

Mark Scheme (Results)

Summer 2010

GCSE

GCSE BUSINESS STUDIES(5BS04) Paper 01

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Question Number	Answer	Mark
1 (a)	B	1

Question Number	Answer	Mark
1 (b)(i)	<p>1 mark for each appropriate reason</p> <p>Possible Barriers might include</p> <ul style="list-style-type: none"> • Incorrect medium used • Technology • Jargon • Language • Noise 	1

Question Number	Answer	Mark
1 (c) (i)	<p>1 mark for each appropriate reason</p> <p>Possible reasons might include</p> <ul style="list-style-type: none"> • Prevention of any barriers to communication • Keep Staff well informed • Maintain motivation amongst staff • Customers receive service expected • Contact between employer and employees accessible 	1

Question Number	Answer	Mark
1 (c) (ii)	<p>For 3 marks, there will be three clearly identifiable strands of explanation between the statements. Theses may contain connective words such as, 'this leads to...' 'because...' etc answer will highlight the importance of communication to a business with reasoning as to why and expresses 3 clear links 'Communication is important in business because it is part of the day to day running of a business Information or messages will need to be passed to staff (1) so the business can progress and achieve their aims(1) If the information does not get passed on successfully it will pact on the businesses progress (1)</p>	3

	<p>For 2 marks, there will be reference to the reason and the impact on the business but with little justification. E.g.’ Communication is important because so staff get relevant information they need (1) which will mean they can progress with their task (1)</p> <p>For 1 mark, there will be a reason given with no development. Such as ‘ Communication is important to a business because if staff don’t talk to each other jobs won’t get done’</p>	
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Question Number	Answer	Mark
2 (a)	B	1

Question Number	Answer	Mark
2 (b) (i)	<p>1 mark for an appropriate response</p> <p>Appropriate stakeholders could include:</p> <ul style="list-style-type: none"> • Bank managers/creditors • Managers of the company • Suppliers • Employees • Competitors • Potential investors • HM Revenue and Customs/Government • Pressure groups/environmental groups <p>Do not accept shareholders or owners as an answer</p>	1

Question Number	Answer	Mark
2 (b) (ii)	<p>For 3 marks, there will be 3 clear links proving evidence of how the method will affect communication giving clear justification and reference to business and the method.</p> <p>Possible disadvantages could be:</p> <ul style="list-style-type: none"> • Lack of knowledge or experience • Lack of technological facilities, such as software • Access to information • No guarantee all stakeholders will have access to information • Quality and validity of information • Language used to record information • No written copy for referral • Problems with equipment <p>E.g. If Dilshan used a podcast as a method of communication there is no guarantee that all stakeholders will have access to the technology required to access the information (1) this will result in them not receiving the information that all other stakeholders might be able to access (1) resulting in them not receiving the information in the annual report which they are entitled to as a shareholder (1)</p> <p>For 2 marks candidates will state one disadvantage and a benefit with limited justification. E.g The shareholder might not have the right technology required to access the podcast (1) which will mean they will not have the information that other shareholders might have (1)</p> <p>For 1 mark candidates will give one disadvantage but will no explanation of how it could affect communication e.g. 'not all shareholders will have the technology required' (1)</p>	3

Question Number	Answer	Mark
2 (c) (i)	<p>Possible effects could be:</p> <ul style="list-style-type: none"> • Information will not be passed on • Reputation of the business • Poor service • De-motivated employees • Lack of sales • Lack of efficiency 	2

Question Number	Answer	Mark
2 (c) (ii)	<p>Do not give a mark for repetition of effect</p> <p>For 3 marks, there will be 3 clear links providing evidence of how the effect will impact on the business. E.g. Lack of efficiency will affect the business as staff will be not punctual to work, will not be happy in their work (1) and as a result won't work hard to achieve targets/goals (1) reducing the amount of work done within a given time period.(1)</p> <p>For 2 marks, there will be reference to the effect and the impact on the business but with little justification. E.g. 'De-motivated staff will affect the business as staff will not be responsive to customers(1) which will mean the customers are not satisfied (1)</p> <p>For 1 mark, there will be a simple statement with no development e.g. Staff will not be happy at work.</p>	3

Question Number	Answer	Mark
3 (a)	D	1

Question Number	Answer	Mark
3 (b)	<p>1 mark for each appropriate reason</p> <p>Possible advantages could be:</p> <ul style="list-style-type: none"> • Reach wider market • Promotes business • Increases information available • Provides continual communication • Monitor competition 	2

