

Mark Scheme (Results)

June 2011

GCSE Business Studies (5BS06)
Paper 01

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response

Question Number	Answer	Mark
1	C	1

Question Number	Answer	Mark
2	A, D	2

Question Number	Answer	Mark
3	D, E	2

Question Number	Answer	Mark
4	C	1

Question Number	Answer	Mark
5	A	1

Question Number	Answer	Mark
6	C, D	2

Question Number	Answer	Mark
7	D	1

Question Number	Answer	Mark
8	A, C, D	3

Question Number	Answer	Mark
9	B, C, D	2

Question Number	Answer	Mark
10	C, D, E	3

Question Number	Answer	Mark
11	B	1

Question Number	Answer	Mark
12	B, E	2

Question Number	Answer	Mark
13	A	1

Question Number	Answer	Mark
14	C	1

Question Number	Answer	Mark
15	D	1

Question Number	Answer	Mark
16	B, E	2

Question Number	Answer	Mark
17	A, B	2

Question Number	Answer	Mark
18	C	1

Question Number	Answer	Mark
19	(i) = E, (ii) = H, (iii) = F, (iv) = C, (v) = G	5

Question Number	Indicative content	
20	<p>Arguments for each choice include:</p> <ul style="list-style-type: none"> • Protecting her business idea <ul style="list-style-type: none"> - Threat of competition – little point investing in the business if the idea is used by another business - Importance of protecting idea through patents, copyright, etc. - ICT is a fast-moving industry; Farirai needs to act fast • Bring her idea to market (innovation) <ul style="list-style-type: none"> - Importance of this for all businesses involved in ICT - Innovation will enable Farirai to maintain a competitive advantage - Farirai may neglect this aspect of the business if concentrating on protecting the idea <p>Balancing arguments</p> <p>Note – full marks can be achieved by reference to just one of the two options. There is no requirement to directly compare the merits of one to the other, although this approach can enable a candidate to achieve full marks.</p>	
Level	Mark	Descriptor
No mark	0	Non-reward able material
Level 1	1-2	A judgement or point is given as to which method is most important to <i>Farirai</i> when starting her business. If there is just a simple judgement or where the support shows misunderstanding 1 mark should be awarded. If this judgement/point has some simple support, the response should be placed at the top of this level.
Level 2	3-4	<p>A judgement/point is given on one or both issues with some development/support, which includes at least one reason/cause/consequence etc. At the top of this level this analysis will be relevant and linked to the judgement/point made with reference to the '<i>appy shopper</i>' context.</p> <p><u>3 mark response</u> '<i>By protecting her business idea through a patent (1 mark) Farirai will be able to ensure no-one pinches her idea and</i></p>

		<p><i>so the business will survive (1 mark). This is important as this will help the business to make a profit by beating competitors (1 mark)'</i></p>
<p>Level 3</p>	<p>5-6</p>	<p>A judgement/point is given on one or both issues with some development/support, which includes at least two reasons/causes/consequences etc which are in context. At the top of this level there will be a conclusion drawn from the analysis and the answer will be in <i>'appy shopper'</i> context.</p> <p>For 6 marks candidate will provide a reasoned justification for their choice. This may involve comparing the strengths of this option relative to the other. However, this is not the only method to achieve 5-6 marks. This can be achieved by providing a detailed analysis of why their chosen option is best. For example:</p> <p><i>'Innovation is most important (1). The reason for this comes down to the nature of the industry (1); ICT is fast-moving and changes all the time (1). Farirai must use her skills to develop products which can be easily brought to market. It is no good spending time and money thinking of ideas and protecting them if better products will be developed by competitors in the meantime (1). This spending could be bad for cash flow and the business might fail as a result (1). Innovate first – patent later. This is the key to Farirai's success.</i></p>

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