



Examiners' Report  
Principal Examiner Feedback

November 2020

Pearson Edexcel International GCSE  
In Commerce 4CM1 Paper 01R

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## **PE REPORT ON GCSE INTERNATIONAL COMMERCE 4CM1 01R – November 2020**

### **GENERAL COMMENTS**

From the scripts seen the candidates completed the paper in the allotted time. Candidates were well prepared and able to apply their knowledge, analysis and evaluation to answer the questions. However, a number of candidates still struggled with the 'State' questions. Candidates must ensure that their response are in context and relate back to the stem of the question. Many of the comments made in the June 2019 and January 2020 series still apply to this particular series, it is worth reiterating this to candidates, so that they can fully prepare themselves for the examination.

Many candidates have gained a great deal of commercial understanding from studying the course and this was apparent in the answers given. However, there are still a number of candidates who are answering most questions giving detailed knowledge of what the question is, without any application, analysis or evaluative comments. This does limit the candidates' access to the marks available. The scenarios chosen are from actual commercial operations. This may have helped some candidates to relate their comments more easily to the questions.

The question paper is set with all four of the Assessment Objectives (AO) in mind and the candidates responses are marked accordingly. A reminder that the percentage breakdown of each AO can be seen on page 31 in the Specification. Also on page 44 of the Specification, are examples of the command words used. For example, in question 2 (g) and 3 (f) the command word is 'Justify' and candidates are asked to write an extended answer, using information provided in order to recommend one of the two options to a commercial operation.

It is important that candidates take into account, the marks allocated for each question. This gives them guidance on the amount of detail they need to include when answering the question.

Again, and on only a small number candidates scripts this series, candidates did not indicate that they had continued their response somewhere else on the paper. It is important that candidates do this so that the additional work can be included in the response and a mark given. For those candidates that used additional paper, their response to the questions must be clearly identified on the paper. Sufficient lines are given for candidates to answer questions. It is also important that candidates clearly label the additional pages to show which question they are continuing with. On or two candidates on this series failed to do this and the examiner had to identify which response related to which question. Candidates must clearly indicate by using the words 'continued', 'contd page ...' or 'see separate sheet', with each response clearly identified e.g. 2(f), 3(g) as examples.

From the work seen it appeared that some candidates had not covered the full specification or were unable to answer the question as there were blank responses. As mentioned previously questions can come from any part of the specification.

## **COMMENTS ON INDIVIDUAL QUESTIONS**

### **SECTION A**

#### **Question 1**

In part 1 a – over three quarters of the candidates gained the mark for identifying the owners of a public limited company. Candidates should be reminded that if they do make a mistake when answering a multiple choice question they should put a line through the wrong answer and an 'X' through the correct response. A candidate that marks two answers will, in most cases, not gain a mark.

In part 1 b – again well answered with over four fifths of the candidates, showing an understanding of a retailer with no fixed premises.

In part 1 c – a 'Define' question, candidates had to define the term chain of production. Nearly two thirds of the candidates gained the mark. Candidates should be encouraged to avoid using the term straight from the question when answering, as it does not show full understanding of the term.

In part 1 d – again another 'Define' question; there are three define questions in total on the paper, on this occasion candidates had to define department store. This was not as well answered than 1 (c) with only half of the candidates gaining the mark available.

In part 1 e (i) – a calculation question, where candidates had to work out the number of factories that had been affected by a fire. Well answered by the candidates with the majority gaining the two marks available. It is worth reiterating to candidates to show their workings within the box, as they may have the correct formula, which would gain them a mark but they then make a calculation error. Candidates should be reminded that there is a line at the bottom of the box for their response. This makes it clearer and easier for the examiner when marking. From the responses seen some candidates had their answer within their workings, which was not always easily identified. It is also worthy of note that if the question asks for a calculation to two decimal places, then marks will not be given for a response that only gives one decimal place. Also candidates should take care with their writing of certain numbers e.g. the writing of the figure 4 sometimes looks like a 7.