Question Number	Answer	Mark
3 (c) (i)	<p>1 mark for each appropriate advantage</p> <p>Possible advantages could be:</p> <ul style="list-style-type: none"> • Instant communication • Cost effective • Record communication • Versatile • Easy to use • Send message to groups of people at the same time • Create different groups of people 	1

Question Number	Answer	Mark
3 (c) (ii)	<p>Do not give a mark for a repetition of advantage</p> <p>For 3 marks, there will be 3 clear links to the advantage will benefit the business e.g. Businesses can send messages to groups of people (1) which will save staff time and result in staff having more time to complete other tasks (1) which will make the business more productive which will satisfy customers or management.(1)</p> <p>For 2 marks, there will be reference to the reason and the impact on the business but with little justification e.g. Email is easy to use and so staff won't need training(1) on how to use it which will save time.(1)</p> <p>For 1 mark, there will be a simple statement with no development. e.g A business can email someone straight away which means they will get a reply straight away.(1)</p>	3

Question Number	Answer	Mark
3 (d)	<p>For 3 marks, there will be 3 clear links to a problem of using email as a method of communication e.g. Staff within a business can spend a huge amount of time checking emails(1) which means they are not doing their job(1) which impacts on productivity and time management.(1)</p> <p>For 2 marks, there will be reference to the reason and the impact on the business but with little justification. E.g. Staff can spend a lot of time checking emails(1) which will mean they are not spending time on their work(1)</p> <p>For 1 mark, there will be a simple statement with no development e.g. Staff can spend a lot of time checking emails (1).</p>	3

Question Number	Answer	Mark
4 (a)	B	1

Question Number	Answer	Mark
4 (b)	<p>1 mark for each appropriate way</p> <p>Possible answers may include:</p> <ul style="list-style-type: none"> • Hierarchical Structure • Matrix Structure • Circular Structure • Flat Structure 	2

Question Number	Answer	Mark
4(c)	<p>For 3 marks there must be links made to the advantage to Executive world employees being aware of organisational structure</p> <p>Possible advantages could be</p> <ul style="list-style-type: none"> • Gives focus and direction for an organisation • clear lines are defined to identify roles and responsibilities • Lines of communication are understood by all • Clear indication of who to report to • Clear visual image • Control over resources • Improve productivity through appropriate use of resources <p>E.g. Staff being aware of the organisational structure will mean that all the lines of communication are understood (1) therefore messages and information are passed on to relevant people (1) which will mean that there will be no confusion and tasks will be complete a lot quicker resulting in the business operating more efficiently (1).</p> <p>For 2 marks there will be reference to the advantage with a lack of justification. E.g. Employees being aware of the structure will mean that all lines of communication are understood (1) which means that information will go to the right people (1)</p> <p>For 1 mark, there will be a simple statement with no development e.g. an organisational structure will mean that the staff will know who to go to (1)</p>	3

Question Number	Indicative content	
5	<p>The answer will depend on the communication medium chosen. The aim is to encourage evaluation of the method chosen with reference to the benefit and the impact on the business and the staff. Candidates will be expected to be able to offer some justification as to why it is the most appropriate method. There is no 'right' answer here; the quality of the evaluation is the key to the answer. JCB could communicate with staff by either methods. If they held a meeting with staff they could receive instant feedback and it would allow all staff to view their thoughts and opinions about the process and also enable JCB to give thorough explanations and answer any queries instantly. If they communicated the information via letter all staff would receive the same information but it might not answer all questions that staff may have, which would mean that the company could end up with numerous letters to reply to which would be very time consuming. There is also no guarantee that staff would receive the letters at the same time and therefore some could feel disadvantaged resulting in them being de-motivated and not trusting the business. It is important that the employees understand the reasons why the number of working days needs to be reduced and still feel that they matter. This will mean that staff are still motivated at work, jobs are complete and staff are grateful to have a job resulting in the business being able to satisfy the needs of their customers.</p>	
Level	Mark	Descriptor
No Mark	0	Non rewardable material
Level 1	1-2	A judgement or point is given as to which method is the most likely to communicate better with employees. If there is just a simple judgement, 1 mark should be awarded. If this judgement/point has some simple support or where the support shows misunderstanding of the key concept, the response should be placed at the top of this level.
Level 2	3-4	A judgement/point is given on the method with some development/support, which includes at least one reason/cause/consequence etc. At the top of the level this analysis will be relevant and linked to the judgement/point made and there maybe some reference to the context.
Level 3	5-6	A judgement/point is given on the method with some development which includes at least two relevant, linked reason/causes/consequences etc. At the top of the level answers will refer to the context rather than a generic business there will be a conclusion drawn from the analysis.

