

Commentary on candidate evidence

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

Question 3(a)

Candidate A

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

- ◆ 'Private sector is a sector of economy including sole traders, partnerships' **(1 mark - two examples are needed to represent a description)**
- ◆ 'and private limited company'
- ◆ 'They are aimed to survive' **(1 mark)**
- ◆ 'and maximise profits' **(max – only one aim/objective is available per sector as part of the description)**
- ◆ 'Public sector is a sector that aims to provide services to people' **(1 mark)**
- ◆ 'almost all of them are controlled by the government' **(1 mark)**
- ◆ 'and funded by taxes' **(full marks have already been awarded for this question)**

Candidate B

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

- ◆ 'One sector of economy is public and they want to make good use of taxpayers money' **(1 mark)**
- ◆ 'The public sector of economy also wants to provide a service' **(max – only one aim/objective is available per sector as part of the description)**
- ◆ 'For example, the hospital wants to provide a service' **(repeat of wanting to provide a service)**
- ◆ 'Another sector of economy is the third sector they want to raise awareness of good causes' **(1 mark)**
- ◆ 'The third sector also wants provide a service' **(max – only one aim/objective is available per sector as part of the description)**
- ◆ 'but mainly get donations' **(1 mark)**

Candidate C

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

- ◆ 'Private sector smaller businesses run by sole traders' (**0 marks – two examples are needed to represent a description**)
- ◆ 'which aims to survive' (**1 mark**)
- ◆ 'and expand' (**max – only one aim/objective is available per sector as part of the description**)
- ◆ 'Public sector larger businesses' (**0 marks – not a specific feature of public sector**)
- ◆ 'Run by multiple people' (**0 marks – not a specific feature of public sector**)
- ◆ 'That aim to grow' (**0 marks**)
- ◆ 'and be socially responsible' (**1 mark**)

Question 3(b)

Candidate A

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

- ◆ 'Sole trader aims to maximise profits^(a)'
- ◆ 'and grow business^(b)'
- ◆ 'whereas charity aims to maximise donations^(a)' **(1 mark)**
- ◆ 'and raise awareness^(b)' **(1 mark)**
- ◆ 'and support a cause^(c)' **(0 marks – no comparison made)**

Candidate B

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

- ◆ 'An objective of a sole trader is to maximise profit whereas a charity wants people to give them donations' **(1 mark – no true comparison needed)**
- ◆ 'to help support a worth cause^(a)' **(0 marks – no comparison made)**
- ◆ 'A charity and a sole trader wants to what is best for peoples needs and wants' **(0 marks – too vague)**

The marker has matched the pairs of distinguished points. It would be better if candidates gave their points in pairs with 'whereas' between each distinction.

Candidate C

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

- ◆ 'A sole traders main aims are to survive ^(a)'
- ◆ 'and make profit ^(b)'
- ◆ 'whereas a charities aim is to raise the largest amount of donations as they can^(a)' **(1 mark)**
- ◆ 'A sole trader runs off of income whereas charities run off donations' **(0 marks – not objectives)**
- ◆ 'A sole trader is owned by individual(s) whereas charities are ran by trustees' **(0 marks – not objectives)**

The marker has matched the pairs of distinguished points. It would be better if candidates gave their points in pairs with 'whereas' between each distinction.

Question 3(c)(i)

Candidate A

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

- ◆ 'Local community' (1 mark)
- ◆ 'Banks' (1 mark)

Candidate B

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

- ◆ 'managers to run the charity' (1 mark)
- ◆ 'customers to provide profit to the charity (1 mark)
- ◆ the employees are working for (full marks have already been awarded for this question)

Candidate C

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

- ◆ 'Owner' (0 marks – not accepting owner for charity)
- ◆ 'Customers' (1 mark)

Question 3(c)(ii)

Candidate A

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

- ◆ 'The local community are the ones who donate items and money (ID) if they pulled out the charity wouldn't be able to run' (impact) **(1 mark)**
- ◆ 'The banks make the decision if they should get a loan or not (ID) and if they get a loan, they could expand to raise awareness' (impact) **(1 mark)**
- ◆ 'or donate the money to the cause' **(0 marks – not what a loan would be used for)**

Candidate B

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

- ◆ 'Managers work to keep the charity under control (ID) and represent it' **(0 marks – no explanation)**
- ◆ 'The customers give the charity their time/money to help the cause' (ID) **(0 marks – no explanation)**

