

## Candidate C commentary

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 **2/3 marks**.

'...aims to provide a service of care' **(1 mark)**

'...it aims to be an environmentally friendly organisation and reduce its carbon footprint.' **(1 mark)**

Employing people all over Britain is not the objective of the NHS.

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

### 1 (a) (ii)

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

'Furthermore the NHS is controlled by the government but a plc is controlled by a board of directors.' **(1 mark)**

The candidate states that a plc is owned by an individual or partnership which is incorrect.

### 1 (b)

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

'...the equipment sold would be of a high quality thus ensuring the best service is given to patients.' **(1 mark)**

'...it would be of a reasonable price and this would increase the number of products being bought as healthcare facilities would remain within their budget.' **(1 mark)**

The specific wording explains the first statement in each sentence.

### 1 (c)

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

'...the items bought would be expensive due to the limited competition within these specialist fields.' **(1 mark)**

The next point is repetition of cost.

'...by outsourcing the NHS can buy the best quality and most effective items that would allow them to treat patients in a better more efficient manner.' **(1 mark)**

The rest of the answer is irrelevant.

### **1 (d) (i)**

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

This is incorrect as not everyone is at an equal level within a flat structure. The candidate states there is a manager.

### **1 (d) (ii)**

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

No marks were awarded for 'taking responsibility for their own section of the NHS'. Had the candidate said taking responsibility and controlling their own area, a mark would have been awarded.

'This also allows each region to work out their own data and statistics on things like "how long it took for an ambulance to respond to a call."' **(1 mark)**

### **1 (e)**

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

'...it is costly to initially install' **(1 mark)**

'...updating of the software would also cost' – full marks have been reached as only one mark was awarded for costs.

'...people are able to use this anywhere' **(1 mark)**

'...another disadvantage would be that the NHS may struggle to keep track of people's progress, as well as look at those slacking.' **(1 mark)**

### **1 (f)**

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

'GPs are looking for more flexible working hours' **(1 mark)**

'...government has realised that many people are no longer going into medicine' **(1 mark)**

'...have thus looked internationally to bring doctors overseas and allow them to fill any vacancies.' **(1 mark)**

Marks are awarded for factors which the Government may have considered when workforce planning.

'...the Government have taken into account that a GP is a well paid job and therefore through incentives are attempting to keep more practising' – no mark awarded here as this is what the Government are doing now and not a factor it would consider when currently planning.

### **1 (g) (i)**

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

No mark was awarded here as no ratio has been described. **(0 marks)**

### **1 (g) (ii)**

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

Government – 'to see what areas need more investment' **(1 mark)**

Suppliers – 'to ensure that they will be payed' **(1 mark)**

Managers – mark not awarded. A Statement of Financial Position is a historic document therefore, ensuring that they will continue to get paid could not be guaranteed from it.

### **1 (h)**

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

'...through using electric vehicles when conducting home visits or even using public transport as this decreases the fumes released into the environment.' **(1 mark)**

'...the NHS can do this by recycling the products used and by swapping out latex gloves for something more biodegradable.' **(1 mark)**

'...they can get rid of chemicals in a way that stops them harming the environment' **(1 mark)**

'...by using solar panels alongside electricity to power their machinery and the hospitals as this will decrease their electric bill and decrease any harm on the environment.' **(1 mark)**

The four methods are explained in each case, shown here by the use of specific wording.

### **2 (a)**

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

'...large, expensive machinery and premise are used in the process.' **(1 mark)**

'...this is advantageous as products are made at a greater speed' **(1 mark)**

'...faulty parts are costly to repair' **(1 mark)**

This is then developed for a second mark 'and could put a halt to production' **(1 mark)**

## **2 (b)**

The candidate was awarded **1/3 marks**.

In the first point, the purpose is described, not explained.

'Another purpose would be to predict the amount of money left for the company to keep aside for savings purposes.' **(1 mark)**

The last point states that the cash budget would be used to work out the wages of employees is incorrect. The second part of the sentence about bonuses and promotions is not explained.

## **2 (c)**

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

Three features are described:

'...would show the number of a single item stocked in storage.' **(1 mark)**

'...it would show how many times a product is purchased over a given period to highlight the demand for that product.' **(1 mark)**

'...it would show when the re-order level occurs' **(1 mark)**

The point about displaying when there is too much stock' is a repetition of the first point and therefore not awarded a mark.

## **2 (d)**

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

The first point is awarded no marks as there is no mention of improvement. A quality circle is not essential to staff sharing views and opinions.

'...it allows the company to new ideas that would benefit the company in the long run and increase sales.' **(1 mark)**. This answer is stronger than the first point due to the point about improvement.

