

### Candidate 3

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 **1 mark** as follows:

1 mark – accurate description of job production

#### 1 (a) (ii)

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

1 mark – ‘...design is unique and one off so the builders can charge Google a large sum for it’

1 mark – ‘The workers who build the building will have high motivation levels as they are creating something unique and are not doing the same job constantly’

1 mark – Google can then tell the builders how they want it to be built the way they like, this creates a good customer satisfaction for Google’

1 mark – ‘The building company will need to spend more money on special equipment/tools needed to build the building, this costs them more money and a lower profit’

1 mark – ‘As it is a unique product the building company need to employ highly skilled workers as they need to be skilled at their job, this may cost them more money and time to recruit’

#### 1 (b)

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

1 mark – ‘There is lessened risk of failure’

1 mark – ‘...if one product in their portfolio is not working or selling good then they have other products they can rely on’ (*development mark*)

1 mark – ‘The more products they have within their portfolio the bigger market share Google have’

The next three points made are repetition.

**1 (c)**

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

1 mark – ‘Employees are told they can communicate and share ideas with other employees. This will make them happier at work and motivate them to join in with other staff’

1 mark – ‘they have flexible working hours and this will allow them to balance their work and life making them more happy and less staff turnover’

1 mark – making them more happy and less staff turnover’ (development mark)

Next point is repetition (the same explanation ie more motivated)

1 mark – ‘the perks of cafes etc allow workers to relax during shifts and distress giving them a fresh mind when working’

**1 (d) (i)**

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

1 mark – ‘This is the amount of money Google has made from the sales’

1 mark – ‘This is the overall profit they have made from buying and selling of stock without taxation and expenses being taken off’

**1 (d) (ii)**

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

1 mark – ‘overall profit...has increased every year’

**1 (e)**

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

1 mark – ‘Forward vertical integration. This is where Google would take over the customer.’

1 mark – ‘Backwards vertical integration. This is where Google would take over the supplier,

1 mark – ‘this would mean they have the materials at the ready’

1 mark – ‘Horizontal integration. This is where Google would join with another maybe smaller company who creates or produces the similar products’

‘This would give them a bigger market share’ is correct but full marks have been awarded.

**1 (f)**

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

1 mark – ‘This helps to bring in new and fresh ideas for Google’

1 mark – ‘A recruitment agency can be used, this makes sure they can spend time focusing on other important things within the company’

1 mark – ‘A much wider set of candidates of all ages, personalities are attracted. This makes it easier to find a best fit’

**1 (g)**

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

1 mark – ‘By having 100% fresh air economically they are then able to work in an environment that isn’t harmful’

1 mark – ‘By seeking to eliminate harmful chemicals in building materials they are making workers feel safer at their work and thus making them happier with less staff turnover’

1 mark – ‘Also by having a charity for renewable energy this will encourage a good reputation to the public and making people more likely to...use Google products’

First two points are just lifted from the case study so no are marks awarded.

**2 (a)**

The candidate was awarded **2 marks** as follows:

1 mark – Description of special offers

1 mark – Description of free testers

**2 (b)**

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

1 mark – ‘If the product has a short life cycle for example flowers then they would choose a short channel for better customer satisfaction.’

**2 (c)**

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

1 mark – ‘Random sampling would be fair as it doesn’t have any bias opinions in it whereas quota sampling could be bias as it is targeted at a specific group of people’

**3 (a)**

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

1 mark – ‘Supervision of the stock is easy as all the stock is at the one place’

1 mark – ‘There is no need for various storage units as it is all centralised. This again saves the company money as they don’t have to pay various fees for storage.’

1 mark – ‘Employees can spend more time travelling to and from the units of storage. This wastes time ...’

The last point is a flip of the second advantage.

**3 (b)**

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

1 mark – ‘The supplier needs to be reliable as stock is needed at an exact time and if it doesn’t arrive production stops.’

1 mark – ‘It is un-environmentally friendly as the company could need various travels to get stock to the organisation...’

The next point is wrong and the final one repetition.

**3 (c)**

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

1 mark – ‘This will create a good image for the company as it is shown that they are socially responsible and take care of their suppliers.’

1 mark – ‘This will attract customers as they know the product they are buying is being fair to their suppliers’

**4 (a)**

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

1 mark – ‘The company will be able to control their spending costs and ensure they are able to see the financial future’

The next two points are not advantages of using cash budgets.

**4 (b)**

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

1 mark – ‘...to see where the company is making a profit in. They can then try and use their strategy to help them try and gain a bigger profit’

1 mark – ‘The competitor can see where the company spends money in expenses or how they save themselves money to then help the competitor do the same’

**4 (c)**

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

1 mark – ‘Selling shares on the stock market – this is when they would sell shares to other people who would become a stakeholder’

1 mark – ‘This helps to bring extensive capital to the organisation.’

1 mark – ‘They can use a venture capitalist. This is where someone would provide them with money which the banks would not in case of failure.’

1 mark – ‘They then invest money and get a percentage of the business.’

Discussion of leasing valid but full marks have been awarded.

**5 (a)**

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

1 mark – ‘Love and belonging – one must have love in their life and feel they belong to someone or somewhere.’

The next point is not credited as the label and description do not match

1 mark – ‘One must have a house, clothes and food to be able to be happy and move to the next stage.’

**5 (b)**

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

1 mark – ‘If employees are happy at their work and can communicate with their managers then this will reduce staff turnover’

1 mark – ‘...staff are motivated, happy at work so are less likely to be off.’

1 mark – ‘If staff all get along with each other then there will be less grievances within the organisation, this will create a happy environment and staff will then work to the best of their ability.’

The final paragraph is valid but full marks have been awarded.

### **5 (c)**

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

1 mark – ‘The employers need to make sure that they have not wrote anything discriminative as this can allow for the organisation to be prosecuted’

1 mark – ‘...causing bad reputation.’

1 mark – ‘Employers need to spend money making sure they have in place requirements for disabled people’

The final point is valid but full marks have been awarded.

### **Total mark**

The evidence for this candidate has achieved an overall mark of **52** for the Question Paper.