



Pearson
Edexcel

A level Business

Assess Question Exemplars

Level Based Mark Grids from
the 2023 series

Paper 1: Marketing, people and
global businesses





Introduction

From 2023 onwards, the wording of the level-based descriptors for the 8, 10 and 12 mark questions will change to provide transparency in examiners' marking approach and greater clarity for teachers and students.

These exemplars have been produced, following teacher feedback, to ensure the approach to marking is accessible to both teachers and students in preparation for final course assessment.

The senior team for GCE Business is made up of practising teachers, so we understand how important it can be to share our knowledge, understanding and the practice of marking, especially with respect to answers relating to Levels of Response questions.

Contained in this booklet is a selection of student responses taken from the summer of 2022 series, complete with the level and appropriate marks awarded. After each response is a commentary which should help to explain the level and raw mark awarded.

These selected responses aim to illustrate to teachers and learners the difference between Level 3 and level 4 responses, to clarify examiners' approach to marking and to help students access the higher mark bands.



10 Mark Questions

Level	Mark	Descriptor
	0	<ul style="list-style-type: none">• A completely inaccurate response.
Level 1	1-2	<ul style="list-style-type: none">• Isolated elements of knowledge and understanding – recall based.• Weak or no relevant application to business examples.• Generic assertions may be presented.
Level 2	3-4	<ul style="list-style-type: none">• Elements of knowledge and understanding.• Which are applied to the business example.• Chains of reasoning are presented, but may be assertions or incomplete.• A generic or superficial assessment is presented.
Level 3	5-6	<ul style="list-style-type: none">• Accurate and thorough knowledge and understanding.• Analytical perspectives are presented, with developed chains of reasoning, showing cause(s) and/or effect(s).• An attempt at an assessment is presented using quantitative and/or qualitative information• Supported throughout by use of the business behaviour/context, though unlikely to show the significance of competing arguments.
Level 4	7-10	<ul style="list-style-type: none">• Accurate and thorough knowledge and understanding.• A coherent and logical chain of reasoning, showing cause(s) and/or effect(s).• Assessment is balanced and well contextualised, using quantitative and/or qualitative information• Supported throughout by relevant and effective use of the business behaviour/context, and shows an awareness of competing arguments/factors leading to a supported judgement.



Paper 1 2022 Question 1(c)

Response 1

(c) Assess the importance of creativity as a characteristic of the entrepreneur
Hans Wilsdorf. (10) Q01c

Entrepreneurs such as Hans Wilsdorf are ~~very~~ important to many ~~businesses~~ businesses to succeed. Hans is described as creative and this is often a vital trait as an entrepreneur due to being able to 'think out the box' or see gaps in current markets. Wilsdorf had a vision in a then current market of women's wrist watches and took a risk to start creating men's watches, his business is now extremely successful even after being round since 1905. Rolex is now well-known world wide and has changed the whole watch industry. However many other entrepreneurs have done the same and taken a gap in a market and transformed markets. Creativity is a key trait due to new ideas too, ~~but~~ in order for businesses to succeed new ideas are often key in many business models and an entrepreneur who is full of ideas and open to share them is often ~~the~~ successful.

Level 3: 6/10

This candidate's response is one sided, therefore it does not score above Level 3 – 6 marks. The explanation of why creativity was important to Hans Wilsdorf is effective, with the student making use of terms like 'think out the box' and 'gaps in markets' and 'vision' which support the suggestion.

The student also makes effective use of the contextual evidence by referring to 1905 and Rolex being a well-known brand of watches.

However, the student does not explore other characteristics such as hard work, risk-taking and initiative. There was sufficient evidence in Extract C to support these, such as in paragraph one – 'despite the lack of support from his peers, he decided to take a risk'.



Response 2

(c) Assess the importance of creativity as a characteristic of the entrepreneur Hans Wilsdorf.

(107) Q01c

A characteristic of an entrepreneur is something that makes someone more or less able to start a business effectively and successfully.