'...increase staff motivation' **(1 mark)**

**3 (a)**

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

'A varied product portfolio allows the company to appeal to many different demographics thus increasing the company's market segment and maximizing sales.' **(1 mark)**

'Additionally through advertising a greater number of products, this will increase brand awareness.' **(1 mark)**

A second explanation is then credited - 'allow the company to grow.' **(1 mark)**

'This also decreases competition for the organisation as they are able to diversify the products over a number of different segments.' **(1 mark)**

A further two points are made. However, the candidate has already achieved full marks for this question.

'It gives the organisation the opportunity to dismiss products that aren't doing well without it taking a toll on the company's profits.'

'it also allows makes it easier for an organisation to launch a new product as their customer base is already established.'

The underlined words show the explanation.

**3 (b)**

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

Marks were awarded for descriptions of:

- ◆ Premium pricing **(1 mark)**
- ◆ Discounting **(1 mark)**
- ◆ Skimming **(1 mark)** with a development of the product going out of fashion **(1 mark)**

The candidate then writes about other promotional techniques therefore no marks are awarded.

The point about loss leaders is not awarded a mark as other items are not increased in price.

'Buy one get one half price' is repetition of discounting.

**3 (c)**

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

'An App is advantageous for promoting products as it can target people based on their likes, preferences and what they have searched. This means that the advertising is tailored to each individual, therefore increasing sales.' **(1 mark)**

'It is cost effective as these adverts reach a great number of people however the promotional material itself is not greatly expensive.' **(1 mark)**

'Using an App can also allow the company to use celebrity endorsements thus increasing the brand's awareness and through the use of a celebrity companies are able to promote products straight to their given target market.' **(1 mark)**

The specific wording details the explanation.

**4 (a)**

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

'Internal recruitment occurs within an organisation and a current employee is chosen for the vacancy. However external recruitment occurs when someone outside the organisation comes to fill a vacancy.' The two sentences are linked and show distinction. **(1 mark)**

The second point is repetition.

**4 (b)**

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

'...by ensuring job security through a written contract' **(1 mark)**

'...by training employees in basic acts of first aid and by providing protective equipment such as a head torch when working in the dark, the company can ensure employees remain safe whilst at work.' **(1 mark)**

'...esteem needs - can be fulfilled by giving employees more responsibility to show them their range of capabilities.' **(1 mark)**

'...through giving the employee people to mentor, to allow them to become more confident and comfortable in their area of work as they explain what they do to others.' **(1 mark)**

The last point is repetition.

The specific wording details the explanation.

**4 (c)**

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

1 mark was awarded for the description of the role of ACAS and a further 1 mark was awarded for the description of the role of a Trade Union. **(2 marks)**

**4 (d)**

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

Loan:

'...sum of money borrowed from the bank that must be paid back with additional interest' **(1 mark)**

'...it allows the company to borrow large sums of cash' **(1 mark)**

'...the longer it takes to pay the loan off the more additional interest the company pays.' **(1 mark)**

Grant:

'...the company does not need to pay these back' **(1 mark)**

'...in exchange for the finance the government expect the company to build their factory in a deprived area and to employ those who struggle to find jobs.' **(1 mark)**

A company would not have a partner so no mark awarded.

'...selling off any large assets it may have' would have gained a mark, however full marks for this question have already been reached.

**5 (a)**

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

Marks awarded for explanation of:

- ◆ Organise **(1 mark)**
- ◆ Motivate **(1 mark)**
- ◆ Control **(1 mark)**
- ◆ Plan **(1 mark)**
- ◆ Delegation – developed but FM reached **(1 mark)**

The Fayol roles had to be included in the answer for marks to be awarded.

**5 (b)**

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

'...is used during large group projects' **(1 mark)**

'...includes a project manager however each individual is responsible for their own segment.' **(1 mark)**

Everyone is not on an equal level as there is a project manager.

### **5 (c)**

The candidate was awarded **1/3 marks**.

This candidate has not made a comparison within one sentence so separate points are ticked 'a' and 'b' for the marker to match.

The 'a' point of operational decisions being day-to-day is not matched by an equivalent point about strategic decisions.

The 'b' point of operational decision being made by anyone is matched with strategic decisions being made by managers. **(1 mark)**

### **5 (d)**

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

'...by looking for an increase in profits' **(1 mark)**

'...An increase in staff motivation' **(1 mark)**

'...the increase in productivity' **(1 mark)**

'...increase the sales' **(1 mark)**

A further two points are made. However full marks for this question have already been reached.

'...maximise profits'

'...an increase in salary'

### **Total marks**

The evidence for this candidate has achieved an overall mark of **65** for the Question Paper.