Question Number	Answer	Mark
6(a)	1 mark for each reason and 3 marks for an explanation of each	2x1 2x3

	<p>For 3 marks there must be 3 links made to show how the reason might increase success of leaflet.</p> <p>Possible reasons could be:</p> <ul style="list-style-type: none"> • cost effective for business • Allow them to produce a layout to suit purpose • Have templates available to use • Enable them to have control over the way text is arranged and formatted. • Package where images can be imported from different sources <p>E.g. Ignite is a new business and therefore they do not want to spend a large amount of money on printing costs.(1) Using a software package will allow them to use a template that is already set up(1) which will allow them to import images that are relevant to the business. Using a DTP package will save them time and money in creating a template suitable for the purpose (1).</p> <p>For 2 marks there will be 2 links to the reason.</p> <p>For 1 mark there will be 1 link from the reason.</p>	
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Question Number	Indicative content	
6(b)	<p>The purpose is to produce a professional looking leaflet to promote the business with particular emphasis on communicating the message about the business to potential customers. The intended audience is teenage girls and therefore it is important that the business has the right images and information on their leaflet to attract the intended audience. If the layout of the leaflet is not appealing to teenagers then they will go and shop somewhere else. The images used are vital to the success of the leaflet and the promotion of the store. If they do not get the leaflet right then they will not get the customers through the door which means they will not get any sales resulting in no profit. It is important that they have all the relevant information so people will know where to find them, so address and contact details is important. The audience is teenagers and therefore the prices of the clothes is essential, if the prices are too high then they will not be able to afford to shop there on a regular basis which will reduce the number of potential customers they will have.</p>	
Level	Mark	Descriptor
No Mark	0	Non-rewardable material. No mark is to be awarded if the candidate just re-states the question. i.e. Ignite uses the leaflet to communicate with its customers
Level 1	1-2	Reference will be made to its effectiveness with some weak development or reference to both measures with no development of either. If there is just simple judgement/value attached to one of the

		<p>measures 1 mark should be awarded. If this judgement/point has some simple support, the response should be placed at the top of this level.</p> <p>The quality of written communication will be poor with frequent spelling, punctuation and grammar errors.</p>
Level 2	3-5	<p>Reference to the effectiveness with some development.</p> <p>A judgement/point is given at the lower end of the level with some development/support, which includes at least one reason/cause/consequence etc. At the middle of the level this analysis will be relevant and linked to the judgement/point made and there maybe some reference to the context. Answers at the middle of this level will tend to assume that the judgement /point made not simply making more profit/money will ‘work’ (i.e. the effectiveness will have no downside)</p> <p>At the top of the level there will be some advantages/disadvantage, cost/benefit, pro/con or some counterbalancing factor. At the top of the level, candidates will attach some value/importance to one of the measures. Answers in this level, there maybe some reference to the context.</p> <p>There will be a good level of quality of written communication with a few mistakes in spelling, punctuation and grammar. The quality of the language used will be appropriate for the subject matter.</p>
Level 3	6-8	<p>Reference to the effectiveness is given with development.</p> <p>A judgement/point is given at the lower end of the level with some development/support, which includes at least two reasons/causes/consequences etc. and the use of the ‘it depends rule’. Some balance will be given in the form of advantage/disadvantage, pros/cons, costs/benefits. The candidate will be able to show some appreciation that the measure is not ‘inevitable’ or ‘automatic’. At this level, candidates will attach some value/importance to both measures and may make a judgement about the effectiveness of the leaflet in communicating to its target audience. Answers in this level will refer to the context rather than a generic business.</p> <p>The quality of written communication will be of a high standard with few, if any errors in spelling, punctuation and grammar. The style of writing and the structure of the response will be appropriate and of high standard and there will be clear evidence that the candidate has structured their answer clearly and coherently, using appropriate terminology.</p>

Question Number	Answer	Mark
7 (a)	<p>1 mark for an appropriate benefit</p> <p>Possible benefits could be:</p> <ul style="list-style-type: none"> • Create a lasting brand image • Ambassador for business • Create an identity to business or product 	1

	<ul style="list-style-type: none"> • Visual statement • Lasting impression 	
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Question Number	Answer	Mark
7 (b)	<p>Do not give a mark for a repetition of benefit</p> <p>For 3 marks there must be 3 links made to show how the benefit will affect Cadbury. E.g. An image used in an advert for a business or product creates an identity and recognition of the product or service.(1) If the image is appropriate then it will allow the message that the business would like to communicate with the customers to be successful (1)and will result in sales of the product(1).</p> <p>For 2 marks there will be 2 links from the benefit.</p> <p>For 1 mark there will be 1 link from the benefit.</p>	3