Candidate C

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

- ◆ 'Trustees can influence the charity by how it is ran' (ID) **(0 marks – no explanation)**
- ◆ 'The government can influence the charity by deciding whether to shut it down or not' (ID) **(0 marks – no explanation)**

Question 4(a)(i)

Candidate A

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

- ◆ 'Staff notice board' (**1 mark**)
- ◆ 'Company website' (**1 mark**)

Candidate B

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

'Methods of internal recruitment:

- ◆ 'Advertise through a company intranet' (**1 mark**)
- ◆ 'Ask members best suited to the job' (**1 mark – assuming members are members of staff/employees**)

Candidate C

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

- ◆ 'Promotions' (**0 marks**)
- ◆ 'Test employees to see if they meet standards' (**0 marks**)

Question 4(a)(ii)

Candidate A

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

- ◆ 'Identify a job vacancy' **(1 mark)**
- ◆ 'Carry out a job analysis' **(1 mark)**
- ◆ 'Prepare a job specification' **(1 mark – the term specification is interchangeable with description)**
- ◆ 'Prepare a person specification' **(1 mark)**
- ◆ 'Advertise the job' **(full marks have already been awarded for this question)**
- ◆ 'Send out applications' **(full marks have already been awarded for this question)**

Candidate B

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

- ◆ 'Identify the job vacancy' **(1 mark)**
- ◆ 'Identify the job analyse' **(0 marks – incorrect label)**
- ◆ 'Carry out the personal specification' **(0 marks – incorrect label)**
- ◆ 'Advertise the job' **(1 mark)**
- ◆ 'Send out application forms' **(1 mark)**

Candidate C

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

- ◆ 'People would be sending in applications for the business to look through' **(0 marks – selection not recruitment)**
- ◆ 'The business would interview some possible candidates to check the CV and answer questions' **(0 marks – selection not recruitment)**
- ◆ 'They would check the references and see if they are people for the job' **(0 marks – selection not recruitment)**
- ◆ 'At the end of the recruitment process they would offer the best candidate the job' **(0 marks – selection not recruitment)**

Question 4(b)(i)

Candidate A

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

- ◆ 'On the job training is training done inside the business^(a)'
- ◆ 'such as coaching^(b)'
- ◆ 'roleplay^(c)' (**max – only one mark is allocated to pairs of examples**)
- ◆ 'shadowing^(d)' (**max – there is not matching pair and only one mark would be allocated to examples**)
- ◆ 'job rotation^(e)' (**max – there is not matching pair and only one mark would be allocated to examples**)
- ◆ 'and demonstration^(f)' (**max – there is not matching pair and only one mark would be allocated to examples**)
- ◆ 'However off-the-job training is training done outside the jobs building^(a)' (**1 mark**)
- ◆ 'such as going to training centres^(b)' (**1 mark – a pair of examples**)
- ◆ 'and colleges^(c)' (**max – only one mark is allocated to pairs of examples**)

The marker has matched the pairs of distinguished points. It would be better if candidates gave their points in pairs with 'whereas' between each distinction.

Candidate B

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

- ◆ 'On the job, training is done during work hours at work whereas off the job training is done at different place away from work' (**1 mark**)
- ◆ 'such as a college^(a)'
- ◆ 'or assessment centre^(b)' (**max – there is not matching pair and only one mark would be allocated to examples**)
- ◆ 'Off the job training is more helpful since you have a professional doing it^(c)'
- ◆ and you can get a qualifications as well^(d)'
- ◆ 'whereas on the job it may not be as good since the person may not be as qualified^(c)' (**1 mark**)

The marker has matched the pairs of distinguished points. It would be better if candidates gave their points in pairs with 'whereas' between each distinction.

Candidate C

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

- ◆ 'On the job training is done at work^(a)'
- ◆ 'usually shadowing someone^(b)'
- ◆ whereas off the job training is like a training for a few hours' **(0 marks)**
- ◆ 'or a part time course^(b) over a few years' **(1 mark – a pair of examples)**

The marker has matched the pairs of distinguished points. It would be better if candidates gave their points in pairs with 'whereas' between each distinction.

