

Mark Scheme (Results)

January 2013

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

Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information visit our qualifications websites at www.edexcel.com or www.btec.co.uk for our BTEC qualifications.

Alternatively, you can get in touch with us using the details on our contact us page at www.edexcel.com/contactus.

If you have any subject specific questions about this specification that require the help of a subject specialist, you can speak directly to the subject team at Pearson. Their contact details can be found on this link: www.edexcel.com/teachingservices.

You can also use our online Ask the Expert service at www.edexcel.com/ask. You will need an Edexcel username and password to access this service.

Pearson: helping people progress, everywhere

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your students at: www.pearson.com/uk

January 2013

Publications Code DP034321

All the material in this publication is copyright

© Pearson Education Ltd 2013

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
1	C	(1)

Question Number	Answer	Mark
2	A	(1)

Question Number	Answer	Mark
3	D	(1)

Question Number	Answer	Mark
4	C	(1)

Question Number	Answer	Mark
5	B	(1)

Question Number	Answer	Mark
6(a)	<p>By having a code of conduct all employees would know what is expected of them (1). The example in the stimulus states that they are expected to do the right thing and take the ethical option when faced with difficult decisions (1).</p> <p>Or</p> <p>The code allows the business to hold individuals responsible if they follow unethical practices (1). The fact they have such a document would help the company's public image (1)</p> <p>Or</p> <p>They can publicise their code in their CSR report which would improve the company image (1). This could help attract ethical investors or customers (1).</p> <p>Note: Accept any other suitable answer.</p>	(2)

Question Number	Answer	Mark
6(b)	<p>Consumers do not want products that harm the environment/destroy endangered species (1). IP do this by providing paper-based products from sustainable sources (1). Three or four new trees are planted for every one cut down (1).</p> <p>Or</p> <p>IP actively follows all environmental laws/regulations as would be expected of an ethical business (1). This means the business will not be fined or suffer supply chain problems (1) which means they can satisfy ethically minded consumers without possible interruption (1)</p> <p>Note: Accept any other suitable answer.</p>	(3)

Question Number	Answer	Mark
6(c)	<p>The diversity policy may mean that positive discrimination takes place (1). By following such policy the organisation may miss out on recruiting the best talent for a post (1). Additional costs will be incurred for example to train members of the diversity council and the cost of meetings (1) and there will be costs associated with taking employees away from their routine work so efficiency is reduced(1).</p> <p>Accept any other suitable answer.</p>	(4)

Question Number	Answer	Mark
6(d)	<p>Recognition raises a company's profile (1), providing free publicity (1)</p> <p>Or</p> <p>Recognition adds legitimacy to the organisation (1) and could bring in more ethical investors (1).</p> <p>Or</p> <p>Recognition by IIP for its diversity policies (1) will help the organisation attract the best new staff / motivate existing staff (1).</p> <p>Note: Accept any other suitable answer.</p>	(2)

Question Number	Answer	Mark
6(e)(i)	<p>1 mark for identifying benefit and 3 marks for development.</p> <p>Through the volunteering programme and the help provided to local communities, IP and other organisations can help improve run down/developing areas (1). This can provide food, shelter and education (1) or can help the unemployed into training or work placement schemes (1). Providing this type of support will help the area improve economically (1).</p> <p>Accept any other appropriate response, but do not accept benefits to the company</p>	(4)

Question Number	Answer	Mark
6(e)(ii)	<p>1 mark for identifying benefit and 3 marks for development.</p> <p>The environment will benefit because planting more trees will help to reduce global warming/climate change (1). These sustainable sources of wood will help protect natural resources well into the future (1). By refusing to use endangered species or wood from tropical rain forests IP will be helping to maintain diversity of species (1). Planting additional trees maintains the forest cover also helps prevent soil erosion (1).</p> <p>Accept any other appropriate response</p>	(4)

Question Number		Indicative Content
7(a)		<ul style="list-style-type: none"> • Being a good and fair partner means paying a fair price for the wood so the supplier can make a living and afford to replant new trees, or the prompt payment of invoices/bills. • Building long-term relationships/contacts helps IP and its suppliers with future planning. Jointly developing future resources. Trees take a number of years to grow and so suppliers want long term relationships with customers so they can ensure they will be able to sell products in the future, this helps to ensure future supplies of wood to IP from sustainable sources. • An organisation that does not care about CSR issues would select suppliers purely on price so they can make the highest possible profits. In this case, wood suppliers may cut prices by using unsustainable sources which would damage IP's reputation in the longer term. • By working closely with suppliers to ensure they too had fair working conditions and diversity policies, then IP would be able to enhance its own image.
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Candidate identifies one or two relevant points from the stimulus or specification but the work is in the main descriptive, and not developed.
2	3-4	Candidate will start to explain at least two benefits with some development taking place to demonstrate understanding of the benefits to IP of being a good and fair partner. Award maximum of 3 marks for detailed developed of only one benefit. Maximum of 4 marks for two benefits with limited development.
3	5-6	For maximum marks the candidate will give a detailed and fully developed explanation of at least two benefits to IP (not to the supplier). Award maximum of 5 marks for detailed and full development of one benefit to IP.

Question Number		Indicative Content
7(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 judgement to say how much impact CSR has on an organisation.</p> <p>Candidates can discuss pros and cons of environmental issues such as the cost to recycle weighed against the fines for breaking environmental laws and regulations. Following CSR policies puts increased costs on a organisation, such as increased wages, employee training, increased cost of raw materials. Being a CSR organisation will lead to improved brand image and reputation. They could also consider the economic impact on an organisation. Here local investment by the organisation could lift morale of both the community and their employees and so gain and maintain customers. This could also increase motivation and productivity of employees. Candidates could also consider other issues such as supply chain issues which might involve human rights abuse or child labour, or they may discuss other issues such as diversity in employment or product safety standards.</p>
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	Candidate identifies one or two relevant points 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 point. At the top of this level the candidate will identify three points or start to develop one point.
2	4-6	Candidate will start to develop at least two issues. At the bottom of this level one viewpoint will be considered. At the top of this level the candidate will develop both positive and negative views.
3	7-10	At the bottom of this level the candidate will provide a detailed development of the issues. There will be some attempt to come to a judgement, but this may not be supported. At the top of this level the candidate will make a well developed assessment of the positive and negative impact on organisations of some of the key CSR issues, and makes supported judgement about whether or not CSR benefits an organisation.

Further copies of this publication are available from
Edexcel Publications, Adamsway, Mansfield, Notts, NG18 4FN

Telephone 01623 467467
Fax 01623 450481
Email publication.orders@edexcel.com
Order Code DP034321 January 2013

For more information on Edexcel qualifications, please visit our website
www.edexcel.com

Pearson Education Limited. Registered company number 872828
with its registered office at Edinburgh Gate, Harlow, Essex CM20 2JE

Ofqual




Llywodraeth Cynulliad Cymru
Welsh Assembly Government