Question Number	Answer	Mark
8 (a)	<p>1 mark for benefit given.</p> <p>Possible benefits include:</p> <ul style="list-style-type: none"> • Create a template • Check for spelling errors • Check for grammar errors • More professional look • Improve presentation • Improve productivity • Consistent layout 	2

Question Number	Indicative content	
8(b)	<p>The aim is to encourage candidates to make a judgement as to which method would be more effective. There is no ‘right’ answer here; and the candidate can argue that either method is best, depending on the circumstances. Candidates might consider the following as part of their answer:</p> <p>Possible benefits</p> <ul style="list-style-type: none"> • Slide show can give clear visual information • Using PowerPoint allows information to be split into manageable chunks • PowerPoint has the facility to add images from different sources • Transparencies allow information to be added manually • Can highlight specific information <p>However the use of too much animation can detract away from the focus of the message/communication and can be difficult for people to see or understand the message as they can become distracted.</p> <p>Using Transparencies (OHTs) can have problems when printing, colours can be dull, difficult to transfer to next information or refer to previous information.</p>	
Level	Mark	Descriptor
No Mark	0	Non-rewardable material. No mark is to be awarded if the candidate just re-states the question. i.e. ‘Louise is deciding whether she should use a slide show or Overhead Transparencies’.
Level 1	1-2	Reference will be made to its effectiveness with some weak development or reference to both measures with no development of either. If there is just simple judgement/value attached to one of the

		<p>measures 1 mark should be awarded. If this judgement/point has some simple support, the response should be placed at the top of this level.</p> <p>The quality of written communication will be poor with frequent spelling, punctuation and grammar errors.</p>
Level 2	3-5	<p>Reference to the effectiveness with some development.</p> <p>A judgement/point is given at the lower end of the level with some development/support, which includes at least one reason/cause/consequence etc. At the middle of the level this analysis will be relevant and linked to the judgement/point made and there maybe some reference to the context. Answers at the middle of this level will tend to assume that the judgement /point made will ‘work’ (i.e. the effectiveness will have no downside)</p> <p>At the top of the level, there will be some advantages/disadvantage, cost/benefit, pro/con or some counterbalancing factor. At the top of the level, candidates will attach some value/importance to one of the measures. Answers in this level; there maybe some reference to the context.</p> <p>There will be a good level of quality of written communication with a few mistakes in spelling, punctuation and grammar. The quality of the language used will be appropriate for the subject matter.</p>
Level 3	6-8	<p>Reference to the effectiveness is given with development.</p> <p>A judgement/point is given at the lower end of the level with some development/support, which includes at least two reasons/causes/consequences etc. and the use of the ‘it depends rule’.</p> <p>Some balance will be given in the form of advantage/disadvantage, pros/cons, costs/benefits. The candidate will be able to show some appreciation that the measure is not ‘inevitable’ or ‘automatic’. At this level, candidates will attach some value/importance to both measures and may make a judgement about the effectiveness of the leaflet in communicating to its target audience. Answers in this level will refer to the context rather than a generic business.</p> <p>The quality of written communication will be of a high standard with few, if any errors in spelling, punctuation and grammar. The style of writing and the structure of the response will be appropriate and of high standard and there will be clear evidence that the candidate has structured their answer clearly and coherently, using appropriate terminology.</p>

Question Number	Answer	Mark
9 (a)	A website host is a server that will store the web pages 1 mark if candidate only identifies a server. For 2 marks candidates will make reference to both server and web pages.	2

Question Number	Answer	Mark
9 (b)	<p>1 mark for identifying a factor and a further 3 marks for the explanation. For 3 marks there are 3 links made to the importance.</p> <p>Possible factors include:</p> <ul style="list-style-type: none"> • Security • Sufficient space • Adequate facilities for content e.g. images, animation, videos • Technical support • Email accounts • Maintenance <p>E.g. GAA would like online application forms with the facility for people to make payments. (1)The information entered will be personal with card or bank details. It is important that GAA make sure that the pages are secure (1) and will not allow open access to this information as it will breach data protection act.(1)</p> <p>For 2 marks there will be 2 links to the factor.</p> <p>For 1 mark there will be 1 link to the factor.</p>	<p>2x1 2x3</p>

