

# Mark Scheme (Results) Summer 2010

IGCSE

## IGCSE COMMERCE (4340) Paper 1F

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Summer 2010

Publications Code UG024210 (only insert if required)

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Question Number	Answer	Mark
1a(i)	pipeline	(1)

Question Number	Answer	Mark
1a(ii)	railway	(1)

Question Number	Answer	Mark
1a(iii)	heavy lorry	(1)

Question Number	Answer	Mark
1a(iv)	van	(1)

Question Number	Answer	Mark
1b(i)	\$30 billion + \$10 billion (1) = \$40 billion (1)  Note: 2 marks for correct answer by itself	(2)

Question Number	Answer	Mark
1b(ii)	$60/150 \times 100\%$ (1) = 40% (1)  Note: 2 marks for correct answer by itself	(2)

Question Number	Answer	Mark
1b(iii)	Valid points could include  e.g. bicycle motorbike car bus coach	(2)

Question Number	Answer	Mark
1c(i)	Valid points could include  e.g. may not have a extensive rail network - that does not cover the whole of the country - much better road network - such a road system can travel to many more destinations Lorries are much more flexible than rail - can travel when ready - not restricted by fixed timetables - especially important if goods required quickly	(4)

Question Number	Answer	Mark
1c(ii)	Valid points could include  e.g. increase petrol taxes higher road taxes grants for railways introducing road charging providing more efficient services decrease fares	(2)

Question Number	Answer	Mark
1d(i)	Valid points could include  eg acts as proof of delivery of all the goods - as the signature of receiver acts as a receipt - given back to the driver as proof	(3)

Question Number	Answer	Mark
1d(ii)	Valid points could include  e.g. the vehicles are always on hand - can be sent at short notice - which can ensure more prompt delivery vehicles operated by own firm drivers - theft/damage less likely - less supervision required	(3)

Question Number	Answer	Mark
1e	Valid points could include  e.g. speed can reach inaccessible places such as mountain ranges can travel longer distances/to other countries cheaper insurance less risk of theft	(3)

Question Number	Answer	Mark
1f(i)	Theft/stock	(1)

Question Number	Answer	Mark
1f(ii)	Valid points could include  e.g. contact a broker/insurance company - request for an insurance quotation - complete proposal form - with truthful details - on all material risks - pay first premium - receive cover note - final policy issued - certificate of insurance is attached to the policy	(4)

Question Number	Answer	Mark
2a(i)	Tertiary	(1)

Question Number	Answer	Mark
2a(ii)	Valid points could include  e.g. goods set on shelves within reach of customers goods chosen without assistance use of trolleys/shopping baskets use of check-outs for payments	(2)

Question Number	Answer	Mark
2a(iii)	Valid points could include  e.g. selection of goods in own time/shop at own speed can pick out/compare the best brands/goods prices are clearly marked shopping is often quicker	(2)

Question Number	Answer	Mark
2a(iv)	Valid points could include  e.g. sales increase - as customers prefer self-service wage costs are reduced - less labour needed impulse buying occurs - because of attractive displays can buy goods in bulk - more competitive with prices	(4)

Question Number	Answer	Mark
2b(i)	<p>Valid points could include</p> <p>e.g. both small-scale outlets - selling a limited range of goods - eg vegetables  often street traders are owned by owners of small shops - who hope to increase their sales at a market - in another part of town or in another town  both offer personal service - cater for regular customers - will help customers by taking orders for them  will open extended hours - on Sundays or in the evening</p>	(4)

Question Number	Answer	Mark
2b(ii)	<p>Valid points could include</p> <p>e.g. hypermarkets found mainly out-of-town - whereas department stores found in town centres - hypermarkets generally need a car whereas department stores do not - no car parking for department stores  hypermarket goods are cheaper - due to large-scale bulk buying - department stores are expensive - due to high town centre costs</p>	(3)

Question Number	Answer	Mark
2c	<p>Valid points could include</p> <p>e.g. breaking of bulk  warehousing  evening out price fluctuations  offering delivery  providing credit  offering advice/information</p>	(3)

Question Number	Answer	Mark

2d	<p>Valid points could include</p> <p>e.g. membership card often required to gain access  - use for small retailers - goods displayed on shelves  - self service - variety of stock - in small bulk - at cheap prices - use of trolleys - payment in cash - no credit allowed - no transport provided - has car park</p>	(3)
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Question Number	Answer	Mark
2e	<p>Valid points could include</p> <p>e.g. large scale retailers can afford to carry out functions of wholesaler  many manufacturers want retailers to push their own goods  large scale retailers prefer to cut costs by dealing directly with manufacturers  branding has enabled retailers to deal directly with manufacturers  where goods are produced on a small scale  highly technical goods</p>	(3)

Question Number	Answer	Mark
3a(i)	<p><math>12\% + 7\% (1) = 19\% (1)</math></p> <p>Note: 2 marks for correct answer by itself</p>	(2)

Question Number	Answer	Mark
3a(ii)	<p><math>15/100 \times 300 (1) = \\$45 \text{ billion} (1)</math></p> <p>Note: 2 marks for correct answer by itself</p>	(2)

Question Number	Answer	Mark
3b	<p>Valid points could include</p> <p>eg Advantages:  can take goods before paying  easier to buy high-value items  saves carrying cash  no interest is paid if monthly balance paid off</p>	(4)

	<p>eg Disadvantages:  high interest charged if balance not cleared  tendency to overspend  some credit cards not acceptable everywhere  can only buy goods up to credit limit</p>	
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Question Number	Answer	Mark
3c(i)	<p>Valid points could include</p> <p>eg loan (AO4) large amount (AO1) long-term (AO1)</p>	(3)

Question Number	Answer	Mark
3c(ii)	<p>Valid points could include</p> <p>eg store card (AO4) credit easier to obtain (AO1) ownership at once (AO1) hire purchase (AO4) large amount for some people (AO1) able to pay back in instalments (AO1)</p>	(3)

Question Number	Answer	Mark
3d	<p>Valid points could include</p> <p>e.g. go back to the trader or telephone trader to complain - say that it not working/not of merchantable quality - ask for the television to be repaired - have receipt/details of purchase available - if still not repaired, go to local standards organisation to gain a refund - or a replacement television</p>	(4)

Question Number	Answer	Mark
3e	<p>Valid points could include</p> <p>e.g. there is an accepted idea in society that we can have/live for today - and then pay for it later - even though it is more expensive, it will be worth</p>	(7)



	<p>it  interest rates have been coming down - making it more attractive to borrow - especially if there is inflation  increasing advertising of credit - particularly with special offers - making it more attractive to borrow  greater worldwide exposure to the internet - leading to more credit card transactions - making it easy to buy online - more people turning to the internet to get goods cheaper - as the costs of living rises</p>	
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FOUNDATION PAPER

Content Coverage

	Content area 1	Content area 2	Content area 3	Content area 4	Content area 5
Question	2aiv,	1ci) 2a/b/c/e	3a-e		1a/b/cii/d/e) 2d
Marks	1	24	25	0	30

Coverage of Assessment Objectives

Question	A01	A02	A03	A04	Total
1a		4			4
1b	2	4	4	2	12
1c		3		3	6
1d	3				3
2a	5	4			9
2b		3	4		7
2c	3				3
2d		3			3
3a		4			4
3b	4				4
3c	4			2	6
3d			4		4
3e				7	7
Total	29	25	12	14	80

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