

Commentary on candidate evidence

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

Question 2(a)(i)

Candidate A

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

- ◆ Private Limited Company (**1 mark**)

Candidate B

The answer was awarded **0 marks** (out of 1) for

- ◆ Ltd (**0 marks**)

Candidate C

The answer was awarded **0 marks** (out of 1) for

- ◆ Limited company (**0 marks – needs ‘private’**)

Question 2(a)(ii)

Candidate A

The answer was awarded **3 marks** (out of 4) for

- ◆ 'An advantage of a private limited company is money is raised easier and quicker because all the shareholders can put money in (ID) instead of having to get a bank loan' (impact) **(1 mark – easier and quicker have been qualified with because shareholders can put in money)**
- ◆ 'A disadvantage of a private limited company is all profits are shared (ID) because of this, some shareholders won't be happy' **(0 marks – why would they not be happy the profit is being shared with the shareholders)**
- ◆ 'An advantage of a private limited company is limited liability (ID) because of this, shareholders will only lose the money they put in, not everything' **(1 mark)**
- ◆ 'A disadvantage of a private limited company is a lot of documents are shared publicly (ID) because of this other companies can see what you're doing' (impact) **(1 mark)**
- ◆ 'and improve their company' **(0 marks – how do they improve? What is the impact?)**

Candidate B

The answer was awarded **2 marks** (out of 4) for

- ◆ 'An advantage of an Ltd is that its limited liability (ID) which means because of this the owner can only lose what they have put into the business' (impact) **(1 mark)**
- ◆ 'Having large amounts of stocks and shares is an advantage because it means shareholders are constantly funding the business in the hope of receiving back' **(0 marks – inaccurate - particularly when describing an Ltd - shareholders do not 'constantly fund')**
- ◆ 'A disadvantage of an Ltd is exclusiveness because shareholders are often rich friends of the owner and can only be inviting (ID) which means it's off limits to the general public' (impact) **(1 mark – restricting finance by not being able to issue shares to the public)**

'A disadvantage of an Ltd is their main aim is to make a profit because of this they may use cheap or unpaid labour as long as it gains them profit' **(0 marks – inaccurate)**

Candidate C

The answer was awarded **0 marks** (out of 4) for

'Advantages

- ◆ 'limited liability' **(0 marks – no explanation)**
- ◆ 'can have multiple owners to help make decisions' **(0 marks – no explanation)**

'Disadvantages

- ◆ 'disagreements may occur' – **(0 marks – no explanation)**
- ◆ 'not everyone will get along' – **(0 marks – no explanation)**

Question 2(b)

Candidate A

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

- ◆ 'One benefit of achieving awards is that it gives the company a better/good reputation' **(1 mark)**
- ◆ 'which means that potential customers are more likely to buy a product/service from the business' **(1 mark – development)**
- ◆ 'and also recommend the business to friends and family' **(max – only 2 marks are available per benefit)**
- ◆ 'bring the company more sales' **(repeat of being more likely to buy the product)**
- ◆ 'and profits' **(max – only 2 marks are available per benefit)**
- ◆ 'A second benefit of achieving awards is that it makes the company more reliable and trustworthy' **(1 mark)**
- ◆ 'which means that customers know that the quality of the business and product is good' **(full marks have already been awarded for this question - would have been Development)**
- ◆ 'meaning they will buy the product' **(repeat of more likely to buy the product)**
- ◆ 'offering more sales' **(repeat of more likely to buy the product)**
- ◆ 'and profit' **(repeat of more likely to buy the product)**

Candidate B

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

- ◆ 'One benefit of achieving awards is that it attracts new customers' **(1 mark)**
- ◆ 'as they believe products must be of high standard if they are winning awards' **(1 mark – development)**
- ◆ 'Another benefit of receiving awards is that it improves company image' **(1 mark)**
- ◆ 'Receiving awards means the business can use them to make their business look better' **(repeat of improving the company image)**
- ◆ 'and boost reputation' **(repeat of improving the company image)**
- ◆ 'Final benefit of achieving awards is that companies can charge higher prices' **(full marks have already been awarded for this question)**
- ◆ 'due to improved reputation' **(repeat of improving company image)**
- ◆ 'and image' **(repeat of improving company image)**

Candidate C

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

- ◆ 'A benefit of receiving awards as it shows a business is trying' (**0 marks – trying to do what?**)
- ◆ 'and they receive results as a reward of this' (**0 marks – what results?**)
- ◆ 'A benefit of receiving awards as it creates a better name for a business' (**1 mark**)
- ◆ 'for example, Vegware receiving their reward helps them look better' (**repeat of creating a better name**)
- ◆ 'are socially responsible' (**1 mark – different from creating a better name**)

Question 2(c)

