

Examiners' Report

June 2016

GCSE Business 5BS04 01

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Introduction

Section A of the paper consisted of four questions. Question 1 was generic and not based on a specific business. Questions 2, 3 and 4 were based on real businesses and required candidates to apply their knowledge. Many candidates struggled to do this and could therefore not score full marks in many of the questions. The ability to write answers in context is a vital skill that candidates must display. The use of context was better in Sections B and C where the questions were focused on two businesses, McDonalds and a small sweet-making business called Patchett's Confectionery.

Candidate responses continued to show positive signs of improvement, particularly when answering questions worth 6, 8 or 10 marks. The quality of evaluative comments in answers indicated that centres have acted upon previous feedback in examiner reports. Answers to levelled questions also demonstrated that more candidates are including meaningful conclusions to their answers. This was pleasing to see as it was included as an area for concern in last year's Examiner Report. However there are still a significant number of candidates who display very poor technique when writing extended answers. Centres must stress the importance of a good structure to answers as it allows candidates to move through the assessment levels indicated in the mark scheme. Centres should use the advice contained in this report as a way to make further improvements in future series.

A weakness that was again apparent this year was poor technique in 'outline' questions. Candidates are not focusing on these questions clearly, and although only worth two marks, it displays a lack of technique that results in dropped marks.

Questions 5a, 6a and 7 all required a knowledge-based definition of terms taken directly from the specification. There was again an improvement from last year in answering these questions with more candidates providing sound definitions and gaining two marks.

Specific examples have been included within the report to highlight the issues and to also demonstrate exemplar answers. The aim of this report is to help address some of these issues and give advice to centres on how to avoid repeating any problems in future series.

Question 1 (b)

The aim of this question was to ease the candidates into the paper and to assess their general understanding of business communication. 'Outline' questions are worth two marks and therefore require the candidate to include one point of development in responses. Most candidates were able to identify an impact of good business communication and then develop the response by saying how the impact stemmed from communication. Those that did not achieve the second mark struggled to say why the benefit was a result of good communication.

(b) Outline **one** impact on a business of having good communication.

(2)

The business will work efficiently as everyone will know what each other are doing this means the ~~pro~~ quantity of the product or service will improve, which means more people will buy it.



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Examiner Comments

This example was typical of many good answers in that an impact is identified as 'work efficiently'. The development is then made by saying 'everyone will know what each other are doing'. This would have been enough for two marks but the candidate continues to develop the answer further. Although this will not penalise the candidate in terms of marks there is no need for the extra development and could cause time issues later in the paper.



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Examiner Tip

Try to structure answers in line with the number of marks available.

(b) Outline **one** impact on a business of having good communication.

(2)

A well motivated workforce. Achieving good business communication will leave the employees well motivated.



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Examiner Comments

This candidate understands that some development is needed in the answer in order to achieve two marks. However they struggle to say why motivation comes from good communication and end up repeating themselves. As a result only one mark can be awarded. This could have been avoided if the candidate had time to proof-read answers and check for possible ways to improve their work.



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Examiner Tip

If you have time it is always a good idea to read over your answers – obvious mistakes like this can be picked up on.

Question 1 (c)(i)

1c(i) was a very straightforward question aimed at testing candidates' knowledge on an area of the specification that is frequently covered on this paper, i.e. barriers to successful communication. It was obvious that most candidates understood the term and were familiar with issues that can prevent communication. A smaller number had no knowledge of barriers and gave answers that indicated poor knowledge and preparation for the exam.

One additional point on this type of question is that the command word is 'state'. There is no need to explain why the answer is a barrier, or even to write the answer in a sentence. Some candidates still insist in writing too much detail in this type of question and potentially create time issues later in the paper.

(c) (i) State **two** barriers to successful communication in a business.

(2)

1 Higher Sales

2 Good business reputation



ResultsPlus Examiner Comments

Poor knowledge demonstrated in this answer or the candidate has only skimmed over the wording of the question and seen the term 'successful communication'. Either way the answer has nothing to do with barriers to communication and cannot be awarded any marks.

(c) (i) State **two** barriers to successful communication in a business.

(2)

1 Cultural differences

2 Emotional interference



ResultsPlus Examiner Comments

This answer was more typical of answers on this question and gives two specific barriers to successful communication. These are listed in the specification and have been referred to in most previous papers.

Question 1 (c)(ii)

This was the first 'explain' question on the paper and it should be noted that it has not been asked in the context of a particular business. Therefore no context was required in the answer to score full marks. Candidates were required to give one advantage of using a word processing template and then to develop this with two linked strands of explanation. One specific issue of this question was that it referred to the benefit of using a template rather than the benefit of using word processing. Candidates who discussed the general tools of word processing were awarded no marks.

Use of key connective words such as 'this leads to' and 'because' help in structuring answers to explain questions and should be encouraged when preparing candidates' exam technique.

(ii) Explain **one** advantage of using a word processing template when writing a business letter.

(3)

The use of a template when creating a letter will allow the business to create consistent documents. Having a consistent layout ~~will be~~ ^{for} written communication in a business is important because it will reflect the professional nature of the business. A professional document will create a good image of the business in the eyes of the receiver of the letter.



