

Commentary on candidate evidence

The candidate evidence has achieved the following marks for each question of this question paper.

Question 1(a)(i)

Candidate A

The answer was awarded **2 marks** (out of 2) for

- ◆ Becoming 100% self-sufficient and renewable energy (**1 mark**)
- ◆ Constructing a low carbon refrigeration system (**1 mark**)

Candidate B

The answer was awarded **1 mark** (out of 2) for

- ◆ Mackies is trying to become self-sufficient in renewable energy (**1 mark**)

Candidate C

The answer was awarded **0 marks (out of 2)** because

- ◆ Mackie's made a little luxury during COVID time, which was a nice thing to do for those at home and made sales rise (**0 marks**)

Question 1(a)(ii)

Candidate A

The answer was awarded **3 marks** (out of 3) for

- ◆ 'I believe a business should be ethical because it will encourage people who are ethical to shop at their business' **(1 mark)**
- ◆ 'which will make them gain more profit' **(1 mark)**
- ◆ 'I also believe a business should be ethical because being ethical goes by government regulations' **(1 mark)**
- ◆ 'which will make the business look good' **(full marks have already been awarded for this question)**
- ◆ 'to the government, which could make them gain things such as a grant' **(full marks have already been awarded for this question)**
- ◆ 'Another way I think businesses should be ethical is because it is good for advertising' **(full marks have already been awarded for this question)**
- ◆ 'and it will make the business look good' **(repeat of the fourth bullet point)**
- ◆ 'It will also encourage others to be ethical as well' **(0 marks – vague - who are the 'others'?)**

Candidate B

The answer was awarded **2 marks** (out of 3) for

- ◆ 'It is better for our planet' **(1 mark)**
- ◆ 'not having to use anything risking harming the planet' **(repeat of being better for the planet)**
- ◆ 'and more people will buy products' **(1 mark)**
- ◆ 'if find out it's eco-friendly' **(repeat of being better for the planet)**

Candidate C

The answer was awarded **0 marks** (out of 3) for

- ◆ 'Using ethical operations is good because it means the business is trying to do the right thing in the right way and be better for the economy and society' **(0 marks – too vague)**

Question 1(b)(i)

Candidate A

The answer was awarded **5 marks** (out of 5) for

- ◆ 'Mackie's could use postal service this is when you send a questionnaire via the mail' (**1 mark**)
- ◆ 'Postal surveys are inexpensive' (**0 marks – needs qualification**)
- ◆ 'and easy to make' (**0 marks – needs qualification**)
- ◆ 'but the questions need to be simple' (**0 marks – needs qualification**)
- ◆ 'Online surveys, this is when you send a questionnaire via the internet' (**1 mark**)
- ◆ 'Online surveys will reach a large geographical audience' (**1 mark**)
- ◆ 'but you're limited to people who have internet' (**1 mark**)
- ◆ 'Focus groups, this is when members of your target audience come together for a guided discussion' (**max – only 2 marks are allocated to descriptions of methods**)
- ◆ 'focus groups mean you can explore topics in depth' (**1 mark**)
- ◆ 'but it is very expensive' (**0 marks – needs qualification**)

Candidate B

The answer was awarded **3 marks** (out of 5) for

- ◆ 'Mackie's could use field research such as postal questionnaire to get their answers' (**0 marks – not enough for a description**)
- ◆ 'however most people will be busy and won't have time to return the survey' (**1 mark**)
- ◆ 'Another example of field research Mackie's could use is an online survey which has various benefits such as it's quick' (**0 marks – needs qualification**)
- ◆ 'and easy for customers to use' (**1 mark – qualified with 'use'**)
- ◆ 'which means they're more likely to receive accurate information' (**0 marks – being easy to use does not mean that the information will be more accurate**)
- ◆ 'Mackie's could also use face to face interviews but the only downside to this is that it's very time consuming' (**1 mark**)
- ◆ 'and costly' (**0 marks – needs qualification**)
- ◆ 'Desk research also has various advantages. Mackie's could look at competitor websites to see which of their products is doing well. Mackie's could research products that are in demand to see if they could release their own version' (**0 marks – use of the information gathered rather than the method**)

Candidate C

The answer was awarded **1 mark** (out of 5) for

- ◆ 'Field research is the information that gathering first-hand information due to the specific purpose of the business' **(0 marks – no method)**
- ◆ 'However, it could be expensive' **(0 marks – needs qualification)**
- ◆ 'For example, hold an interview or a test to know what customers want or need' **(0 marks – no description of an interview)**
- ◆ 'Desk research is the information that gathering second-hand information like newspaper or online websites' **(0 marks – no description of methods named)**
- ◆ 'It can be cheap' **(0 marks – needs qualification - what method?)**
- ◆ 'and fast' **(0 marks – needs qualification - what method?)**
- ◆ but the information may not suitable for the business purpose **(1 mark – could apply to either newspaper or online website)**

Question 1(b)(ii)