Wilsdorf's creativity was important to his and his business' success because, his brand is very focussed on differentiation which can be achieved through creativity. Being creative means that a person to 'think and act differently from the rest'. This is important according to one of Porter's theories. This theory is that a business can achieve success through either ~~being~~ highly price competitive or through differentiation. This creativity would also help the reputation of the brand stick out and become widely known, potentially leading to higher sales volumes. The name Rolex was also an idea that came from Wilsdorf's creativity. It is short, memorable and stands out on a watch face. This also helped brand awareness and reputation as it is a strong brand name. The creative idea to market towards men instead of woman was risky but opened up a new market that ~~had~~ hadn't been



seen before. The Wilsdorf's creativity, however, plays a large part in conceiving good and different ideas but may not play a part in ~~it~~ enabling them to happen. To carry out these ideas, Wilsdorf needed to employ the best craftsmen and engineers in Swiss watchmaking. He was successful in this but through the use of different characteristics

Creativity was very important in this case as it allowed Rolex to base itself on differentiation.

Level 4: 7/10

This response demonstrates an attempt at evaluation since the student in the final section of the answer does explain that Wildorf's creativity does not help to make his ideas happen.

However, the student does not refer to other entrepreneurial characteristics, such as hard work, resilience and initiative. Therefore, this response was awarded the bottom of level 4 – 7 marks.



Response 3

(c) Assess the importance of creativity as a characteristic of the entrepreneur
Hans Wilsdorf.

(10)9 Q01c

An entrepreneur is someone who comes up with a business idea, and pursues it, often risking a lot of their finance, in an attempt to either gain high profits, or for a social purpose.

When Wilsdorf first founded Rolex, his goal was to change the general view of wristwatches, as they were typically seen as women's jewellery and not something that men would wear. He was creative because he believed that his belief that Rolex should act differently from the rest, is what created one way in which his creativity is highlighted. He wanted each ^{new} watch to be a product of quality, so he did the design of watches is what made Rolex watches unique. Their unique design is what allows them to be a luxury brand, unlike other watch brands, such as Casio, who are unable to charge a premium price for their products, as they cater to the mass market and have a lack of creativity. However, how creative Wilsdorf was, is dependent on the range of products and how different they were to others available at the time. This is why with the fact that he didn't come up with the name 'Rolex'.



On the other hand, risk-taking could be seen as a more important characteristic of Wildorf. When he was born, wristwatches were women's jewellery. Despite this, along with the lack of support from his peers, Wildorf began to launch a modern watch, aimed at the male market. This was a huge risk as there was little to no idea on how the market would react to this brand, making it a big risk.

In conclusion, ~~however~~ the creativity was the most important characteristic of Wildorf as it ~~made it~~ led to him having the idea to launch a product, contrary to the general taste of the population, and it worked as it started to grow in just a few years.

Level 4: 9/10

An effective opening paragraph which clearly defines entrepreneur. This student examines creativity, again by making effective use of the evidence (Rolex quality wrist watches, unique designs) and then provides balance to the answer. The student argues risk-taking could be more important, especially given the 'lack of support from his peers' to launch a 'modern watch' for men.

The overall judgement could, however, have been better. Although the student argued that the Rolex watch 'started to grow in just a few years' it would have been more effective if they had tied this in with Wildorf's business objectives.



12 Mark Questions

Level	Mark	Descriptor
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Level 2	3-4	<ul style="list-style-type: none">• Elements of knowledge and understanding.• Which are applied to the business example.• Chains of reasoning are presented, but may be assertions or incomplete.• A generic or superficial assessment is presented.
Level 3	5-8	<ul style="list-style-type: none">• Accurate and thorough knowledge and understanding.• Analytical perspectives are presented, with developed chains of reasoning, showing cause(s) and/or effect(s).• An attempt at an assessment is presented using quantitative and/or qualitative information.• Supported throughout by use of the business behaviour/context, though unlikely to show the significance of competing arguments.
Level 4	9-12	<ul style="list-style-type: none">• Accurate and thorough knowledge and understanding.• A coherent and logical chain of reasoning, showing cause(s) and/or effect(s).• Assessment is balanced, wide ranging and well contextualised, using quantitative and/or qualitative information.• Supported throughout by relevant and effective use of the business behaviour/context, and shows an awareness of competing arguments/factors leading to a supported judgement.



