

Commentary on candidate evidence

The candidate evidence has achieved the following marks for question 2 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 2(a)(i)

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

- 'women' (**1 mark**)
- 'lower income individuals' (**1 mark**)

Question 2(a)(ii)

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

- 'Target market helps the business identify its strongest market and how to maximise profits, by selling to mainly the target market' (**0 marks, these are not justifications of using target marketing**)
- 'Target marketing aids in advertising because now the business can make their adverts appeal to the target market' (**1 mark**)
- 'which may lead to more sales.' (**1 mark - development**)
- 'Target marketing can attract new customers but also encourage loyalty.' (**0 marks – no indication of what way loyalty is encouraged**)

Question 2(b)

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

- 'make unique fashion accessible' (**1 mark**)

- 'promote quality British and European designs and manufacturing.' **(1 mark)**

Question 2(c)

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

- 'Holding less inventory prevents a business from overstocking' **(1 mark)**
- 'and being left with too much stock' **(0 marks – repeat of 'overstocking' above)**
- 'however it can lead to complaints from the business runs out of stock.' **(0 marks – this is not a reason for having less inventory)**
- 'Holding less inventory stops the business from having to pay for storage' **(1 mark)**
- 'or lighting bills' **(max marks – there is only one mark available for reducing costs)**
- 'however when the business runs out production will slow down because you have to re-order goods.' **(0 marks – this is not a reason for having less inventory)**
- 'Holding less inventory saves money because business isn't spending it on unnecessary stock' **(1 mark – this implies reducing cash tied up in inventory)**
- 'however frequent orders will be made leading to less money in the long run.' **(0 marks – this is not a reason for having less inventory)**
- 'Holding less inventory can allow more freedom with money because less is used on stock' **(0 marks – Repeat of spending less money on inventory)**
- 'however the supplier might not like delivering goods frequently and leave' **(0 marks – this is not a reason for having less inventory)**

Question 2(d)(i)

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

- 'Trade credit is when a business is given 30 days to repay money' (0 marks – this is incorrect as trade credit is not repaying money)

- 'whereas a bank overdraft is when a business takes out more money than is in their account' (0 marks – this has no paired statement to make a valid distinction mark)
- 'and it is repaid over time.' (0 marks – this is incorrect as it implies that overdrafts are repaid in instalments)

Question 2(d)(ii)

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

- 'Nelly's could use a bank loan this is where the business borrows money from the bank that has been repaid with interest.' **(1 mark)**
- 'Nelly's could borrow from family and friends,' **(1 mark)**
- 'this is good because it usually doesn't have to be repaid' **(1 mark - development)**
- 'but if you lose the money it can lead to arguments and fallouts.' **(max marks – there is only one mark available for development of any source)**
- 'Nelly's could use a grant this is where the business applies for a large sum of money from the government that doesn't need to be repaid' **(full marks)**
- 'unless it's spent on something other than the business.' **(0 marks – the word 'something' is too vague)**

Question 2(e)

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

- handbags **(1 mark)**
- making coffee **(1 mark)**

Question 2(f)

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

- 'Customer reviews can give the business a good reputation (ID) which means more customers are likely to spend money on your business.' **(IMPACT) (1 mark)**

- 'Customer reviews can give the business an insight into areas they need to improve on which can lead to less complaints.' **(0 marks – as this is not a benefit of a positive review as shown in exhibit 2)**
- 'Customer reviews can give a business information on a competitor and what they are doing good which means the business can copy the competitors and earn a profit.' **(0 marks as exhibit 2 shows Nelly's reviews, not those of competitors)**