In part 1 e (ii) - this is the first of the 'State' questions where candidates must relate their response to the scenario. Less than a third of the candidates gained the mark available. Although from the responses seen candidates understood the effect on it might have on the renewal of the factories insurance they but did not put it in context and therefore did not gain the mark. Just by putting insurance in the response does not guarantee the mark, if they had mentioned about previous claims they would have gained the mark. For examples of how candidates could have answered a 'State' question please refer to the mark scheme.

In part 1 e (iii) – the second 'State' question of three. Candidates had to give a advantage of 'pooling of risks'. Four fifths of the candidates did not gain the mark available, as mentioned earlier a 'State' question must relate back to scenario. From responses seen candidates seemed slightly confused on what the term actually meant.

In part 1 f – a question where candidates could have developed their answers more to gain the full 3 marks available. The question asked why insurance companies issue a cover note when a policy is taken out and on this occasion as it is an explain question, the response did not have to be in context. However, from the responses seen many candidates did not understand fully what a cover note is used for with just over a quarter of the candidates gaining no marks. A third of the candidates gained a mark with most responding that it shows what is insured.

In part 1 g – candidates were asked to explain the importance of after sales service. Four fifths of the cohort were able to gain one or two marks with a tenth of the candidates gaining no marks. Most candidates understood that after sales service is important, but a few related it to customers as opposed to businesses.

In part 1 h – this is the first question in the paper which is marked by levels. Candidates were asked to analyse the advantages for customers of omnichannel retailing. To gain the marks available candidates needed to apply the information and then analyse it, as these are the only two AO's available for this question. Unfortunately a large number of candidates responded with comments that were general and not related to retailing. Some candidates repeated the information from the stem which is also not worthy of a mark. Less than two fifths of the cohort did not gain a mark on this question with most candidates achieving a Level 2 mark.

## Question 2

In part 2 a – a multiple choice question where candidates had to identify the function of a wholesaler. Most candidates were able to identify the function with over three quarters gaining the mark available.

In part 2 b – a multiple choice question where candidates had to identify the benefit of international trade, half of the cohort gained the mark available.

In part 2 c (i) – candidates had to look at figure 1 and then identify which method of transport was the cheapest for a journey of 350 miles. Nearly 90 per cent of candidates were able to identify the method of transport.

In part 2 c (ii) – candidates had to refer to figure 1 and identify the lowest cost per mile, approximately half of the cohort gained the mark.

In part 2 d – a 'Define' question where candidates were asked to define the term subrogation. A large majority of the candidates did not gain a mark. Perhaps this was a term they were not prepared for.

In part 2 e – this question was 'Explain' hence candidates did not need to put the response in context. Just over a quarter of candidates did not gain a mark on this question. It is worth reiterating that candidates should be encouraged to read the question at least twice before answering. Most candidates gained either one or two marks. As stated in the mark scheme candidates should identify one role of an actuary and then develop the comment for a further two marks. Giving three different roles would only gain one mark.

In part 2 f – Nearly half of the candidates gained only one mark of this question. As mentioned before this is an 'explain' question so candidates do not have to put it in context. From the responses seen some candidates understood why consumers benefit from consumer protection legislation however they then did not develop their comments by giving reasons as to how it would be of benefit. Some candidates gave the benefits for the business which was not the question. A number of candidates mentioned being 'scammed' but did not develop the comment.

In part 2 g – This is a question that is marked to levels with only Application, Analysis and Evaluative of the AO's being tested. Candidates had to choose between the two options of either locating with good availability or locating near to competition. Most candidates understood that they had to justify why they had chosen one option as opposed to the other. However, a large number of candidates gave very detailed descriptions of the two options, which was knowledge and therefore they did not gain any marks, but developed their comments to gain Level 1 marks. From the responses seen a number of candidates made a decision on which option would be better for Candylicious and justified the reasons with application and analysis but failed to give evaluative comments. A fifth of the cohort gained marks in Level 1 and over half gaining a mark in Level 2. Perhaps if candidates could summarise, which is evaluative comments, why they have chosen one option and not the other it might help in their response and gain the higher level.

