

Mark Scheme (Results)

Summer 2013

Principal Learning
Business, Administration and Finance
(BA207/01)

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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, ie 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	D	(1)

Question Number	Answer	Mark
3	B	(1)

Question Number	Answer	Mark
4	C	(1)

Question Number	Answer	Mark
5	A	(1)

Question Number	Answer	Mark
6	Legal	(1)

Question Number	Answer	Mark
7	<p>The marks are awarded for the links made in the development of the answer as exemplified below. For example:</p> <p>If the business cannot get enough resources it cannot make as many products (1) therefore it cannot sell as many products (1) therefore it has less revenue (1) and its profitability may suffer (1).</p> <p>If there is an increase in suppliers the cost of resources could fall (1) this would reduce the cost to the business (1) that could lead to a reduction in the price of the products (1) that could lead to higher sales (1).</p> <p>Any other relevant impacts can be accepted</p>	(4)

Question Number	Answer	Mark
8(a)	<p>1 mark for 1 disadvantage and 1 mark for development, for example:</p> <ul style="list-style-type: none"> • Less chance of success (1) as customers will not be able to access information (1) • No competitive advantage (1) as processes will become outdated (1) <p>Accept any reasonable response.</p>	(2)

Question Number	Indicative Content	
8(b)	<p>It could be argued that this is a step change due to rapid developments in the last few years. Social networking has improved customer interaction and changed the way business is conducted.</p> <p>Alternatively it could be argued that changes in social networking have occurred gradually over a period of time. For example, the technologies needed for social networking have become more affordable over the years due to mass and cheaper production methods. Although this equipment has been available for many years over that time additional features have been developed and added.</p>	
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	At this level there is limited knowledge demonstrated of the concepts. At the bottom a reason is provided but with no explanation of the concepts. At the top of the level there will be at least one reason given for both types of change, but no development of this.
2	3-4	Some attempt is made to explain the concepts. At the bottom of the level these will not be well developed or balanced. At the top of the level examples for both step and incremental change will be developed, or one fully developed.
3	5-6	A well developed assessment is provided which clearly demonstrates appropriate use of the concepts. At the lower end this assessment is a logical and balanced assessment, whilst at the top end a supported judgement will be made.

Question Number	Indicative Content	
8(c)	<p>Technological factors can result in changes in working practices for the employee.</p> <p>Advantages:</p> <ul style="list-style-type: none"> • Can work from home eg less commuting, save money on lunches and travel • Increased job satisfaction eg more productive • Can develop new skills • New types of work <p>Disadvantages:</p> <ul style="list-style-type: none"> • Need to be self disciplined and could be more easily distracted working in and away from the office • Technology can have too many features which are confusing • Can feel isolated/demotivated with loss of familiar work and colleagues • Less job satisfaction, threat of redundancy etc 	
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	At this level there is limited knowledge of the changes in working practices as a result of ICT. At the bottom of the level a reason is provided for the impact of ICT but little use is made of the evidence. At the top of the level there will be at least one advantage and disadvantage, or two advantages or disadvantages.
2	4-6	There is some understanding of the changes to work practices, although the discussion of the effect on the employee is brief. At the bottom this is not well developed and lacks balance. At the top at more than one advantage and disadvantage. Award maximum 6 marks for a well developed, supported one-sided discussion.
3	7-8	At this level the learner makes a well supported discussion. At the lower end the discussion is logical and balanced. At the top of the level the answer will be well developed and balanced with a supported judgement made.

Question Number	Answer	Mark
9(a)	<p>One mark for each of two factors</p> <ul style="list-style-type: none"> • Weak economic growth (1) • Fears of further economic downturn (1) • Recession (1) <p>Accept any reasonable response</p>	(2)

Question Number	Answer	Mark
9(b)	<p>One mark for the effect, one mark for development. For example:</p> <ul style="list-style-type: none"> • Businesses may cut back on production (1) so employees may lose their jobs (1) • Consumers spend less (1) so business may go bankrupt (1) • Demotivated workforce (1) as threat of unemployment/redundancy (1) • Relocation (1) to cheaper premises (1) • Outsourcing (1) to gain cheaper costs of production (1) • Reduce the quality of the product (1) result in reduced prices (1) • Reduce the content of the product (1) keeping the prices the same (1) <p>Accept any reasonable response.</p>	(2)

Question Number	Answer	Mark
9(c)	<p>One mark for each of two ways and one mark for development of each way. For example:</p> <ul style="list-style-type: none"> • Try to stay positive (1) and assess the benefits and risks for themselves of unemployment (1) • Actively plan own career (1) and develop new skills (1) • Find out what's causing the changes (1) and get support and advice from others (1) <p>Any other relevant ways can be accepted</p>	(4)

Question Number		Indicative Content
9(d)		<p>Effects include:</p> <ul style="list-style-type: none"> • Governments need to reduce spending and introduce stringent budgets, more job losses in the public sector as cuts to services are made, more women work in public sector • Economic downturn means rising unemployment generally, with less full time jobs available • Businesses cut production/services and therefore less labour needed resulting in reduced hours/more part time jobs • Maternity legislation may impact on employers' willingness to employ women due to costs involved
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	At this level an effect is given. There is little knowledge demonstrated of the concept of economic downturn. At the bottom of the level there will be a minimum of one effect given. At the top of this level, two effects will be given, or one effect will be developed. A maximum of two marks for a bulleted list.
2	3-4	There is some understanding of the effects is shown. At the bottom of the level the understanding is likely to be weak. At the top of the level two effects will be developed or one fully developed, there may be some reference to the scenario.
3	5-6	At this level the learner makes a well supported discussion. At the lower end the discussion of two or more effects is well developed. At the top of the level the answer will be fully developed.

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