

Candidate 1 evidence

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
3) a) i)	
[Sole trader]	1
	1/1
(ii) - Sole traders	1
[get to keep all the profits]	1
earned in the business for themselves and don't have to share it.	Rep
- A sole trader business is	1
[easy to setup]	MAX
[because there is less legal documents required]	MAX
- A sole trader	1
[has a heavy workload because they have nobody to share it with]	1
which means they might give up on the business.	1
b) i)	3/3
recession [-inflation]	1
[panic buying]	1
	2/2
(ii) recession can influence a business	1
Inflation can influence a business by	1
[making products more expensive to make so they have to sell it for more]	1
which leads to less sales	1

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN	
	<p>-panic buying can influence a business [by making them run out of stock quicker than expected which means they have to reorder] and production will slow down because of lead time.</p>	1
	<p>c) [Human resources are an internal factor for a business, this includes all the employees of the business], this can affect a business because if there isn't enough employees the business won't run.</p>	1
	<p>- [Finance is another internal factor for a business, this is all the money that the business has] and can invest into the business.</p>	1
4)		2/2
	<p>a) Introduction is [when the product has just been launched onto the market] and [sales are low] [so advertising is required] which means money is being spent on advertising instead of production.</p>	1
		1 FM
		2/2
TOTAL 10/10		

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN	
b)(i)	- Premium pricing	1
	- Low pricing	1
		2/2
(ii)	The production costs are a factor because if the business sell the product for less than it cost to make it they won't make a profit	1
		MAX
	The quality of the product should be considered because if the product is high quality it should be sold at a high price.	1
		MAX
		2/2
c)	An organisation could use point of sale displays, this is where the business puts the product they want sold the most at the tills so people impulse buy it.	1
	An organisation could use loyalty cards, this is where the business give returning customers discounts on goods to encourage loyalty.	1

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
	<p>- An organisation could use 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.</p>
	<p>- An organisation could use limited time deals, this is where the business sells a product for a limited time so that people purchase it more.</p>
5)	
	<p>a) [Job production, allows customisation on each product tailored to each client which means people may pay more] to get it customised. Rep</p>
	<p>Job production is very labour intensive and [requires skilled workers which means they will require a high wage].</p>
	<p>[Job production has very little wastage because if one fails its only</p>

2/4

TOTAL 8/10

1

1

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN	
	<p>one product that will be scrapped] which means It will have a better reputation than Flow production companies because there is no wastage.</p>	1
		3/3
b)	<p>Producing in an environmentally friendly way can benefit a business by [giving them a good reputation] which can [lead to more sales.]</p>	1 1dev
	<p>Producing in an environmentally friendly way can benefit a business by [stopping environmental groups from protesting outside their business]</p>	1
		3/3
c)	<p>[The reliability of the supplier] [will they deliver on time]</p>	1 1dev
	- [The distance to the supplier]	1
	- [The price of the supplier]	1
	- [The quality of the suppliers goods]	FM
		4/4
TOTAL 10/10		

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
6) a) (i)	1
A = [30]	1
B = [300]	
C = -60 x	
	2/3
(ii)	1
[25 units]	1/1
b) (i)	1
[Income statement]	1/1
(ii)	1
- [changing faster] could decrease sales revenue	
- \uparrow price of supplier can increase price of sales	
- [increased expenses] can decrease profit for the year.	1
	2/3
c)	
: Spreadsheets can help a business with large and difficult numbers and doing sums with them which means there will be less human error	
- [Spreadsheets can also help a business with predicting the cash inflows and out flows.]	1
	1/2

TOTAL 7/10

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
7) a)	<p>[advertise a vacancy] within the business</p> <p>carry out [carry out a job analysis]</p> <p>carry out a job description</p> <p>carry out a person specification</p>
b) i)	<p>- Piece rate systems [encourage employees to sell more goods or provide more services] because they get paid for it however this [can lead to poor quality of work] because [employees are rushing it.]</p> <p>- Piece rate systems motivate employees to work faster^{Rep} which speeds up production^{Rep} however they could make mistakes^{Rep} and overlook work.^{Rep}</p>
(ii)	<p>Commission is where the employee who sells the goods receives a percentage of the profit^{Rep} made from each one.</p>

1

1

2/4

1

1

FM

2/2

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
c)	

- [Hourly rate is where the employees are paid for each hour] they work which means they can pretend to work and still get paid each hour.

c) [-To help employees settle disputes within the business] and come to a fair agreement ^{Rep}

[To let an employee take industrial action towards their company] to demand a change.

1

1/2

1

1

2/2

TOTAL 7/10