Paper 1 2022 Question 1(d)

Response 1

(d) Assess the likely importance of distribution (place) in Rolex's marketing mix.

(12) Q01d

Distribution is the process of how a business gets the right product to the consumer in the right place. There are different methods of distribution including: four-step (Manufacturer, to wholesaler, to retailer, to consumer), three-step (Manufacturer, to retailer, to consumer), and two-step (Manufacturer to consumer).

As Rolex are a luxury brand, it is unlikely their products will go through wholesalers, who sell products in bulk, at a lower price per unit. To protect their brand reputation, Rolex would want to limit their supply of the product, to keep demand high and not water down the name of their brand. To maintain exclusivity of their brand, Rolex would want to control the retailers in which their products are available. This can be done by only allowing their products to be sold in high-end, luxury retailers, such as Harrods in Knightsbridge. However, having their products sold in retailers not exclusively selling Rolex's products could harm their business, as the sales are not controlled by Rolex employees, so employees may end up persuading customers to purchase other luxury brands.



watch brands, such as Patek, if it benefits their employer more.

A solution to this would be Rolex selling directly to consumers. Rolex could do this by setting up their own stores, selling exclusively Rolex items. This ~~could~~ ~~not~~ benefits Rolex as it means that they can control the supply and sales of their product. It could also attract more people to the brand as they offer a luxury experience in the shop, making more people want to go to their store to buy their watches.

In conclusion, distribution is important to Rolex, in order to maintain their brand reputation, as well as control the sales of their product, and improving customer satisfaction ~~with~~ with the business. It also means that the business can make more money, selling directly to consumers, as retailers typically buy from manufacturers at a cheaper price.

Level 3: 6/12

Useful introduction to explain what is meant by distribution. The student explains why place is an important aspect of the marketing mix to Rolex, by closely referring to existing distribution channels and appropriate retailers (Harrods).

However, the analysis is a little flawed given the claims made by the student. They imply that Harrods sells exclusively Rolex watches and go on to assert that other retailers may be tempted to sell other luxury brand watches such as Patek.

Therefore, a mark in Level 3 (6), is awarded given some valid analysis but a lack of balance. The student could have gained evaluation marks by examining the case for either promotions, price or product as more significant aspects of the marketing mix for Rolex.



Response 2

(d) Assess the likely importance of distribution (place) in Rolex's marketing mix.

(12) Q01d

The marketing mix is four factors (price, place, product and production) which are key elements of a business's operations and their success.

Distribution as a factor in Rolex's marketing mix could be viewed as important as Rolex operates in regions such as Geneva Switzerland. This is important as it allows Rolex access to a highly skilled workforce with craftsmen and engineers. As a result of this Rolex are able to maintain their high quality watches and charge high premium prices of up to £10,000 which gains the business a much better reputation and high revenue from sales. However, distribution as a factor could also instead be viewed as unimportant in terms of sales to consumers as Rolex puts a great focus on an e-commerce and sales directly to consumers globally.

Another important factor in Rolex's marketing mix would be the product itself in this case Rolex's high quality watches which are more appealing than competitors watches such as Swatch. Through these high quality watches Rolex has been able to charge premium



pricing, gain a better reputation and limit its own production. This is important as it allows Rolex to gain greater profits, more interest from consumers and less investment into mass production all of which allow Rolex to be highly profitable. However, without Geneva, Switzerland as a location for the marketing mix of Rolex it is unlikely such high quality watches would have been made.

Overall, it is clear that the most important factor in Rolex's marketing mix would be place/distribution as not only did this contribute to the high quality nature of Rolex's watches but also led to an involvement by Rolex in e-commerce and online sales.

Level 4: 9/12

It is clear from the opening paragraph that this student understood the purpose of the question, having defined the marketing mix.

They then went on to examine the significance of distribution (place) in the context of Rolex production (Geneva, Switzerland, £10,000 price tag, craftsmen and engineers) but also noting that e-commerce might explain global sales.

The Rolex watch itself is explained as a quality product with a premium price, which might be seen as more exclusive.

However, to ensure that high quality watches are manufactured the student argues the case again for location of production in Geneva.