

## Candidate 2

The evidence for this candidate has achieved the following marks for each question of this Course Assessment component.

### 1 (a) (i)

The candidate was awarded **0 marks** because the candidate misunderstood the term 'method of production'.

### 1 (a) (ii)

The candidate was awarded **0 marks**. This is because part (i) was wrong and this part was not marked consequentially.

### 1 (b)

The candidate was awarded **5 marks** as follows:

All 6 points made by the candidate are valid: full marks awarded.

### 1 (c)

The candidate was awarded **4 marks** for the following points:

1 mark – '...can make employee motivation increase which in turn increases productivity'

1 mark – 'It will also mean there is less employee turnover, thereby decreasing recruitment, selecting and training costs'

1 mark – 'Employees will want to come into work thereby decreasing absentees meaning the organisation won't have to pay for someone to cover for employee that is off'

1 mark – 'More people will want to apply for a job at Google, thereby increasing the calibre and number of applicants who apply'

### 1 (d) (i)

The candidate was awarded **1 mark** for the following point:

1 mark – 'gross profit is the profit made after cost of manufacturing is deducted from sales.'

No mark awarded for description of revenue

**1 (d) (ii)**

The candidate was awarded **1 mark** for the following point:

1 mark – ‘the trend is that gross profit is increasing from 2011-2013 and the number of sales is increasing each year’

**1 (e)**

The candidate was awarded **3 marks** for the following points:

The first point made is internal growth, so no mark is awarded.

1 mark – ‘They can also takeover smaller businesses that are in the same market as them by buying a majority stake’

1 mark – ‘...to increase their market share.’

1 mark – ‘They could also do backward vertical integration and buy out their suppliers to maximise efficiency.’

The final point made is internal growth, so no mark is awarded.

**1 (f)**

The candidate was awarded **5 marks** for the following points:

1 mark – ‘...new solutions to problems can be gained which otherwise wouldn’t have been thought of.’

1 mark – ‘...a large number of applicants will apply, therefore the organisation can choose who they think is best.’

1 mark – ‘...the best person may not be chosen as the organisation doesn’t know them.’

1 mark – ‘If someone from the organisation applies and doesn’t get the job they can feel undervalued and their motivation and quality of work may decrease.’

1 mark – ‘However, external recruitment can stop conflicts and competition between employees within the company that apply for the job’

**1 (g)**

The candidate was awarded **3 marks** for the following points:

1 mark – ‘Google use a low energy heating and cooling system meaning they are environmentally responsible.’

1 mark – ‘...they are eliminating potentially harmful chemicals in building materials, thereby reducing pollutants and looking after workforce.’

1 mark – ‘...Google have their own charity called Google.org which helps encourage America to be as renewable and environmentally friendly as possible.’

## **2 (a)**

The candidate was awarded **3 marks** for the following points:

1 mark – ‘...introducing the product at a low price initially’

1 mark – description of BOGOF

1 mark – ‘...give out free samples for people to try to see if they like it.’

Loyalty schemes and vouchers are not described, so no marks are awarded.

## **2 (b)**

The candidate was awarded **3 marks** for the following points:

1 mark – ‘...check the retailer’s stock and see if there are any potential competitor products that they will need to compete with when selling.’

1 mark – ‘...check where the customer is and make sure the wholesaler or retailer is close by.’

1 mark – ‘...check the amount of profit they will get compare to selling it straight from the factory’

## **2 (c)**

The candidate was awarded **1 mark** for the following point:

1 mark – ‘Random sampling is where you take a random name from a list...and ask them questions. Whereas with quota sampling is when a person with a certain characteristic... is chosen and questioned.’

## **3 (a)**

The candidate was awarded **4 marks** for the following points:

1 mark – ‘Centralised stock storage is less expensive than decentralised as only one storage facility needs to be paid for.’

1 mark – ‘security is better as it can be focused on one particular area.’

1 mark – ‘...it may be harder for employees who are based far away to get to, making it time consuming to collect items.’

1 mark – ‘It is easier to check stock levels when they are all in the same place’

The last point is repetition.

### **3 (b)**

The candidate was awarded **4 marks** for the following points:

1 mark – ‘Need to rely heavily on suppliers to get orders delivered on time otherwise production stops’

1 mark – ‘...therefore orders are late for customers, decreasing customer satisfaction.’ (Development point)

1 mark – ‘...might be harder for organisations with an environmental aim to be socially responsible as journeys are increased thereby increasing the company’s carbon footprint.’

Candidate mentions that there is ‘no time for quality checks’. However, this is wrong as the responsibility on checking materials actually lies with the supplier.

1 mark – ‘The company doesn’t buy in bulk therefore they lose out on special deals’

### **3 (c)**

The candidate was awarded **2 marks** for the following points:

1 mark – ‘Organisations can raise their prices as it is a good quality product that has been made by people who are getting paid fairly.’

1 mark – ‘The company is seen to be supporting a good cause which gives them a good public image’

The last point is correct but full marks have been awarded.

### **4 (a)**

The candidate was awarded **1 mark** for the following point:

The candidate starts the answer by referring firstly to an income statement and secondly a statement of financial position.

1 mark – ‘The cash budget can point out any problem areas for the company so the company can improve it before it gets worse.’

### **4 (b)**

The candidate was awarded **2 marks** for the following points:

1 mark – ‘To check if the percentage profit they are getting is similar to their competitors.’

1 mark – ‘...to see if the expenses are the same as theirs.’

#### **4 (c)**

The candidate was awarded **3 marks** for the following points:

1 mark – ‘...venture capitalists who give the organisation a large financial investment in return for shares in the company.’

1 mark – ‘...a bank loan to get a large sum of money quickly which they have to pay back with interest.’

1 mark – ‘...lease their equipment instead of buying it. They have to pay monthly for the equipment over a period of time.’

Selling shares is not a quick method so marks were not awarded.

Grants are not described.

#### **5 (a)**

The candidate was awarded **2 marks** for the following points:

1 mark – ‘...bottom layer of the pyramid has needs such as food, water, and survival needs.’

1 mark – ‘A person has to satisfy each layer of needs starting from the bottom before they can progress to the next level of needs.’

#### **5 (b)**

The candidate was awarded **3 marks** for the following points:

1 mark – ‘It can make the workforce more motivated therefore productivity can increase.’

1 mark – ‘Any conflicts and issues an employee has can be fixed before it grows into something out of control.’

1 mark – ‘It also reduces staff turnover which means that the organisation won’t have to spend as much on recruiting, selecting and training new employees.’

#### **5 (c)**

The candidate was awarded **3 marks** for the following points:

1 mark – ‘There is a process if any harassment takes place that the organisation has to go through.’

1 mark – It protects characteristics such as age, gender, race, sexual orientation, disability

1 mark – ‘Managers and organisations have to be careful and make sure they follow the act otherwise they may be fined.’

**Total mark**

The evidence for this candidate has achieved an overall mark of **53** for the Question Paper.