

Examiners' Report/
Principal Examiner Feedback

January 2013

Principal Learning Business,
Administration & Finance (BA309)
Paper 01

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Publications Code DP034319

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**Principal Examiner Report
BA309 January 2013 series
Unit 9 Corporate Social Responsibility**

Introduction

The number of entries for this particular unit at this series was very small so it is difficult to draw meaningful conclusions from the data.

Responses to questions

In this series, candidates attaining a grade E were expected to be able to answer, questions 1-5, 6a-6d and to pick up marks on question 7a. At the A*/A boundary, questions 6d and 7b allowed candidates to provide evidence of good understanding, application, analysis and evaluation.

Q6a - Answers tended to be quite generic, and did not draw upon the ethical code mentioned in the stimulus.

Q6b - This question should not have proved difficult but some answers described the actions of International Paper rather than how they met expectations of ethical consumers.

Q6c - This was a relatively simple question where most candidates were able to score reasonable marks. To gain maximum marks, the answer needed to be applied to International Paper and draw from the stimulus material.

Q6d - Responses to this question were poor. The benefit of recognition from external bodies is a topic examined before but this series used the FTSE4Good as an example and candidates may not have been familiar with this organisation.

Q6e(i) - As seen all too often, some candidates failed to read the question and identified benefits to IP rather than the communities they work with.

Q7b - Responses again tended to be generic with little if any context. For higher marks, candidates needed to consider both positive and negative impacts of CSR on a business and to fully justify their answers.

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Order Code DP034319 January 2013

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