Question 4(b)(ii)

Candidate A

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

- ◆ 'Training staff can make sure knows the safety instructions (ID) which means the chance of having accidents can be reduced' (impact) **(1 mark)**
- ◆ 'The productivity will increase (ID) which means better customer service can be made' (impact) **(1 mark)**

Candidate B

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

- ◆ 'One benefit of training staff is that they will feel more happy (ID) and content in their job (REPEAT ID), meaning work will be completed of high standard' (impact) **(1 mark)**
- ◆ 'in contributing to success of business' **(0 marks – too vague, what is the success?)**
- ◆ 'Another benefit of training staff is because the business increases its image (ID)' **(0 marks – not explained - the impact of customer service does not match up)**
- ◆ 'This means customers will be satisfied with customer service (impact), because employees were happy (ID) and knew what they were doing' (ID) **(1 mark – two ID and one impact)**

Candidate C

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

- ◆ 'Well trained employees can also train new employees in the future (ID)' **(0 marks – no explanation)**
- ◆ 'Also, when they are trained well, you can assume the work will be done correctly (ID)' **(0 marks – no explanation)**

Question 5(a)

Candidate A

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

- ◆ 'A – maximum inventory' (1 mark)
- ◆ 'B – reorder level' (1 mark)
- ◆ 'C – minimum inventory' (1 mark)

Candidate B

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

- ◆ 'A – Maximum inventory' (1 mark)
- ◆ 'B – Lead time' (0 marks)
- ◆ 'C – Minimum inventory' (1 mark)

Candidate C

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

- ◆ 'A = 800' (0 marks)
- ◆ 'B = 400' (0 marks)
- ◆ 'C = 200' (0 marks)

Question 5(b)

Candidate A

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

- ◆ 'An inventory control diagram is used to monitor stock levels' (**1 mark**)
- ◆ 'This gives a company an average idea of when they need to restock' (**full marks has already been awarded for this section**)
- ◆ 'As a result of this a company will never run out of stock' (**max – only one mark is allocated to justifications**)
- ◆ '... as they have followed the inventory control diagram'

Candidate B

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

- ◆ 'The use of an inventory control diagram is so that you know when you need to reorder stock' (**1 mark**)

Candidate C

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

- ◆ 'Makes controlling how much stock the company has easier' (**0 marks – easier needs qualification**)

Question 5(c)

Candidate A

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

- ◆ 'An advantage of flow production is that all products are made to the same standard' (**1 mark**)
- ◆ 'Another advantage of flow production is each employee is an expert in their area of production' (**0 marks – not necessarily true, more accurate about job production**)
- ◆ 'However flow production results in hundreds of the same product or similar' (**1 mark**)
- ◆ 'so customers can't have it tailored to them' (**1 mark – development**)
- ◆ 'Flow production is a quick form of production which means that customers will receive their product quicker than if it was job production' (**1 mark – quick has been qualified**)

Candidate B

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

- ◆ 'One advantage of flow production is that automated assembly lines save time' (**1 mark – time is saved through automation**)
- ◆ 'and money' (**0 marks – too vague - requires qualification**)
- ◆ 'Another advantage of flow production is that cost per unit will be low' (**1 mark**)
- ◆ 'However one disadvantage of flow production is that the standardised product is produced' (**0 marks – standardisation of products is an advantage of using flow production. More detail would be needed for a mark to be given for being unable to customise a product, or why a standardised product is disadvantageous**)
- ◆ 'Another disadvantage of flow production is that work for employees can get repetitive' (**1 mark**)
- ◆ 'and boring' (**repeat of being repetitive**)

Candidate C

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

- ◆ 'Production is fast' (**0 marks – needs qualification**)
- ◆ 'It is cheap' (**0 marks – needs qualification**)
- ◆ 'Mistakes can be made' (**0 marks – needs qualification. Flow usually prevents mistakes**)
- ◆ 'Quality might not be a really high standard' (**0 marks – needs qualification. Flow usually produces consistent quality**)

Question 5(d)

Candidate A

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

- ◆ 'If the price of raw materials is very high (ID) then you would have to charge higher for your final product' (impact) **(1 mark)**
- ◆ 'Quality if the quality of raw materials is poor (ID), then the quality of your final product would be poor' (impact) **(1 mark)**
- ◆ 'Lead time if the lead time is long (ID), then the business may run out of supplies, meaning they will run out of stock of their product' **(0 marks – impact only if business does not order in time, not because of their choice of supplier)**

