

Candidate B

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 **3/3 marks**.

Three objectives for NHS are given:

'...to provide a high quality service' **(1 mark)**

'...to keep the business surviving, as budgets are set in place' **(1 mark)**

...'to reduce and minimise staff turnover' **(1 mark)**

Objectives from the case study and any realistic objectives for the NHS are acceptable.

1 (a) (ii)

The candidate was awarded **1/2 marks**.

The first point is about running the organisations, which is not asked for in the question.

'The NHS owned by the government whereas a public limited company is owned by shareholders.' **(1 mark)**

Using 'whereas' indicates a clear distinction between the two points.

1 (b)

The candidate was awarded **2/2 marks**.

'...purchases are made by specialists who know what is best, resulting in cost effective purchases to be made.' **(1 mark)**

'...purchases are from approved and trusted suppliers resulting in high quality equipment to be bought.' **(1 mark)**

The specific wording explains the first part of the sentence ensuring the command word is addressed.

1 (c)

The candidate was awarded **3/4 marks**.

'...may become locked into expensive contracts... resulting in wasted time, resources and finance which could be used elsewhere in the business.' **(1 mark)**

'...that they gain access to specialist equipment which previously may have been unavailable as a result of contracting with a private company.' **(1 mark)**

'...support staff and specialist labour can be contracted/hired resulting in a larger, greater workforce.' **(1 mark)**

The specific words used, detail the explanation.

1 (d) (i)

The candidate was awarded **2/2 marks**.

'...many levels of management, whereas a flat structure only contains of a few' **(1 mark)**

'...much narrower amount of staff in comparison to the amount of staff in each level of a flat structure.' **(1 mark)**

1 (d) (ii)

The candidate was awarded **1/2 marks**.

'...each regional board can focus on patients in their regions rather than across Scotland as a whole.' **(1 mark)**

1 (e)

The candidate was awarded **2/4 marks**.

'...equipment to do so may be expensive to buy and maintain.' **(1 mark)**

'...some members of staff may be put off... from the use of technology.' **(1 mark)**

1 (f)

The candidate was awarded **2/3 marks**.

Marks awarded for:

- ◆ consideration of staff turnover **(1 mark)**
- ◆ increased amount of patients **(1 mark)**

1 (g) (i)

The candidate was awarded **0/1 marks**.

No description was given.

1 (g) (ii)

The candidate was awarded **2/3 marks**.

The Government – ‘to see where funding is being used.’ **(1 mark)**

Suppliers – ‘to identify if the business will be able to pay for their supplies’ **(1 mark)**

The manager – ‘to see where losses or profits have been made’ – this is not relevant to the NHS as a non-profit making organisation, so no mark awarded.

1 (h)

The candidate was awarded **1/4 marks**.

‘...placing recycling bins around each facility’ is an explanation of how NHS may demonstrate social responsibility. **(1 mark)**

2 (a)

The candidate was awarded **1/4 marks**.

‘...less expenses in wages are to be paid’ **(1 mark)**

2 (b)

The candidate was awarded **0/3 marks**.

The explanations given are not strong enough to be given marks.

2 (c)

The candidate was awarded **1/4 marks**.

‘...easily and effectively be able to be searched and located.’ **(1 mark)**

The final point is a repeat of this one.

2 (d)

The candidate was awarded **0/4 marks**.

No benefit of a quality circle is given. Using a quality circle does not necessarily guarantee a high quality product.

3 (a)

The candidate was awarded **1/4 marks**.

‘...it can be appealing to several different markets, resulting in a possible increase in sales’ **(1 mark)**

The specific wording details the explanation.

3 (b)

The candidate was awarded **4/8 marks**.

Marks were awarded for descriptions of:

- ◆ premium pricing **(1 mark)** with a development point of creating an image of quality **(1 mark)**
- ◆ destroyer pricing **(1 mark)**
- ◆ competitive pricing **(1 mark)**

3 (c)

The candidate was awarded **2/3 marks**.

'...a large amount of people can be reached worldwide, resulting in an increase in popularity for the business and product' **(1 mark)**

'...it can be accessed anywhere at any time, by anyone, leading to an increased following for the business.' **(1 mark)**

Not being expensive to maintain was not credited. Apps are expensive to set up/design and updates which cost money to develop are also expensive.

The underlined words show the explanation.

4 (a)

The candidate was awarded **2/4 marks**.

'An advantage of internal recruitment is that no expensive advertising campaigns are needed. Whereas a disadvantage for external recruitment is that it may be expensive to find the right candidate due to advertising costs.' **(1 mark)**

'Both require...' is a comparison rather than a distinction. It also refers to selection, ie 'after recruitment'

'An advantage of internal recruitment is that the candidate knows the workplace and colleagues whereas with external the candidate will have to become used to their surroundings.' **(1 mark)**

The use of the word 'whereas' clearly indicates the two parts of the answer are distinguished from each other.

4 (b)

The candidate was awarded **4/4 marks**.

'...by implamenting safety procedures in the event of certain scenarios' **(1 mark)**

'...locking doors or having employee only accessible areas resulting in safer feeling, motivated, focused staff.' **(1 mark)**

'...complimenting staff on their work resulting in staff who are motivated to work'
(1 mark)

'...rewarding packages or bonuses for good work, resulting in determined and motivated staff.'
(1 mark)

The specific wording details the explanation.

4 (c)

The candidate was awarded **0/2 marks**.

4 (d)

The candidate was awarded **4/5 marks**.

Bank loan:

'...large sum of money can be gained' **(1 mark)**

'...it must be paid off with interest' **(1 mark)**

Grant:

Large sum of money – repeated point (bank loan)

'...does not need to be paid off' **(1 mark)**

'...can only be spent on certain things' **(1 mark)**

Owner's equity:

The candidate's response is incorrect **(0 marks)**

5 (a)

The candidate was awarded **1/5 marks**.

'...a manager must also control the amount of funding which goes where, if done well this can lead to a successful business.'
(1 mark)

The other points are too general and do not refer to the specific roles of the manager ie Fayol roles.

5 (b)

The candidate was awarded **0/3 marks**.

The candidate gave no response to this question. **(0 marks)**

5 (c)

The candidate was awarded **2/3 marks**.

'Operational decisions are ones which affect the business short term, where strategic decisions affect the business long term.'
(1 mark)

‘Operational decisions are usually made by normal members of staff and employees whereas strategic decisions are made by higher levels of management.’ **(1 mark)**

The word ‘whereas’ indicates the comparison.

5 (d)

The candidate was awarded **0/4 marks**.

The candidate gave no response to this question. **(0 marks)**

Total marks

The evidence for this candidate has achieved an overall mark of **41** for the Question Paper.