Question Number	Indicative content
10	<p>The aim here is for candidates to make a judgement as to which method is the most suitable for Adrian to use for global communication. The evaluative skill will be present through candidates considering which method would be the better for Adrian to use. Expect candidates to consider the following range of answers.</p> <p>Possible benefits</p> <ul style="list-style-type: none"> • Reduce costs • Communication with different countries • Decisions can be made quickly • Meeting can be held at short notice • Increase productivity <p>Drawbacks</p> <ul style="list-style-type: none"> • Equipment can be expensive • Compatibility with other businesses • Lack of personal contact • Lack of body language makes it difficult to judge reactions • Quality of sound and images <p>Adrian’s choice of method will determine whether he is able to judge the reactions of those who participate with the meeting. If Adrian uses teleconferencing he can facilitate the meeting communicating with all.</p>

Teleconferencing is more popular but less effective as Adrian will be reliant on the tone of people’s voices to judge their reactions or responses. The quality of the connection could affect their understanding of the message being conveyed as there might be a delay in information and responses. This could cause frustration between parties and misinterpretation of messages or responses. However this method of communication will allow Adrian to discuss developments of the proposal discussed at the previous meeting.

If Adrian decided to use videoconferencing, he would be able to communicate with all parties, but will not only be able to communicate but be able to see the reactions of those involved with the meeting. This will allow him to judge the reactions of those involved and respond accordingly allowing the business to react to responses made by those participating. It is more costly method of communication for the business but will enable Adrian to make necessary decisions required ensuring that the business maintains efficiency and productivity. The advantage to Adrian using videoconferencing for the meeting is that it will allow him to display any information, diagrams or presentations, that will be essential to all people involved understanding developments or proposals.

Videoconferencing reduces costs for businesses as they do not have to pay for staff to travel around the globe and for accommodation and expenses. It therefore reduces costs for the business. However the times of the meeting that needs to be held might mean that some people have to work unsociable hours to facilitate the meeting. This might not be something that all businesses will be willing to do which would mean that the meeting would need to be rescheduled which could impact on decisions that need to be made.

To satisfy Adrian’s requirements, videoconferencing would be the most suitable method of communication as it will provide the necessary facilities to display information and for Adrian to see the reaction of those involved. It would result in Adrian being able to make decisions quickly but will mean that the cost of holding the meeting would result in costs to all parties, however the costs would be much less than employees having to travel globally. Teleconferencing is also an acceptable method but would not allow Adrian to see people’s reactions and would be have to make a judgement based on their voice, which might be very difficult especially if there is any time delays due to locations of people.

Level	Mark	Descriptor
No Mark	0	Non-rewardable material. No mark is to be awarded if the candidate just re-states the question. Adrian could consider using teleconferencing or videoconferencing
Level 1	1-4	One relevant point is identified with some development – there can be maximum of 4 marks if the links to the point are relevant, one mark per link. An alternative route to the marks could involve a judgement being given; at the lower end of the level no support will be provided. At the top of the level some support will be given. A list of bullet points will gain a maximum of 3 marks, assuming they

		<p>are all relevant.</p> <p>The quality of written communication will be poor with frequent spelling, punctuation and grammar errors.</p>
Level 2	5-7	<p>Candidates consider the importance of communication and offer two or more reasons/causes/consequences etc in support.</p> <p>At the lower end of the level some value will be attached to these reasons whilst at the top of the level there will be some recognition of the value of the points made to the business which will include offering a counterbalance point, identifying an advantage and disadvantage, cost/benefit, pro/con etc.</p> <p>At the middle of the level a judgement/conclusion will be made but with no support and merely re-states the question.</p> <p>At the top of the level candidates may offer at least one other factor or balance out the answer.</p> <p>At the top of the level a judgement/conclusion will be made with some support given although not drawn from the analysis.</p> <p>In this level there maybe some reference to the context</p> <p>There will be a good level of quality of written communication will be of a good standard with some errors in spelling, punctuation and grammar. The quality of the language used will be appropriate for the subject matter</p>
Level 3	8-10	<p>Candidates consider the importance of communication and offer two or more reasons/causes/consequences etc in support.</p> <p>At the lower end of the level some value will be attached to these reasons whilst at the top of the level there will be clear recognition of the value will of the points made to the business which will include offering a counterbalance point, identifying an advantage and disadvantage, cost/benefit, pro/con etc. or using the 'it depends' rule.</p> <p>At this level candidates are likely to offer at least one other factor to balance the answer.</p> <p>At the middle of the level a judgement/conclusion will be made with some support drawn from the analysis.</p> <p>At the top of the level a judgement/conclusion will be given clearly drawn from the analysis representing a coherent argument.</p> <p>In this level there will be reference to the context.</p> <p>The quality of written communication will be of a high standard with few, if any errors in spelling, punctuation and grammar. The style of writing and the structure of the response will be appropriate and a high standard and there will be clear evidence that the candidate has structured their answer clearly and coherently, using appropriate terminology.</p>

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