Candidate B

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

- ◆ 'To choose supplier that are reliable (ID) which means the quality or quantity of the materials will remain the same' (impact) **(1 mark)**
- ◆ 'Also, supplier that has less lead time will be better (ID) which means transportation cost will be lower' **(0 marks – impact not correct - lower lead time doesn't not necessarily mean a lower transportation cost)**
- ◆ 'and time will be lower' **(0 marks – impact not correct - lower lead time doesn't not necessarily mean a lower transportation time)**

Candidate C

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

- ◆ 'On factor to be considered when choosing a supplier of raw materials in the quality of the raw materials (ID) if the quality if not consistent (REPEAT ID) the supplier is not reliable' (ID) **(0 marks – not explained - what is the impact on the business?)**
- ◆ 'Another factor to be considered when choosing a raw materials suppliers is price. Price reflects quality, and quality affects the end product' **(0 marks – high or low price? High or low quality?)**

Question 6(a)

Candidate A

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

- ◆ 'A purpose of a cash budget is to predict whether you will go into a deficit' **(1 mark)**
- ◆ 'or surplus' **(1 mark)**
- ◆ 'A cash budget can help you plan for the future' **(1 mark)**
- ◆ 'so you don't overspend' **(repeat of going into deficit)**
- ◆ 'Another purpose of a cash budget is to see your spending' **(repeat of predicting deficit or surplus)**
- ◆ 'and whether you need to cut down' **(1 mark – further detail on planning for the future)**
- ◆ 'A purpose of a cash budget is to show how much sales you make' **(full marks has already been awarded for this section – calculating potential future sales)**

Candidate B

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

- ◆ 'For businesses to be able to keep track of spending' **(1 mark)**
- ◆ 'and savings' **(0 marks – incorrect, does not keep track of saving)**
- ◆ 'as well as what is estimated to be spent' **(repeat of keeping track of spending)**
- ◆ 'and saved in the upcoming months' **(1 mark – estimating what can be saved)**

Candidate C

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

- ◆ 'A cash budget keeps purchases reasonable' **(1 mark)**
- ◆ 'So that they have the right amount for everything needed' **(0 marks – amount of what? What is everything?)**
- ◆ 'Keep money under control' **(1 mark – control spending)**
- ◆ 'Keep business from falling under' **(0 marks – vague - what is falling under?)**

Question 6(b)(i)

Candidate A

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

- ◆ 'Income Statement' (**1 mark**)

Candidate B

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

- ◆ 'A spreadsheet shows if money was lost if your net profit is in a minus or under how much you spent to make products' (**0 marks**)

Candidate C

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

- ◆ 'Gross profit' (**0 marks**)

Question 6(b)(ii)

Candidate A

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

- ◆ '£7000' (1 mark)

Candidate B

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

- ◆ '£7,000' (1 mark)

Candidate C

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

- ◆ '12000 x 5000 = 20000' (0 marks – incorrect)

Question 6(c)(i)

Candidate A

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

- ◆ 'Government grant is a source of finance available to a sole trader' **(1 mark)**

Candidate B

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

- ◆ 'Retained profits' **(1 mark)**

Candidate C

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

- ◆ 'Bank loan' **(1 mark)**

Question 6(c)(ii)

Candidate A

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

Advantages

- ◆ 'A bank loan would allow a business to expand and pay any bills that they have run out of money for' (**0 marks – this is a use, not an advantage of a bank loan**)

Disadvantages

- ◆ '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 marks – not a disadvantage of getting the loan**)

Candidate B

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

- ◆ 'Bank loan can help covering the immediate cash needed of the business' (**0 marks – not necessarily immediate, time needs qualification**)
- ◆ 'and a large amount of money can be gotten' (**1 mark**)
- ◆ 'However, interests will increase in a set period of time' (**1 mark – the amount paid will increase**)

Candidate C

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

- ◆ 'One advantage of using retained profits is that you already have the money' (**1 mark**)
- ◆ 'and don't need to borrow anything' (**repeat of already having the money**)
- ◆ 'However, one disadvantage is that once you spend the money it is gone and you can't get it back' (**1 mark – using up the retained profit/not being able to use it for anything else**)
- ◆ '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 mark – restricted finance**)

Question 7(a)

