

Candidate 3

The evidence for this candidate has achieved the following marks for each question of this course assessment component.

Question	Commentary	Marks awarded
Question 9 (A)	<p>Marks were awarded for the following:</p> <ul style="list-style-type: none"> ◆ Nature of market structure influences market structure ◆ Firms will reduce its price to regain market share ◆ Oligopolistic firms must continually lower prices to compete with each other and retain market share <p>There was no kinked demand curve with supporting description has been provided.</p>	3/6 marks
Question 9 (B)	<p>Marks were awarded for the following:</p> <ul style="list-style-type: none"> ◆ Individuals can retain a greater share of their disposable income ◆ Resulting in increased savings / investments costs ◆ Price fluctuations confusing resulting in 'show-leather' costs 	3/6 marks
Question 9 (C) (i)	<ul style="list-style-type: none"> ◆ Correctly labelled diagram was awarded 4 marks <p>Marks were awarded for the following:</p> <ul style="list-style-type: none"> ◆ Positive externalities clearly defined ◆ Results in reduced pollution ◆ Reduces road congestion for other users 	7/7 marks
Question 9 (C) (ii)	<p>Marks were awarded for the following:</p> <ul style="list-style-type: none"> ◆ Government can introduce subsidies resulting in increased demand <u>to encourage more use of public transport</u> (targeting the question) ◆ Subsidy difficult to calculate correctly ◆ Government could increase road tax and increase cost of motoring resulting in switch to public transport (targeting question) ◆ Introduce congestion charges ◆ Increase government funded 	6/6 marks

	education programmes	
	An extra mark was awarded for directly answering with a response that focusses on increasing public transport use.	

In total, the candidate was awarded 19 marks for this question.