





## Question 3(b)

### Candidate A

b)	Sole trader - aims to maximise profits <sup>a</sup> and grow business <sup>b</sup> where as	
	Charity - aims to maximise donations <sup>a</sup> and raise awareness <sup>b</sup> and support a cause <sup>c</sup>	1 1

2/2

### Candidate B

3b.	An objective of a sole trader is to maximise profit where as a charity wants people to give them donations] to help support a worth cause <sup>a</sup> . A charity and a sole trader want's to what is best for the custo peoples needs and wants.	1
-----	--	---

1/2

## Candidate C

b)	a sole traders main aims are to survive <sup>a</sup>	
	and make profit <sup>b</sup> whereas a Charities aim	
	is to <del>raise</del> raise <sup>a</sup> the <del>largest</del> largest <sup>b</sup> amount of donations	
	as they can <sup>a</sup> .	1
	a sole trader runs off of income	
	whereas charities run off of donations.	
	a sole trader is owned by an individual(s)	
	whereas charities are ran by trustees.	

1/2

## Question 3(c)(i)

### Candidate A

c	i) [Local Community]		1
	[Banks]		1

2/2
-----

### Candidate B

3d	i) [managers], <del>customers</del> to run the charity		1
	[customers], to provide profit to the charity.		1
	the [employees] are working for		FM

2/2
-----

### Candidate C

3e	• Owner		
	• [Customers]		1

1/2
-----

## Question 3(c)(ii)

### Candidate A

3c	ii) The [local community are the ones who <del>impact</del> donate items and money if they pulled out the charity wouldn't be able to run]	
	The [banks <del>give</del> make the decision if they should get a loan or not and if they get the loan they could <del>expena</del> to raise awareness] or donate the money to the cause	

1

1

2/2

### Candidate B

c)	ii) managers work to keep the <del>the</del> charity under control <sup>ID</sup> and represent it	
	the customers give the charity their time <sup>ID</sup> , money to help the cause.	

0/2

### Candidate C

	ii) Trustees can influence the charity by how it is ran, <sup>ID</sup>	
	The government can influence the charity by deciding wether to shut it down or not. <sup>ID</sup>	

0/2

## Candidate 4(a)(i)

### Candidate A

4a)	[Staff notice board]		1
	[Company website]		1
			<b>2/2</b>

### Candidate B

4a)	Methods of internal recruitment:		
	*Advertise through [company intranet]		1
	*[Ask members best suited to the job.]		1
			<b>2/2</b>

### Candidate C

4. a) (i)	promotions, test employees to see if they meet standards		
			<b>0/2</b>

## Candidate 4(a)(ii)

### Candidate A

	ii) [Identify a job vacancy]		1
	↓ [Carry out a job analysis]		1
	↓ [Prepare a job specification]		1
	↓ [Prepare a person specification]		1
	↓ [Advertise the job]		FM
	↓ [Send out applications]		FM

4/4

### Candidate B

ii	1. [Identify the job vacancy.]		1
	2. Identify the job <u>analyse</u> .		
	3. Carry out the <del>job</del> <u>personal</u> specification		
	4. [Advertise the job]		1
	5. [Send out application forms]		1

3/4

### Candidate C

4a(ii)	People would be sending in applications for the business to look through. The business would interview some possible contenders to check the CV and answer questions. They would check the references and see if they are people for the job. At the end of recruitment process they would offer the best candidate the job.		
--------	--	--	--

0/4

## Candidate 4(b)(i)

### Candidate A

4b)	on the Job training is <del>is</del> training	
	done inside the buisness such as	
	Coaching, Roleplay, shadowing, Job	
	rotation and demonstration.	
	However off-the-job training is	
	training is training done outside	1
	the <del>job</del> jobs building such as	
	going to training centres and colleges.	1

2/2

### Candidate B

4b)	On-the-job training is done during work hours [at work] where as off-the-job training is done at a different place away from work] such as a college or assement <del>at</del> center. Off-the- <del>day</del> - job training is more helpful since you have a professional doing it and	
	and you can get a qualification as well where as on-the-job it may not be as good since the person may not be as qualified.	1

2/2

**Candidate C**

4b)	On-the-job training is done at work	
	usually your shadowing someone whereas	
	off-the-job training is like a training	
	for a few hours or a part time course	
	over few years.	

1

1/2

## Candidate 4(b)(ii)

### Candidate A

[	Training staff can make sure knows the safety	
	Instructions <sup>ID</sup> which means the chance of having accidents	
	can be reduced. <sup>EXP</sup> ]	1
	[The productivity will increase <sup>ID</sup> which	1
	means better customers <sup>EXP</sup> service can be made.]	

