

Commentary on candidate evidence

The candidate evidence has achieved the following marks for Question 1 of the 2025 Question Paper. The text has been re-typed from the candidate script to show each valid/invalid mark in sequence.

Candidate 1

Question 1(a)(i)

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

- 'Third' – **1 mark**

Question 1(a)(ii)

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

- 'Public sector is owned by the government' (**1 mark**)
- 'and its aim is to provide a service,' (**1 mark**)
- 'it is funded by taxation' (**1 mark**)
- 'and some examples of it are: education, health care.' (**max marks – at least one mark must relate to the private sector. There would have been a mark for the two examples**)
- 'Private sector includes businesses owned by entrepreneurs' (**0 marks - as this is not always the case**)
- 'for example a sole trader, partnership.' (**1 mark – for a minimum of two examples**)
- 'They are funded by many sources of finance for example: loans' (**full marks**)
- 'and grants.' (**max marks – there is only one mark available for all sources of finance. 'Grants' would have been acceptable.**)

Question 1(b)

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

- 'Canine campus could use television advertising to increase awareness,' **(0 marks – as this is the stem of the question)**
- 'this is a good method because it can reach a big_audience' **(1 mark)**
- 'however it can be quite expensive.' **(1 mark - expensive doesn't need qualified for TV advertising)**

- 'Canine campus could use billboards to raise awareness this is a good method because it will be in the view of everyone driving past,' **(1 mark)**
- 'so it will be recognised more' **(0 marks - what does 'it' refer to?)**
- 'however some people might ignore it.' **(1 mark)**
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- 'Canine Campus could use social media to advertise a business this is a good method because it is cheap and affordable' **(0 marks – 'cheap' is not qualified)**
- 'however people can remove them from their feed.' **(1 mark)**
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- 'Canine Campus could use radio advertising to raise awareness this is a good method because it will reach the local area' **(1 mark)**
- 'where many people are likely to go to the business' **(0 marks - repeat of 'big audience' from the first paragraph)**
- 'however features like colour and other eye-catching things cannot be used.' **(full marks)**

Question 1(c)(i)

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

- 'The donations are increasing each year' **(1 mark)**

Question 1(c)(ii)

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

- 'This will give the business more money' (**1 mark**)
- 'to improve and expand.'

Question 1(d)

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

- 'Training can be expensive because some methods require professionals that need paid (ID) which means the business will have less money to reinvest.'
(IMPACT) (**1 mark**)
- 'Training can train the employees had to be better at their work (ID) which leads to higher quality of work' (IMPACT) (**1 mark**)
- 'which means reduced complaints.' (IMPACT) (**1 mark - development**)
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- 'Training can take the employees out of their workplace (ID) so they can learn better but this leads to slower production' (IMPACT) (**1 mark**)
- because of missing employees (IMPACT) (**0 marks – repeat of ID at start of sentence**)
- 'it also leads to the business having to hire replacements.' (IMPACT) (**full marks – this would have been a development mark**)
- 'Employees might leave the business once they been trained (ID) which means that money was wasted.' (IMPACT) (**full marks**)

Question 1(e)(i)

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

- 'Employees' (**1 mark**)
- 'Volunteers' (**1 mark**)

Question 1(e)(ii)

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

- 'Employees can influence a business by taking industrial action' **(1 mark)**
- 'which leads to slower production.' **(0 marks – there are no development marks available)**
- 'Volunteers can influence the business by not helping with the day-to-day tasks' **(1 mark)**
- 'and fundraising' **(max marks – there is only one mark available for the influence. 'Not helping with fundraising' would have been acceptable.)**
- 'which could lead to less money for the business.' **(0 marks – there are no development marks available)**