to define the term inventory. Two thirds of candidates showed clear knowledge of the term.

3 (a) Define the term **inventory**.

(1)

the amount of stock, and products
a company may have stored



This is a good example of how we would expect candidates to respond to this question.

1 mark.

Question 3 (b)

The response for an Outline question requires candidates to answer in the context of TBTS to gain the full available marks. Some candidates did well to identify a method that TBTS might use to respond to greater competition reason, those who achieved full marks were able to identify a method and explained this in the context of the given scenario.

(b) Outline **one** method that *TBTS* might use to respond to greater competition.

(2)

TBTS might reduce the prices of the children's toys. As a result the parents would choose the cheaper option and the competition towards TBTS will decrease.



This is the only outline question in the paper and requires candidates to outline a method that TBTS might use to respond to greater competition. 'Outline' questions require candidates to use context within their responses and this shows how we would expect candidates to respond to this type of question as this has achieved the full available marks.

2 marks.



Centres are encouraged to teach candidates how to respond to the command words in order to access all of the available marks.

Question 3 (c)

A well answered calculation question where the majority of candidates have gained all of the marks available. It is pleasing to see candidates are making more use of the formulas given at the start of the paper.

In 2021, a *TBTS* toy shop had current liabilities of 36 000 SGD and current assets of 216 000 SGD.

(c) Calculate the current ratio for 2021. You are advised to show your working.

(2)

$$\frac{\text{current assets}}{\text{current liabilities}} = \frac{216000}{36000} = 60$$

..... 60 :1



This response shows how the candidate has made full use of the formula from the front of the paper which is pleasing to see, however, they have made an error in their final calculation. This is why centres are encouraged to remind candidates to write their working out for all of the calculate questions – without this working out this candidate would not have achieved any marks but because of this working out they have gained a mark even though the final answer is incorrect.

1 mark.

Question 3 (d)

A question where candidates who accessed level 3 carefully considered how the importance of TBTS motivating its employees. Candidates were disadvantaged when they did not apply their answer to TBTS as they cannot access the top of level 2 without any application.

(d) Analyse the importance of TBTS motivating its employees.

(6)

One reason for that it is important TBTS motivates its employees is to ensure they are efficient, and appeal to customers. The employees at TBTS's 3 stores in Singapore must stay motivated in order to ensure their customers have a good experience when they enter the store, in order to maintain customer loyalty through building a good relationship with the shop by being impressed by employees responsiveness. Hence, in order to retain customer loyalty it is important that employees stay motivated in all their stores.

Another reason TBTS should motivate their employees is to ensure that they don't lose their employees and have employee retention. If workers don't feel satisfied in their jobs they may want to leave, which may cause an issue for TBTS as they won't have sufficient people to help run their business, which may lead to business failure. So in order to ensure that employees don't leave the business, TBTS must keep them motivated so the employees are satisfied with their jobs and continue to work across their stores in Singapore.



This candidate shows how we expect candidates to respond to an 'analyse' question. This response shows detailed application of knowledge and understanding of business concepts with context throughout as well as interconnected points with logical chains of reasoning.

This response shows that the candidate has thought about the positives of TBTS motivating its employees and the implications of not motivating its employees.

6 marks.



Unless responses for 'analyse' questions are in the context of the given business scenario candidates will find it difficult to access to higher marks.

Question 3 (e)

For this question candidates were asked to choose between the primary market research methods of questionnaires or focus groups as TBTS is planning to introduce a new range of toys for four-year-old children and looking to find out from its customers what they want. Candidates working at level 1 showed good knowledge of both options, making statements on one or both options with some relation to TBTS but they did not always expand upon their answer. More able candidates accessed level 3 by considering their chosen option in the context of TBTS and how this would impact the business when deciding which method to choose, they have linked their points together and concluded their answer with balance and justification.

TBTS is planning to introduce a new range of toys for four-year-old children. It will need to carry out some research from its customers, including children and parents, to find out what they want.

