

Examiners' Report/
Principal Examiner Feedback

January 2012

PL Business, Admin & Finance
(BA309)
Paper 01

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Principal Learning – Business Administration and Finance

Unit 9 – Corporate Social Responsibility

Once again candidates appear to have been able to access this paper and all managed to complete it within the allowed time. Centres seem to be preparing candidates well and we have seen less evidence in this examination series of candidates answering a different question to the one set.

Responses to questions

In this series, candidates attaining a grade E were expected to be able to answer, questions 1, 3, 4, 6a-d and 7a. Even with some of the other questions, candidates at this level still scored some knowledge marks. Learners around this boundary were not expected to do well on questions 2, 5, 6e, and 7b. At the A*/A boundary, questions 6e, and 7b allowed candidates to provide evidence of good understanding, application, analysis and evaluation.

Q 5. Fewer than 40% of candidates were able to identify that causing least harm to society was the most appropriate example of ethical consumerism.

Q6a-d. This group of questions was aimed at candidates discussing the impact or reason for a policy from the perspective of a particular stakeholder group. Whilst many were able to do this, a number chose to discuss the impact on the company rather than the particular stakeholder identified in the question.

Q6e. This question asked candidates to consider Starbucks commitment to employees in a difficult time. Higher ability candidates were able to identify that customer service satisfaction levels can be linked to employee motivation. A number of students focused simple on what the business could do to reward staff. Few candidates used to question stem material in their answer or simply copied it word for word.

Q07a Some candidates failed to answer the question from the perspective of the local community. Others just listed the actions from the case study rather than explain how these actions benefit the community e.g. by creating more employable citizens and so increasing economic well-being of the area.

Q7b Once again the extended writing question proved difficult for less able candidates who simply quoted from the case study or discussed one or two benefits. More able candidates were able to develop their responses linking the case study material and coming to a judgement about whether the stakeholder conflict could be resolved.

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