Candidate A

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

- ◆ 'Market research takes place to identify customers needs and wants' **(1 mark)**
- ◆ 'A prototype is made to show how the product will work and look' **(1 mark)**
- ◆ 'Test marketing takes place to see how customers like the product' **(1 mark)**
- ◆ 'Changes can be made' **(full marks have already been awarded for this question)**
- ◆ 'A production method is then chosen to suit the product' **(full marks have already been awarded for this question)**
- ◆ 'A price and location is chosen, then promotion will start to take place' **(full marks have already been awarded for this question – price/location/promotion are all part of one stage)**

Candidate B

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

- ◆ 'One stage of product development is testing, this is when you test the product to see if it works' **(1 mark)**
- ◆ 'and you can see what you need to change' **(0 marks - development marks not available)**
- ◆ 'Another stage of product development is altering the product' **(1 mark)**
- ◆ 'this is when you change the product after testing to fix the mistakes' **(repeat of altering the product)**
- ◆ 'Another stage of product development is releasing the product. This is when you release the product to the general public to buy' **(0 marks – launch/making the product available to buy is not part of product development)**

Candidate C

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

- ◆ 'Introduction' **(0 marks)**
- ◆ 'growth' **(0 marks)**
- ◆ 'decline' **(0 marks)**

Question 7(b)

Candidate A

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

- ◆ 'One advantage of branding is because it makes products easily recognisable (ID) meaning likelihood of returning customers is higher' (impact) **(1 mark)**
- ◆ 'due to the possible high customer satisfaction rates' (ID) **(0 marks – ID with no impact or second ID/advantage)**
- ◆ 'Another advantage of branding is because high prices can be charged for products (IMPACT) purely because they are branded. Meaning people think they are of higher quality (ID) when they possibly are not' **(1 mark)**
- ◆ 'Another advantage of branding is that it boosts company image (ID) because people will recommend to family and friends' (IMPACT) **(1 mark)**

Candidate B

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

- ◆ 'One advantage of branding is that it makes it easier to release new products. This means that if the brand has good products and produces another product (ID) more people will want it' (IMPACT) **(1 mark)**
- ◆ 'Another advantage of branding is that it will make your product more recognisable (ID). This means that people will know what the brand is just by the logo (ID) which will make more people want to buy it (IMPACT) as it's a brand everyone knows' **(1 mark)**
- ◆ 'Another advantage of branding is that branded products are often associated with quality (ID). This means that people will want to buy it more' (IMPACT) **(repeat of more people buying it)**
- ◆ 'as having a product that is branded is seen to be more high quality and luxury than unbranded items' (ID) **(0 marks - no explanation)**

Candidate C

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

- ◆ 'One advantage of branding is it reaches more people. Lots of people are likely to see billboards and TV adverts, attracting more customers' **(0 marks – advertising, not branding)**
- ◆ 'Another advantage of branding is it makes the organisation more recognisable. People will recognise the business from the advertisement' **(0 marks – advertising, not branding)**

Question 7(c)(i)

Candidate A

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

- ◆ 'TV' (1 mark – accept without 'advert' as advertising is in the stem of the question)
- ◆ 'and Billboards' (1 mark)

Candidate B

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

- ◆ 'One method of advertising is TV adverts' (1 mark)
- ◆ 'Another method of advertising is social media' (1 mark)

Candidate C

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

- ◆ 'One method of advertising is billboards' (1 mark)
- ◆ '... 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' (1 mark)
- ◆ '... as so many people listen so it's easy exposure to millions of people'

Question 7(c)(ii)

Candidate A

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

- ◆ 'TV will reach a large geographical audience' **(1 mark)**
- ◆ 'whereas billboards are in busy areas so many people passing will see' **(1 mark)**

Candidate B

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

- ◆ 'TV adverts are a very good method of advertising as lot of people watch' TV **(1 mark)**
- ◆ 'And you are unable to skip the adverts' **(max – only one mark is allocated to each method)**
- ◆ 'Social media is a good method of advertising as lots of younger audiences use social media, targeting different markets' **(1 mark)**

Candidate C

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

- ◆ 'Billboards would be used as it's easy to spot' **(0 marks – qualification need)**
- ◆ 'and will come back to you' **(0 marks – vague)**
- ◆ 'and you will be curious and consider going' **(0 marks – generic advertising justification)**
- ◆ 'Radio will be used because not everyone uses social media so it's a way of telling others' **(0 marks – not a justification of why radio would be better)**