TBTS is considering two options:

Option 1: hand out questionnaires to customers that visit the shops

Option 2: hold focus group meetings with parents and their children.

(e) Justify which **one** of these two options TBTS should choose.

(9)

TBTS should choose option 2 over option 1 because it will allow them to get a better and in-depth understanding about the needs and wants of ~~customers~~ target customers — people who like toys. With a face to face group meeting, TBTS can get ~~feedback~~ ^{and receive answers instantly} feedback on the spot and can ask as many questions ^{and detailed} as needed. TBTS would be getting a more personal ^{and detailed} point of view of the parents and their children, allowing them to satisfy the needs of their customers more accurately. This may help ^{TBTS} them to gain competitive edge by asking ~~them~~ the parents and children directly what their needs and wants are, possibly allowing them to find ^{gaps} ^{toys} ~~spots~~ in the market ~~for~~.

However, focus group meetings may be helpful only depending on how the questions are asked and what type of questions are asked. Parents and children are less likely to ~~properly~~ understand the question and answer correctly, if the questions are long and detailed. If prepared properly, TBTS would be able to successfully get ~~appropriate~~ appropriate answers. Moreover, the teachers and children may feel obliged to give TBTS a specific answer, which may make ^{if many people are listening or once as well, it will be hard to confirm that they understand and heard the questions.} the information gathered unreliable and useless. This may waste

TBTS's time and resources if not executed properly.

In conclusion, TBTS should choose option 2 as it allows for more information to be gathered for gathering a new range of toys. However, it depends on their objectives ~~research~~ whether either options are suitable, option 1 should be chosen if TBTS ~~is~~ ~~has~~ has a low budget or wants to minimise wastage of resources.

(Total for Question 3 = 20 marks)



ResultsPlus
Examiner Comments

This response shows what we would expect from candidates when responding to a 'justify' question. This candidate is considering both the benefits and drawbacks of using focus groups over questionnaires in order for TBTS to carry out research from its customers. This candidate has also offered a conclusion which offers an evaluation gaining the full available marks.

9 marks.

Question 4 (a)

A calculation question which has been generally well answered by candidates. Some candidates only gained one mark as they have worked out the discount amount, but to gain the full marks available candidates needed to calculate the total cost to a VIP member of buying 17 dinosaur toys, by calculating the total cost of 17 dinosaur toys minus the discount of 15% that they would receive. It is clear to see centres have encouraged candidates to include their working out as often candidates have gained a mark for their calculation despite their final answer being incorrect. Candidates should be encouraged to double check the requirements of the question as some candidates worked out parts of the question and missed the top marks because they did not complete all of the calculations required from the question.

- 4 *TBTS* lets customers sign up for a Very Important Person (VIP) membership on its website. The website gives VIP members special rates and exclusive offers.

TBTS sells dinosaur toys for 22.80 SGD. VIP members get a discount of 15%.

- (a) Calculate the total cost to a VIP member of buying 17 dinosaur toys.
You are advised to show your working.

(2)

$$22.80 \times 15\% = 3.42 \text{ SGD}$$

$$17 \times 3.42 = 58.14$$

$$\underline{\hspace{10em} 58.14 \hspace{10em}} \text{SGD}$$



ResultsPlus
Examiner Comments

This is a good example of how partial calculation can help candidates to achieve one mark if they have not made the full calculation.

1 mark.



Centres are reminded to encourage candidates to read the question carefully to fully understand what is required and therefore being able to access all of the available marks.

Question 4 (b)

A not very well answered question which shows gaps in knowledge of the acid test ratio. Some candidates made use of the formula at the start of the paper to reiterate this and how the acid test ratio was calculated but this was not required from the question. The question asked candidates to analyse the usefulness to TBTS of the acid test ratio. Those candidates who analysed the usefulness of the acid test ratio were able to show their understanding of the acid test ratio, how useful it is to TBTS and what other information they could require to make a more informed judgement.