2/2

### Candidate B

ii) One benefit of training staff	
is that [they will feel more	
happy <sup>ID</sup> and content in their	
job, meaning work will be	
completed of high <sup>EXP</sup> standard]	1
in contributing to success	
of business.	
Another benefit of training	
staff is <del>that</del> because the	
business increases its <sup>ID</sup> image.	
[This means customers will be	
satisfied with customer <sup>EXP</sup> service	
because employees were happy	
and knew what they <sup>ID</sup> were	
doing.]	1

2/2

## Candidate C

4b) ii)	well trained employees can also train new employees in the future, also when they are trained well you can assume the work will be done correctly	
---------	---	--

**0/2**

## Question 5(a)

### Candidate A

5		
a)	[A - maximum inventory]	1
	[B - Re order level]	1
	[C - minimum inventory]	1

3/3

### Candidate B

5a	[A - maximum inventory]	1
	B - Lead time	
	[C - minimum inventory]	1

2/3

### Candidate C

5a)	A = 800 B = 400 C = 200	
-----	-------------------------	--

0/3

## Question 5(b)

### Candidate A

b	An inventory control diagram is used to [monitor stock levels]	1
	This gives a company an average [idea of when they need to re-stock]. As a result of this [a company will never run out of stock] as they followed the inventory control diagram.	FM
		MAX
		1/1

### Candidate B

5b)	The use of an inventory control diagram is [so you know when you need to re-order stock].	1
		1/1

### Candidate C

5b	"Makes controlling how much stock the company has easier"	0/1
----	---	-----

## Question 5(c)

### Candidate A

e An advantage of flow production is that [all products are made to the same standard] 1

Another advantage of flow production is each employee is an expert in their area of production. However flow production results in [hundreds of the same product] or similar ~~to~~ so customers [can't have it

tailored to them] Flow production is a [quick form of production] which means that customers will receive their product quicker than if it was job production.] 1

4/4

## Candidate B

c) one advantage of flow production is that [automated assembly lines save time] and money. Another advantage of flow production is that [cost per unit will be low].	1
However one disadvantage of flow production is that the standardised product is produced. Another disadvantage of flow production is that <del>it is hard to</del> <del>maintain and better</del> [work, for employees, can get <del>less</del> repetitive] [and boring].	1

1

REP

3/4

## Candidate C

c) Production is fast, it is cheap. Mistakes can be made, quality might not be a really high standard.	
--	--

0/4

## Question 5(d)

### Candidate A

d. If the <u>price</u> of raw materials is very high then you would have to charge higher for your final product.	ID	1
<u>Quality</u> if the quality of raw materials is poor then the quality of your final product would be poor.	ID	1
<u>Lead Time</u> if the lead time is long then the business may run out of supplies meaning they will run out stock of their product.	ID	

2/2

### Candidate B

d. [To choose supplier that are reliable which means the quality or quantity of the materials will remain the same] Also, supplier that has less lead time will be better which means transportation cost and time will be lower.	ID	1
---	----	---

1/2

## Candidate C

d)	one factor to be considered when choosing a supplier of raw materials is the quality of the raw materials. If the quality is not consistent, the supplier is not reliable.	
	another factor to be considered when choosing a raw materials supplier is price. Price reflects quality, and quality affects the end product.	

0/2

## Question 6(a)

### Candidate A

6a) [A purpose of a cash budget is to predict whether you will go into a deficit] or [surplus]. A cash budget [can help you plan for the future] so you don't over spend.] Another purpose of a cash budget is [to see your spending] and [whether you need to cut down].	
A purpose of a cash budget is to [show how much sales you make]	1, 1 1
	REP
	REP
	1
	FM
	4/4

### Candidate B

6a) - For business to be able [to keep track of spending] and savings as well as [what is estimated to be spent] and [saved in the upcoming months].	1
	REP
	1
	2/4

## Candidate C

6a)	[a cash budget keeps purchases reasonable]	1
	• So that they have the right amount for everything needed	
	[keep money undercontrol]	1
	• keep business from <del>falling</del> falling under.	