Candidate A

The answer was awarded **2 marks** (out of 2) for

- ◆ 'One way Mackies could use Exhibit one as information to its benefit is they now know what ice cream to promote and advertise more' **(1 mark)**
- ◆ 'as they can gain more of a profit from it' **(1 mark – development)**
- ◆ 'Another way Mackies could use this as a benefit as they now know what ice creams to give discounts on' **(full marks have already been awarded for this question)**
- ◆ 'so they can still gain a profit from them' **(repeat of gain more of a profit from it)**

Candidate B

The answer was awarded **1 mark** (out of 2) for

- ◆ 'Take notes on where to go next with flavours (more vanilla based and chocolate)' **(1 mark – analysis that vanilla is more popular than chocolate so they should make more vanilla-based ice cream)**
- ◆ 'Find the customers interests' **(0 marks – too vague - what are they using the interests for?)**

Candidate C

The answer was awarded **0 marks** (out of 2) for

- ◆ 'Mackie's could create flavours which will target all audiences, for example dairy-free ice cream' **(0 marks – not enough to link to exhibit data)**
- ◆ 'and they could create more exciting flavours with vanilla, chocolate and mint choc chip' **(0 marks – misinterpreted exhibit data, chocolate is only 18%)**

Question 1(c)

Candidate A

The answer was awarded **3 marks** (out of 3) for

- ◆ 'The business can choose to locate in places that have high footfall (ID) which means more customers will be attracted' (impact) **(1 mark)**
- ◆ 'Places that have large space for parking can be chosen (ID) which means it will be easier for customers to buy more' (impact) **(1 mark)**
- ◆ 'Also places that are close to the supplier can be chosen (ID) which means the delivery cost will be reduced' (impact) **(1 mark)**

Candidate B

The answer was awarded **2 marks** (out of 3) for

- ◆ 'One factor to be considered is footfall, this helps know how many people will walk past (ID) and maybe potential customers' (impact) **(1 mark)**
- ◆ 'Being on a busy street where people walk everyday (ID) may catch people's eyes and they may want to try the product from the shop' (impact) **(repeat of footfall)**
- ◆ 'Another factor to be considered is if it is accessible for suppliers to deliver the stock needed (ID) It is better for a business to have a space where the suppliers can access fully (ID) so they can drop supplies off easily and without struggle' (impact) **(1 mark)**

Candidate C

The answer was awarded **0 marks** (out of 3) for

- ◆ 'They should go to places it may be warmer (beach, etc)' (ID) **(0 marks – not explained)**
- ◆ 'A place with a lot of space to build more to their company' (ID) **(0 marks – not explained)**
- ◆ 'A good environment to use the least amount of energy possible' **(0 marks – 'a good environment' is too vague for a factor)**

Question 1(d)

Candidate A

The answer was awarded **2 marks** (out of 2) for

- ◆ 'Premium pricing is when a luxury brand^(a) will raise their price^(b)'
- ◆ 'which implies it's a better quality product^(c)'
- ◆ 'whereas low pricing is often used by supermarket own brands^(a)' **(1 mark)**
- ◆ 'which means it's stereotypically going to be a lower quality product^(c)' **(1 mark)**
- ◆ 'hence the low price^(b)' **(full marks have already been awarded for this question)**
- ◆ 'but this often attracts more buyers^(d)' **(0 marks – no comparison)**

The marker has matched the pairs of distinguished points using a, b, c. Best practice would be for candidates to give their points in pairs with 'whereas' between each distinction.

Candidate B

The answer was awarded **1 mark** (out of 2) for

- ◆ 'Mackie's used premium pricing while Strachan's used low pricing' **(1 mark)**

Candidate C

The answer was awarded **0 marks** (out of 2) for

- ◆ 'Premium pricing is usually on branded items' **(0 marks – no comparison)**
- ◆ 'making people believe its better quality' **(0 marks – no comparison)**
- ◆ 'however, low pricing is placed on less popular items' **(0 marks – no comparison)**

Question 1(e)

Candidate A

The answer was awarded **3 marks** (out of 3) for

- ◆ 'The external factor of "recession" is economic' **(1 mark)**
- ◆ 'The external factor of "lockdown" is political' **(1 mark)**
- ◆ 'The external factor of "panic buying rush" is economic' **(1 mark)**
- ◆ 'and social' **(max – already have an identification)**

Candidate B

The answer was awarded **2 marks** (out of 3) for

- ◆ 'Recession – Economy' **(0 marks – incorrect label)**
- ◆ 'Lockdown – Political' **(1 mark)**
- ◆ 'Panic buying rush – Social' **(1 mark)**

Candidate C

The answer was awarded **1 mark** (out of 3) for

- ◆ 'Recession – Political' **(0 marks – incorrect as it is economic)**
- ◆ 'Lockdown – Economical' **(0 marks – it is political - also had it been right, the correct label would be economic not economical)**
- ◆ 'Panic buying rush – Social' **(1 mark)**