

Mark Scheme (Results)

Summer 2013

Principal Learning
Manufacturing and Product Design
(MP201/01)

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Question Number	Answer	Mark
1(a)	<ul style="list-style-type: none"> • Finance (accounts) • Administration 	(1)

Question Number	Answer	Mark
1(b)	<p>To a maximum of 2 marks:</p> <p>Makes sure employees are paid correctly (1) and on time (1)</p> <p>Administers pay/wages (1) for employees (1)</p> <p>Checking how many hours employees have worked (1) and calculating shift payments/overtime (1)</p> <p>Processing holiday/sick/maternity pay (1) and issuing correct tax/expenses forms (1)</p> <p>Any other suitable answer</p> <p style="text-align: right;">(2 x 1)</p>	(2)

Question Number	Answer	Mark						
2	<p>1 mark for each term placed in correct column</p> <table border="1" style="width: 100%;"> <thead> <tr> <th style="width: 50%;">Direct costs</th> <th style="width: 50%;">Indirect costs</th> </tr> </thead> <tbody> <tr> <td>product packaging (1)</td> <td>machine depreciation (1)</td> </tr> <tr> <td>sales delivery (1)</td> <td>factory rent (1)</td> </tr> </tbody> </table> <p style="text-align: right;">(4 x 1)</p>	Direct costs	Indirect costs	product packaging (1)	machine depreciation (1)	sales delivery (1)	factory rent (1)	(4)
Direct costs	Indirect costs							
product packaging (1)	machine depreciation (1)							
sales delivery (1)	factory rent (1)							

Question Number	Answer	Mark
3	<ul style="list-style-type: none"> • Issue her with a larger size • Remind her of safety rules and regulations • Remind/sanction her that she must wear in future <p>Any other suitable answer</p>	(1)

Question Number	Answer	Mark
4	<p>Design</p> <p>Sales</p>	(1)

	<ul style="list-style-type: none"> Identifies why production problems occur (1) <p>Any other suitable answer</p> <p style="text-align: right;">(2 x 1)</p>	
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Question Number	Answer	Mark
9	<p>1 mark for identification, 1 mark for expansion (x 2)</p> <p>Respond to customer feedback (1) and introduce/improve products (1)</p> <p>Improve products/range (1) compared to competitor (1)</p> <p>Design new product (1) with a unique feature (1)</p> <p>Reduce product design cycle/manufacturing times (1) and get products into market faster (1)</p> <p>Increase spend on R&D (1) and increase product range (1)</p> <p>Reduce costs (1) eg energy costs, tooling costs, transport costs (1)</p> <p>NOT reduce price</p> <p>Any other suitable answer</p> <p style="text-align: right;">(2 x 2)</p>	(4)

Question Number	Answer	Mark
10	<ul style="list-style-type: none"> Machinery to make cars eg. press tools Factory buildings Land owned by the manufacturer Cash Inventory <p>Accept any other suitable answer that is a physical object</p>	(1)

Question Number	Answer	Mark
11	<p>1 mark for calculation, 1 mark correct answer</p> <p>£350 + (350 x 7%) (1)</p> <p>Or</p>	(2)

	<p>350 + 24.5 (1)</p> <p>Or</p> <p>350 x 1.07 (1)</p> <p>= 374.5 (1)</p> <p style="text-align: right;">(2 x 1)</p>	
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Question Number	Answer	Mark
12(a)(i)	Allow answer with or without £ <ul style="list-style-type: none"> • (112 055) • - 112 055 	(1)

Question Number	Answer	Mark
12(a)(ii)	Allow answer with or without £ <ul style="list-style-type: none"> • 221 775 	(1)

Question Number	Answer	Mark
12(a)(iii)	Allow answer with or without £ <ul style="list-style-type: none"> • 170 175 <p>Allow follow through mark using incorrect answer in 12(a)(ii)</p>	(1)

Question Number	Answer	Mark
12(b)	1 mark for each to a maximum of 2 marks Advertising (1) Telephone (1) Postage (1) Insurance (1) Accountancy fees (1) Interest (1) Plant/vehicle hire (1) Water/services (1) Accept any other suitable answer <p style="text-align: right;">(2 x 1)</p>	(2)

Question Number	Answer	Mark
13(a)	1 mark for each to a maximum of 2 marks <ul style="list-style-type: none"> • Place adverts in media (newspapers, websites, radio, TV) (1) to tell customers 	(2)

	<ul style="list-style-type: none"> about fault (1) • Ad should tell customers what to do (1) (not use product, return it) (1) • Ad/notices should say what specific product (1) is unsafe/batch numbers (1) • Inform safety authorities of recall (Trading Standards etc.) (1) Monitor situation (1) • Set up internal processes (1) to correct/deal with returned products (1) <p style="text-align: right;">(2 x 1)</p>	
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Question Number	Answer	Mark
13(b)	<p>Up to 2 marks for factor 1 mark for identification, 1 mark for expansion</p> <p>Costs of recall (1) could bankrupt company (1) Customers stop buying some/all of their products (1) so lose money (1) Company gets reputation for bad/unsafe products (1) and so loses customers (1) Not all customers may see notice (1) and may sue company/take legal action (1) Apology (1) gives customer increased confidence in brand (1)</p> <p>Accept any other suitable answer</p> <p style="text-align: right;">(1 x 2)</p>	(2)

Question Number	Answer	Mark
14	<p>1 mark for each of the following to a maximum of 3 marks: (or one detailed answer for three marks)</p> <p>Sales figures indicate value of potential sales increasing (1) Sales figures indicate exceeding current production capacity (1) Sales figures indicate end of product design life (1) Sales figures indicate competitors are becoming more successful (1) Sales figures indicate customers require varied product range (1) Sales figures indicate necessity to increase production (1) Sales figures indicate products are popular (1)</p> <p>Accept any other suitable answer</p> <p style="text-align: right;">(3 x 1)</p>	(3)

