

# Mark Scheme (Results)

Summer 2013

Principal Learning  
Business, Administration and Finance  
(BA309/01)

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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
<b>1</b>	A	<b>(1)</b>

Question Number	Answer	Mark
<b>2</b>	D	<b>(1)</b>

Question Number	Answer	Mark
<b>3</b>	B	<b>(1)</b>

Question Number	Answer	Mark
<b>4</b>	C	<b>(1)</b>

Question Number	Answer	Mark
<b>5</b>	B	<b>(1)</b>

Question Number	Answer	Mark
<b>6(a)</b>	<ul style="list-style-type: none"> <li>As a major employer it offers competitive salaries and career development opportunities (1). Staff will be motivated to perform at the highest standards (1) in order to achieve promotion (1).</li> <li>By conducting unannounced H&amp;S checks(1), staff feel protected and cared for and can reduce accidents(1). This should lead to an increase in feelings of security in the workplace (1).</li> </ul> <p>Note: <b>Accept any other suitable answer</b></p>	<b>(3)</b>

Question Number	Answer	Mark
<b>6(b)</b>	<ul style="list-style-type: none"> <li>The marketplace policies mean that Greencore take care to protect the end consumer through regular technical audits and taste testing (1). These checks help maintain productions quality standards and prevent contaminated or infected products reaching consumers (1)</li> <li>It also provides healthy options such as lower salt and fat content products (1). Detailed food labelling enables consumers to make these better/healthier choices (1)</li> </ul>	<b>(4)</b>

	Accept any other suitable answer but his must be discussing benefits to consumer not the business..	
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Question Number	Answer	Mark
<b>6(c)</b>	<ul style="list-style-type: none"> <li>The waste reduction and recycling policies mean less waste being produced (1) which means less land will be used for landfill (1).</li> <li>Better water treatment facilities in the factories (1) leads to cleaner rivers/less water pollution (1).</li> </ul> <p>Note: Accept any other suitable answer.</p>	<b>(2)</b>

Question Number	Answer	Mark
<b>6(d)</b>	<ul style="list-style-type: none"> <li>CSR could be seen as a USP (1). CSR policies attract ethical consumers or investors allowing the business to grow (1).</li> <li>Some CSR policies e.g. using less energy reduces costs (1) and the organisation may be able to reduce prices to increase/maintain competitiveness (1).</li> <li>H&amp;S policies should reduce accident rates (1) which could lead to increased productivity as less time lost so reducing costs (1).</li> </ul> <p>Note: Accept any other suitable answer.</p>	<b>(2)</b>

Question Number	Answer	Mark
<b>6(e)</b>	<ul style="list-style-type: none"> <li>Employee expectations for higher pay and benefits or more promotion prospects (1) conflict with owners' expectations of higher profits (1) as costs will be increased (1) which may result in higher prices and thus lower sales (1).</li> <li>Local communities look for support for local projects (1) spending on these projects (1) this will also involve employees taking work time out to support the projects (1) this conflicts with managers' objective of cost minimisation (1).</li> </ul>	<b>(8)</b>

	<ul style="list-style-type: none"> <li>• Customers demand high quality and value for money (1). Technical experts carrying out unannounced audits can reduce production (1) and so lead to higher costs for the business (1) if errors are identified and need rectifying (1).</li> </ul> <p>Note: Accept any other suitable answer. Candidates may discuss other organisations and their policies</p>	
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Question Number	Indicative Content
<b>7(a)</b>	<p>Organisations that are committed to CSR try to help local communities and limit their negative impact. Factories will produce a degree of pollution such as the smell from the production process or the noise or traffic congestions as goods are delivered to or from the factories. CSR organisations will take steps to limit these say through the fitting of extraction or noise limiting equipment. These actions will improve the long-term health of the local community.</p> <p>They could positively impact on an area by employing local people to work in the factories. Many of the jobs in the factories will be lower skill level with lower pay and they could be offered to the local people rather than attracting workers from outside the area. These actions will improve the long-term health and living standards of the local community.</p> <p>By encouraging workers to become involved in an area through charity work or through involvement as local school governors, the workers can improve the economic well being of an area and at the same time improve relations between the organisation and the local community. For example if the company is helping the area then they are less likely to face resistance if they wish to expand the operation. These actions will increase the understanding by the local community of industry needs.</p> <p>Organisations may also provide work experience placements for youngsters or training programmes for the local unemployed. These actions will improve the long-term employability of the local community.</p> <p>Accept any appropriate answer</p>
<b>Level</b>	<b>Mark</b> <b>Descriptor</b>
	<b>0</b> No rewardable material
<b>1</b>	<b>1-2</b> Candidate identifies one or two relevant points from the

		stimulus or specification but the work is in the main descriptive, and not developed. Maximum two marks for answers copied directly from the stimulus material without further development.
<b>2</b>	<b>3-4</b>	Candidate will start to explain at least two ways local communities will benefit with some development taking place to demonstrate an understanding of the CSR policy linked to local communities. At the top end of the level, at least one way will be well explained.
<b>3</b>	<b>5-6</b>	The work will be well developed with a chain of argument. At the bottom of the level at least two benefits will be well explained. For maximum marks the candidate must produce well detailed explanations, in context of the local community.

Question Number	Indicative Content	
<b>7(b)</b>	<p>The key word is assess. Candidates need to consider both positive and negative impacts on an organisation and then come to some sort of conclusion to say how much impact the issue has on the organisation.</p> <p>Candidates can discuss the financial dealings with other companies such as the prompt payment of debts, or financial dealings with governments, which could cover the prompt or correct payment of taxes.</p> <p>Alternatively they may discuss the effect on political rights such as freedom of speech or the right to belong to a union.</p> <p>Candidates could also choose to discuss issues such as food labelling or ingredients used that may be affected by political decisions taken by the government of the day e.g. where government policies are aimed at reducing obesity. Whilst these are strictly issues for consumers they are influenced by the political agenda.</p>	
Level	Mark	Descriptor
	<b>0</b>	No rewardable material
<b>1</b>	<b>1-3</b>	Candidate identifies one or two relevant issues but the work is in the main descriptive. The response may be one-sided. At the bottom of this level the candidate will identify only one issue. At the top of this level the candidate will identify at least two but start to develop one issues.
<b>2</b>	<b>4-6</b>	Candidate will start to develop at least two issues. At the bottom of this level financial or political issues will be considered. At the top of this level the candidate will develop both financial issues and political issues.
<b>3</b>	<b>7-10</b>	At the bottom of this level the candidate will provide a detailed development of at least one financial and one political issue. There will be some attempt to assess the

		degree to which the business will be impacted, but this may not be supported. At the top of this level the candidate will make a well developed assessment of the impact of financial and political issues, which is well supported by the candidates argument and the stimulus, and may comment on which of these issues has the greatest potential impact on the business.
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