Figure 2 shows the acid test ratios for TBTS.

2018	2019	2020
0.75	0.87	0.88

Figure 2

(b) Analyse the usefulness to TBTS of the acid test ratio.

(6)

Acid test ratio is a useful way to find out if TBTS is improving or not through different years. It's easy to read the data and see if the profit is increasing and if not they'll know what's going wrong or what TBTS needs to improve for the ~~next~~ next year. This way TBTS could keep ~~it~~ increasing in sales and improving.



This shows a typical example of candidates not understanding what the acid test ratio means or how it could be useful to TBTS. Where figures have been given, such as in this question, candidates should be encouraged to use them, compare them, judge them as this contextualises the response they formulate.

0 marks.



Whilst candidates are taught the formula and how to access the formula at the front of the paper it appears they do not always understand what the actual ratio means to a business and how it can be used. It would be helpful for centres to review all of these formulas and the meanings of them with candidates.

Question 4 (c)

Centres are reminded that this is the only level-based question in the paper which is equally weighted across all four assessment objectives.

It is pleasing to see that most candidates made an attempt at this question.

Candidates at level 1 made some attempt at the question and were able to make basic statements about what internal and/or external communication is or which stakeholders the communication could be with, often with very little or no context.

Those candidates who accessed level 3 considered the importance of good internal and external communication in the context of TBTS and the impact this can have on the business. Candidates have successfully linked their points together in a logical order and been able to conclude their answer with a well-balanced and justified argument .

- 2/13 + 1/12 cover 4/11/13 + shops can coordinate promotional
(c) Evaluate the importance of good internal and external communication to TBTS. You should use the information provided as well as your own knowledge of business. ^{same marketing} (12)
- lets + m. understandings
no problems cause misunderstandings
problems with suppliers

Communication is very valuable between TBTS internal and external affairs. This is as good internal communication between shops can lead to coordinated product promotions. This means carrying out similar marketing campaigns to produce a greater effect and awareness in the whole toys market. As a result more potential customers may be interested in environmentally friendly child toys and a larger customer base may be achieved. Leading to a larger number of toy sales over the three shops and even a national or international impact which may skyrocket sales in the airports.

However, barriers to communication can highly negatively impact overall internal and external communication. For instance, bad communication with suppliers could lead to misunderstandings between TBTS and them. This may lead to erroneous shipment orders, such as erroneous different number of toys sent or different arrived data. As a result.

supply to TBTS shops could be discontinuous and prevent regular restocking of toys. This may lead to customer demands not being met due to lack of certain toys they may be looking for. ~~Thus~~ As a result, unhappy customers will very likely not purchase again toys from TBTS and find competition which offers environmentally friendly children toys.

In conclusion, ^{good} communication is hugely important as it holds the base of the operations and may impact ~~the~~ ~~the~~ TBTS as a whole for small misunderstandings. In the short term, breakages in reliable communication may not significantly impact TBTS, such as one ^{one} supply error. However, in the

(Total for Question 4 = 20 marks)

long term, continuous miscommunication may cause irreparable damage to TBTS reputation and be the reason for its failure.

TOTAL FOR PAPER = 80 MARKS

LT ST

impact business as a whole



This is a strong response and indicative of a level 3 response.

It is clear to see that the candidate understands the question and has been able to bring in their own business knowledge to support their response.

There is good context throughout the response as well as a balanced argument with a clear evaluation.

12 marks.

Paper Summary

Based on the performance in this paper candidates and centres are offered the following advice:

- Not to spend time repeating the questions – this is not necessary and simply wastes time
- Understand what the formulas mean
- 'Justify' questions do not need to consider both options
- 'State' and 'Outline' questions require context in order to gain the full available marks
- 'Explain' questions require no context

Grade boundaries

Grade boundaries for this, and all other papers, can be found on the website on this link:

<https://qualifications.pearson.com/en/support/support-topics/results-certification/grade-boundaries.html>