Question Number	Answer	Mark
15(a)	<p>Up to 4 marks for description. 4 relevant/ appropriate points 4 marks</p> <p>Slows down communication (1)</p> <p>Tall business structure (1)</p> <p>Communication from Production Employees has to pass through 4/many layers before reaches Production Manager (1)</p> <p>Slows down communication up and down structure (1)</p> <p>Decisions affecting production must wait for an answer (1)</p> <p>Could affect efficiency of business/production (1)</p> <p>Production Employees more likely to by-pass management/make decisions for themselves (1)</p> <p style="text-align: right;">(4 x 1)</p>	(4)

Question Number	Answer	Mark
15(b)	<p>To a maximum of 2 marks:</p> <p>Decides overall business direction (1) designs/implements strategic plan (1)</p> <p>Develops business plans (1) ensures long-term sustainability of business (1)</p> <p>Accountable to any shareholders/HMRC/ government agencies (1) ensures business follows appropriate laws (1)</p> <p>Final decision maker in business (1) decides who gets hired and fired (1)</p> <p>Liaises with Quality Manager (1) to combine business quality & sustainability (1)</p> <p>Develops sales leads (1) liaises with customers (1)</p> <p style="text-align: right;">(2 x 1)</p>	(2)

Question Number	Answer	Mark
16	<p>1 mark for identification, 1 mark for expansion, to a max of 2 marks for each outline</p> <p>Employee up-to-date with latest accounting techniques (1) used to up-date/improve finance procedures (1)</p> <p>Employee can apply new knowledge to specific areas of manufacturers business (1) and improve cash flow (1)</p> <p>Costs of training will be repaid (1) by savings found by employee (1)</p> <p>Employee will respond to commitment (1) and perform better/dedicated to the business (1)</p> <p>Business gains reputation for training/learning (1) easier to recruit/improved image (1)</p> <p>Accept any other suitable answer</p> <p>No repetition</p> <p style="text-align: right;">(2 x 1) (2 x 2)</p>	(4)

Question Number	Answer	Mark
17	<p>1 mark for identification, 1 mark for expansion, to a max of 2 marks</p> <p>Lower wages for department (1) by 12% pay cut or sacking staff (1)</p> <p>Run fewer lorries (1) so cutting fuel/maintenance costs (1)</p> <p>Increase efficiency of distribution (1) so lower fuel costs (1)</p> <p>Renegotiate (1) purchase plan of vehicle contracts (1)</p> <p>Outsource vehicle maintenance to large company (1) so lowering overheads (1)</p> <p>Sell own vehicles and use courier/distribution company (1) so saving maintenance/driver costs (1)</p>	(2)

	<p>End higher rate working e.g. shift/weekend deliveries (1) so saving on wages (1)</p> <p>Accept any other suitable answer</p> <p style="text-align: right;">(2 x 1)</p>	
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Question Number	Answer	Mark
18(a)	<p>Up to 2 marks for advantage 1 mark for identification, 1 mark for expansion</p> <p>Whole year figures will cover seasonal sales increases and dips (1) so better comparison year on year (1)</p> <p>Matches external accounting procedures (1) reduces administrative workload/costs (1)</p> <p>Simplifies internal budgeting (1) and long term strategy planning (1)</p> <p>Accept any suitable answers</p> <p style="text-align: right;">(1 x 2)</p>	(2)

Question Number	Answer	Mark
18(b)	<p>Up to 2 marks for disadvantage 1 mark for identification, 1 mark for expansion</p> <p>Seasonal sales (1) indicate when extra production/ employees required (1)</p> <p>Decrease during summer (1) indicate spare capacity for diversification (1)</p> <p>Up to date information (1) informs business direction (1)</p> <p>Current financial backers (1) require up to date information (1)</p> <p>Accept any suitable answers</p> <p style="text-align: right;">(1 x 2)</p>	(2)

Question Number	Answer	Mark
19	<p>Up to 2 marks for each reason 1 mark for identification, 1 mark for expansion 2 identifications for each reason – 1 mark only</p>	(4)

	<p>Large enough number of employees (up to 250) (1) to be able to report to several departments/functions (1)</p> <p>Large number of departments/functions (1) means can convert back to hierarchical if necessary (1)</p> <p>Several employees in each department doing similar work (1) allowing some to work across departments/projects (1)</p> <p>Large enough profits (1) to enable investment in setting up matrix/projects (1)</p> <p>Structure allows fast response to customers/market (1) so increasing profits (1)</p> <p>Accept any other suitable answer</p> <p>No repetition</p> <p style="text-align: right;">(2 x 1) (2 x 2)</p>	
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Question Number	Answer	Mark
20	<p>1 mark for identification, 1 mark for expansion (x 2) (or one detailed answer for four marks)</p> <p>Designing packaging that can be reused or recycled (1) so minimising use of hazardous chemicals (1)</p> <p>Working with/switching key suppliers (1) to assess and improve their sustainability (1)</p> <p>Installing more energy-efficient equipment (1) or using renewable sources of energy (1)</p> <p>Collaborating with other businesses (1) that can use your waste (1)</p> <p>Eliminating unnecessary activities (1) e.g. replacing some business travel with conference calls instead (1)</p> <p>Redesign products (1) to make from renewable/fewer materials (1)</p> <p>Product redesigned to last longer/easily maintained (1) so fewer materials consumed by</p>	(4)

	manufacturer (1) Any other suitable answer No repetition (1 x 2) (2 x 2) (1 x 4)	
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