## **SECTION B**

### **Question 3**

In part 3 a – four fifths of the candidates gained the mark available for this question, understanding the role of an insurance broker.

In part 3 b – nearly all the candidates gained the mark available for this question, showing knowledge of what a business has to pay when importing goods.

In part 3 c – the third 'State' question where candidates had to give a reason why CCT decided to only buy from Chinese suppliers. On this occasion over three fifths of the candidates gained the mark, showing that they understood why CCT would find it easier to purchase the goods from its own country rather than importing them.

In part 3 d – candidates were asked to outline one reason why CCT could avoid its bicycles being damaged whilst being stored in its shops. The AO allocated for this question is AO2 therefore the response had to be in context. Nearly three quarters of the candidates did not gain any marks on this question. From the responses seen, many candidates mentioned purchasing CCTV cameras to ensure that people did not steal the bikes. A valid comment but is not related to the bikes being damaged, which is what the question asked. Again it is worth reading the question at least twice before answering.

In part 3 e – candidates were asked to analyse why CCT might hold seasonal sales at different times of the year. For this question candidates had to Apply and Analyse their response. Only a tenth of the candidates failed to gain a mark on this question. From responses seen a number of candidates gave a detailed description of what a sale is and why countries have sales, but this is knowledge and there are no knowledge marks available. Approximately a quarter of candidates gained at least Level 1 on why CCT would have seasonal sales, to reduce excess stock, giving ability to bring in new models. With a third of candidates gaining Level 2, justifying and giving reasons why CCT would have seasonal sales.

In part 3 f – again another option question where candidates had to justify which one of the two options would be more suitable for CCT when considering expanding its business, whether to raise more capital or offer franchise opportunities. As in question 2 g many candidates described both methods in detail. Again there are no knowledge marks available for this type of question. From the responses seen a number of candidates understood the difference between the two options with option 1 being more popular than option 2. Most candidates were able either Level 1 or Level 2. Candidates should be encouraged to apply, analyse and evaluate the two options to enable them to gain the higher marks. There is no right or wrong answer on this type of question, the candidates can justify either one. Candidates should be encouraged to draw a conclusion or conclusions from the information they have given which might help them to evaluate their response and gain the evaluation marks available

## **SECTION C**

### **Question 4**

In part 4 a - candidates should be encouraged to show their workings as advised in the question, as they could gain a mark for the formula, even if the actual answer is wrong. As mentioned earlier candidates should ensure that their figures are easily readable and that they put their answer in the space provided. The majority of the cohort gained the full marks for this question.

In part 4 b – Over a third of the candidates gained no marks on this question, and most of the candidates that gained marks were only in Level 1 or the bottom of Level 2. As previously mentioned this is a question marked to AO2 and AO3 as why Namdhari's Fresh would likely to use Electronic Point of Sale (EPOS). From the clips seen and as mentioned previously a number of candidates tended to give a description of EPOS and did not relate it back to the scenario.

In part 4 c – It is worth reiterating to candidates that this question does carry the most marks and they should allow sufficient time to answer it, as the question is marked against all four of the Assessment Objectives. A number of candidates only completed a few lines and therefore did not gain many of the marks available. Some candidates are using bullet points or numbered format, this will not allow them to gain the higher level marks because they may not have analysed or evaluated the points/comments made.

Candidates were asked to evaluate the language and currency difficulties Namdhari's Fresh would have when exporting its products. A variety of valid comments were made by candidates, such as problems with different languages in different countries, the price difference of products in each country and then the changing of one currency to another, which are all very relevant, but some candidates failed to develop these points and justify their decisions to enable them to gain the higher level marks. Again a conclusion would help candidates to develop their evaluative comments. Over three quarters of the candidates gained either a Level 1 mark or the bottom of Level 2.