Candidate A

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

- ◆ 'Quality control is a method that quality of the product will be checked at the end' (**1 mark**)
- ◆ 'and if the product is not acceptable, it will be sent back for rework' (**1 mark**)
- ◆ 'Quality input can be used which quality materials will be bought' (**1 mark**)
- ◆ 'to ensure the final products have the standard quality level' (**0 marks – given in stem of question**)
- ◆ 'Quality management is a method that quality will be checked during the production process' (**full marks have already been awarded for this question**)
- ◆ 'and zero errors will be made' (**full marks have already been awarded for this question**)

Candidate B

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

- ◆ 'Vegware can do testing of the products before selling' (**1 mark**)
- ◆ 'Vegware can get quality check done for the products' (**repeat of can do testing**)
- ◆ 'Vegware can assure employees are trained well to do products correctly' (**1 mark**)

Candidate C

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

- ◆ 'Vegware can have meetings to discuss the brand and have debates about what is next' (**0 marks – vague**)
- ◆ 'Vegware can use quality control' (**0 marks - no description**)

Question 2(d)

Candidate A

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

'Advantages

- ◆ 'Packaging protects a product' **(1 mark)**
- ◆ 'from getting damaged' **(1 mark – development)**
- ◆ 'or ruined' **(repeat of getting damaged)**
- ◆ 'It also fits into the theme of the brand' **(0 mark – too vague)**

'Disadvantages

- ◆ 'Packaging is very expensive... to make' **(1 mark)**
- ◆ 'and [packaging is] time consuming to make' **(full marks have already been awarded for this question)**
- ◆ 'and the packaging may be disposed in landfill' **(max – only 2 marks are allocated to disadvantages)**
- ◆ 'harming the environment' **(max – only 2 marks are allocated to disadvantages)**

Candidate B

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

- ◆ 'One advantage to an organisation is if the packaging is distinct, people are likely to recognise it straight away and know the brand' **(1 mark)**
- ◆ 'creating brand recognition' **(repeat of knowing the brand)**
- ◆ 'Another advantage of packaging to an organisation is it keeps the product safe' **(1 mark)**
- ◆ 'and prevents damaging' **(max – only 2 marks are allocated to advantages)**
- ◆ 'If the product doesn't have any packaging it is more likely to be damaged easily' **(repeat of preventing damage)**
- ◆ 'One disadvantage of packaging is it costs quite a lot of money' **(1 mark)**
- ◆ 'If an organisation is spending more money on packaging than the product itself they may be losing income' **(0 marks – income is not the correct concept)**

Candidate C

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

- ◆ 'They are able to know if packaging is secure' **(0 marks – not an advantage or disadvantage of packaging)**
- ◆ 'not damaging products' **(1 mark)**
- ◆ 'They are able to choose the best packaging for their money' **(0 marks – not an advantage or disadvantage of packaging)**
- ◆ 'see if packaging is the highest quality' **(0 marks – not an advantage or disadvantage of packaging)**

Question 2(e)

Candidate A

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

- ◆ 'Reaches a wider audience' (**1 mark**)
- ◆ 'Costs much less money than printed ads' (**1 mark**)

Candidate B

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

- ◆ 'It will get seen by a large amount of different people' (**1 mark**)
- ◆ 'You will get more younger generations apply' (**1 mark – targeting specific people**)
- ◆ 'as that's what social media is majoritly used by' (**0 marks - clarification of most younger people using social media**)

Candidate C

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

- ◆ 'A benefit of using social media is you can have a lot of different people apply' (**1 mark**)
- ◆ 'so it's easier to pick an employee' (**0 marks – not necessarily true**)
- ◆ 'A benefit of using social media is it is quick way to fill a job position' (**0 marks – why is it quick?**)

Question 2(f)

Candidate A

The answer was awarded **4 marks** (out of 4) for

- ◆ 'One method of selection Vegware could use is application forms. Application forms have a series of questions potential employees should answer' **(1 mark)**
- ◆ 'Another method of selection Vegware could use is CV's. A CV is a personal document that managers can use to see your skills, qualities and qualifications' **(1 mark)**
- ◆ 'Another method of selection vegware could use is tests. Tests are where you are tested' **(0 marks – tests not described – what is a test?)**
- ◆ [Tests are] 'in a time limit to see if you work well under pressure' **(1 mark)**
- ◆ 'Another method of selection Vegware could use is group activities. This is to see if the potential employees works better alone or in a group' **(1 mark)**

Candidate B

The answer was awarded **2 marks** (out of 4) for

- ◆ 'CV - can look through applicants CV for past jobs and education and information about them' **(1 mark)**
- ◆ 'Interview - question applicant on information in CV and get to know them better' **(1 mark)**

Candidate C

The answer was awarded **0 marks** (out of 4) for this section for

- ◆ They could use face-to-face interviews for their first impression **(0 marks – no description of the method 'face-to-face interviews')**
- ◆ they could use phone interviews, narrow down to their top 10 favourites and pick 3 **(0 marks – no description of the method 'phone interviews')**
- ◆ trials to see who is most capable **(0 marks – no description of the method 'trials')**