

Commentary on candidate evidence

The candidate evidence has achieved the following marks for questions 3-7 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 3(a)(i)

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

- 'Sole trader' (**1 mark**)

Question 3(a)(ii)

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

- 'Sole traders get to keep all the profits' (**1 mark**)
- 'earned in the business for themselves and they don't have to share it.' (**0 marks - repeat**)
- 'A sole trader business is easy to set up' (**1 mark**)
- 'because there is less legal documents required.' (**max marks – as there are only two marks available for advantages**)
- 'A sole trader has a heavy workload because they have nobody to share it with' (**1 mark**)
- 'which means the might give up on the business.' (**0 marks – this is too vague**)

Question 3(b)(i)

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

- 'inflation' (**1 mark**)

- 'panic buying' (1 mark – this is considered to be an economic factor because it affects supply and demand, which influences prices and availability of goods. It can cause inflation and stock shortages, which are economic issues.)

Question 3(b)(ii)

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

- 'Inflation can influence a business by making products more expensive to make (ID) so they have to sell it for more' (IMPACT) (1 mark)
- 'which leads to less sales.' (IMPACT) (0 marks – as there are no development marks available)
- 'Panic buying can influence a business by making them run out of stock quicker than expected (ID) which means they have to reorder' (IMPACT) (1 mark)
- 'and production will slow down because of lead time.' (0 marks – as there are no development marks available)

Question 3(c)

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

- 'Human resource is an internal factor a business, this includes all the employees of the business' (1 mark)
- 'this can affect business because if there isn't enough employees' business wouldn't run.' (0 marks – as there are no development marks available and no impact is required in a describe question)
- 'Finance is another internal factor business, this is all the money the business has' (1 mark)
- 'and can invest into the business.' (0 marks – as there are no development marks available and no impact is required in a describe question)

Question 4(a)

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

- 'Introduction is when the product has just been launched onto the market' (**1 mark**)
- 'and sales are low' (**1 mark**)
- 'so advertising is required' (**full marks**)
- 'which means money has been spent on the advertising instead of production.' (**0 marks – this is an unsubstantiated supposition by the candidate**)

Question 4(b)(i)

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

- 'Premium pricing' (**1 mark**)
- 'Low pricing' (**1 mark**)

Question 4(b)(ii)

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

- 'The production costs are a factor' (**1 mark**)
- 'because of the business sells the product for less than it costs to make they won't make a profit.' (**max marks – as there are no development marks available**)
- 'The quality of the product should be considered' (**1 mark**)
- 'because if the product is high quality it should be sold at a high price.' (**max marks – as there are no development marks available**)

Question 4(c)

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

- 'An organisation could use point of sale displays, this is where the business puts a product they want sold the most at the tills' **(1 mark)**
- 'people impulse buy it.' **(0 marks – as there are no development marks available)**
- 'An organisation could use loyalty cards, this is where the business gives returning customers discounts on goods' **(1 mark)**
- 'to encourage loyalty.' **(0 marks – as there are no development marks available)**
- 'An organisation could choose bundling, this is where the business puts lots of products together but puts a deal on them which means customers will purchase more of the product.' **(0 marks – there is no indication of what the 'deal' is)**
- 'An organisation could use limited time deals this is where the business sells a product for limited time so that people purchase it more.' **(0 marks – there is no indication of what the 'deal' is)**

Question 5(a)

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

- 'Job production allows customisation on each product tailored to each client (ID) which means people pay more (IMPACT) to get it customised' (REPEAT ID). **(1 mark)**
- 'Job production is very labour intensive (ID) and requires skilled workers (ID) which means they will require a high wage.' (IMPACT) **(1 mark)**
- 'Job production has very little wastage (IMPACT) because if one fails it's only one product that will be scrapped' (ID) **(1 mark – as this assumes some job products are small and will be scrapped if an error is made whilst making them)**
- 'which means it will be a better reputation than flow production companies because there is no wastage.' **(0 marks - as there is still some wastage in flow production)**

Question 5(b)

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

- 'Producing in an environmentally friendly way can benefit a business by giving them a good reputation' **(1 mark)**
- 'which can lead to more sales.' **(1 mark - development)**
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- 'Produced in an environmentally friendly way can benefit business by stopping environmental groups from protesting outside their business.' **(1 mark)**

Question 5(c)

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

- 'The reliability of the supplier,' **(1 mark)**
- 'will be delivered on time.' **(1 mark - development)**
- 'The distance of the supplier' **(1 mark)**
- 'The price of the supplier' **(1 mark)**
- 'The quality of the suppliers goods' **(full marks)**

Question 6(a)(i)

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

- 'A = 30' **(1 mark)**
- 'B = 300' **(1 mark)**
- 'C = - 60' **(0 marks - incorrect)**

Question 6(a)(ii)

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

- '25 units' **(1 mark)**

Question 6(b)(i)

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

- 'Income statement' (**1 mark**)

Question 6(b)(ii)

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

- 'changing tastes could decrease the sales revenue' (**1 mark**)
- 'price of supplier' (**0 marks – as there needs to be an increase in price**)
- 'can increase price of sales' (**0 marks – as this is the incorrect terminology**)
- 'increased expenses can decrease profit for the year' (**1 mark**)

Question 6(c)

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

- 'Spreadsheets can help a business will large and difficult numbers and doing sums with them which means there will be less human error' (**0 marks – as there is no indication of what way spreadsheets can 'help'. The answer is not related to finance.**)
- 'Spreadsheets can also help a business with predicting the cash inflows and outflows' (**1 mark**)

Question 7(a)

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

- 'advertise a vacancy within the business' (**1 mark**)
- 'carry out a job analysis' (**1 mark**)
- 'carry out a job description' (**0 marks – this should be create/prepare the document**)

- 'carry out a person specification' **(0 marks – this should be create/prepare the document)**

Question 7(b)(i)

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

- 'Piece rate systems encourage employees to sell more goods or provide more services' **(1 mark, to encourage more production)**
- 'because they get paid for it however this can lead to poor quality of work' **(1 mark)**
- 'because employees are rushing it.' **(full marks - development)**
- 'Piece rate systems motivate employees to work faster' **(0 marks – repeat of rushing it)**
- 'which speeds up production' **(0 marks – repeat of rushing it/selling more)**
- 'however they could make mistakes **(0 marks – repeat of poor quality work)**
- 'and overlook work.' **(0 marks – as it is unclear what overlook means)**

Question 7(b)(ii)

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

- 'Commission is where the employee who sells the goods receives a percentage of the profit made from each one.' **(0 marks – this is incorrect as commission is a percentage of sales)**
- 'Hourly rate is with employees are paid for each hour they work' **(1 mark)**
- 'which means he can pretend to work and still get paid for each hour.' **(0 marks – there and no development marks available. Also this is not a disadvantage of the payment method itself.)**

Question 7(c)

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

- 'To help employees settle disputes within their business' **(1 mark)**

- 'and come to fair agreement.' **(0 marks - repeat)**
- 'To let an employee take industrial action towards a company' **(1 mark)**
- 'to demand a change.'