**2/4**

## Question 6(b)(i)

### Candidate A

b. i) [Income Statement]	
--------------------------	--

1

1/1

### Candidate B

6b) i) a spread sheet shows if money was lost if your net profit is in a minus or under how much you spent to make products	
--	--

0/1

### Candidate C

bi Gross profit.	
------------------	--

0/1

## Question 6(b)(ii)

### Candidate A

b(i)	$\text{£}12,000 - \text{£}5,000 =$	
	$[\text{£}7000]$	

1

1/1

### Candidate B

Q(i)	$[\text{£}7,000]$	

1

1/1

### Candidate C

i)	12000		
	$\times 5000$		
	<u>20000</u>		Production
	<u>20000</u>		costs

0/1

## Question 6(c)(i)

### Candidate A

6c)	[Government grant] is a source of finance available to a sole trader.	
-----	---	--

1

1/1

### Candidate B

c)	<del>Bank loan</del> [Retained profits]	
----	---	--

1

1/1

### Candidate C

c. i)	[Bank loan]	
-------	-------------	--

1

1/1

## Question 6(c)(ii)

### Candidate A

}	ii) <u>Advantages</u>	
	A bank loan would allow a business to	
	expand and pay any bills that they have	
	run out of money for.	
	<u>Disadvantages</u>	
	A bank may decide that they are unable	
	to give a business a loan meaning a business	
	may not be able to pay bills on time.	

0/3

### Candidate B

ii	Banks loan can help covering the immediate cash needed	
	of the business and [a large amount of money can be	
	gotten] However, [interests will increase in a set period of	
	time].	

1

1

2/3

## Candidate C

i)	one advantage of [using retained profits is that you already have the money] and [don't need to borrow] anything.	
	However one disadvantage is	

1

REP

	that [once you <del>spend</del> spend the money its gone and you can't get it back].	
	[Another disadvantage of retained profits is that there is a set amount of money you have stored. So that if you need more than you have, you won't be able to get it]	

1

1

3/3

# Candidate 7(a)

## Candidate A

1a. [Market research] takes place to identify customers needs and wants.	1
[A prototype is made] to show how the product will work and look.	1
[Test marketing takes place] to see how customers like the product.	1
[Changes can be made.]	FM
[A production method is then chosen to suit the product]	FM
[A price <del>lower</del> and location is chosen, then promotions] will start to take place.	FM
	<b>3/3</b>



# Candidate 7(b)

## Candidate A

<p>b) One advantage of branding is <sup>because</sup> that it makes products easily <sup>ID</sup> recognisable meaning likelihood of returning <sup>EXP</sup> customers is higher due to possible high customer <sup>ID</sup> satisfaction rates.</p>	1
<p>Another advantage of Branding is <sup>because</sup> high prices can be charged <sup>EXP</sup> for products</p>	
<p>purely because they are branded. meaning people think they are of higher quality <sup>ID</sup> when they possibly are not]</p>	1
<p>Another advantage of branding is that it boosts company image <sup>ID</sup> because people will recommend <sup>EXP</sup> to family and friends.]</p>	1

## Candidate B

b) one advantage of branding is that it <del>is</del> [makes it easier to release new products].	
This means that if the brand has good products and releases another <sup>ID</sup> product, more people will <sup>EXP</sup> want it.]	1
Another advantage of branding is that [it will make your product more recognisable. This means that people will know what the brand is, <sup>ID</sup> just by the logo which will make more people want <sup>EXP</sup> to buy it as its a brand everyone knows.]	1
Another advantage of branding is that <del>is</del> [branded products are often associated	



## Candidate 7(c)(i)

### Candidate A

c. i) [TV] and <del>another</del> [Billboards]	
--	--

1, 1

2/2

### Candidate B

c.) one method of advertising is [TV adverts]	
another method of advertising is [social media]	

1

1

2/2

### Candidate C

7c) One method of advertising is [Bill boards]	
and especially in a place with lots of traffic as people will drive by and see your sign and consider coming to your store. Another method of advertising is [on the radio] as so many people listen so its easy exposure to millions of people.	

1

1

2/2

## Candidate 7(c)(ii)

### Candidate A

ii) [TV will reach a large geographical audience]	1
whereas <del>there is a large audience</del>	
[Billboards are <del>are</del> in busy areas so many	
<del>people</del> people passing will see.]	1

2/2

### Candidate B

ii) TV adverts are a very good method of advertising [as lots of people watch TV]	1
and you are unable to skip the	

adverts.	
Social media is a good method of <del>of</del> advertising [as lots of younger audiences use social media, targeting different markets]	1

2/2

## Candidate C

7(c)	Bill boards would be used as its easy to spot and will come back to you and you will be curious <del>to</del> and consider going. Radio would be used because not everyone uses social media so its a way of telling others.	
------	--	--

**0/2**