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Examiner Comments

A good technique has been demonstrated here in that the candidate has given an advantage, i.e. 'create consistent documents', and then included two points of development to explain why this is a good thing. This type of structure will always give the opportunity to achieve all three marks. Note that context is not required as the question is not about a specific business.

(ii) Explain **one** advantage of using a word processing template when writing a business letter.

(3)

Word processing or PTP software can allow the user to provide professional templates which will give a business letter a well-refined, & professional look.



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Examiner Comments

Poor technique demonstrated in this example because there is no way this answer can be considered for three marks as there is no structure, and hence not enough detail for the allocation of the marks. Other than saying that the business will look 'professional' the candidate does not say why this is an advantage to a business. Only one mark can therefore be awarded.

Question 2 (b)

As in previous series, from Question 2 onwards each question was based on a business scenario. Therefore the majority of answers required candidates to apply their knowledge to the business scenario. Question 2(b) was an excellent example of this. It was an 'explain' question worth 3 marks. Application/context comes from relating the answer specifically to the business in the scenario. In this case as the business was JD Sports the context should have made reference to sportswear and sporting brands, for instance.

The biggest problem with this question was that candidates did not read the question carefully and the vast majority explained an advantage to the business rather than to the employee as required by the question. Even those candidates who did give an advantage to the employee, developed the answer by saying why this was a good thing for the business or the customer. Most candidates scored 0 or 1 as a result.

(b) Explain **one** advantage to *JD Sports's* employees of having detailed knowledge about the exclusive products they sell.

(3)

Creates a good impression to the business since customers are happy that they can get to know about the products which are ~~ad~~ Adidas and Nike in detail. So as a result customers will return to the business JD sports to buy other sports goods.



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Examiner Comments

This was an approach followed by the majority of candidates. The response does not indicate how the employee could benefit from having detailed knowledge of the products. Context can be seen through reference to 'Adidas' and 'Nike' but the answer is written from the point of view of the business rather than the employee. No marks were awarded for this type of answer.

(b) Explain **one** advantage to *JD Sports's* employees of having detailed knowledge about the exclusive products they sell.

(3)

An advantage to *JD Sports's* employees of having detailed knowledge about the exclusive products they sell is that they will be able to answer questions from people ^{who} are familiar with them. This will lead to them selling more of these products. Therefore they can earn higher bonuses for taking customers away from rivals such as *Sports Direct*.



ResultsPlus Examiner Comments

Any candidates that did identify that the question was related to the employees usually went on to score well on the question. This answer was given all three marks because the advantage is given 'able to answer questions' and then developed through reference to selling more and as a result earning a bonus. However full marks can only be awarded if context is included in the answer. This can be seen in the reference to 'Sports Direct'.



ResultsPlus Examiner Tip

Although an obvious tip – candidates must read the question very carefully to fully understand what is expected in the answer.

Question 2 (c)

This was another 'state' question aimed at assessing the basic knowledge of the candidates. In this instance they were expected to name three types of electronic communication. There is a long list of electronic methods in the specification but newer methods that are now in everyday life were also permitted.

JD Sports has a website that allows the business to sell its products online.

(c) State **three** electronic methods, other than a website, that *JD Sports* could use to communicate with its stakeholders.

(3)

1 *Email*

2 *Fax*

3 *Video conferencing*



ResultsPlus

Examiner Comments

A very typical answer to this question. Three electronic methods clearly stated so all three marks can be awarded.

JD Sports has a website that allows the business to sell its products online.

(c) State **three** electronic methods, other than a website, that *JD Sports* could use to communicate with its stakeholders.

(3)

1 *email*

2 *fax*

3 *Invoice*



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Examiner Comments

Any issues that were seen in this question were when the candidate named communication methods that are not specified as electronic in the specification. I have no doubt that some businesses will produce and issue invoices electronically however an invoice is classed as a written method of communication in the specifications. It therefore cannot be accepted as a correct answer. Two marks awarded.

Question 2 (d)

There were two distinct issues with the way candidates answered question 2d. Firstly, some candidates explain a disadvantage of using the internet for business communication as an issue for the customer without developing the answer as to why this will affect JD Sports in a negative way. Secondly, despite the question being about JD Sports (a context most young people will be familiar with), very few candidates included context in their responses.

(d) Explain **one** disadvantage to *JD Sports* of using the internet for business communication.

(3)

one advantage would be that its so much faster, internet is faster and more accesible to a wider audience This means the company can make all of its communication wheter its between share holders or customers faster and more efficiant.



ResultsPlus
Examiner Comments

An example where the candidate has not read the question carefully enough. The answer explains an advantage rather than a disadvantage.

(d) Explain **one** disadvantage to *JD Sports* of using the internet for business communication.

(3)

~~main~~ All the data obtained from customers must be kept secure. For example if a customer buys a new set of football shoes online but pays online his card details MUST be kept safe, this is expensive and difficult to do meaning it requires a lot of maintenance and guarding which can be very expensive.



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Examiner Comments

A good answer which was awarded all three marks. Disadvantage is that customer data must be kept secure and then developed through linking it to customer card details and the cost implication of doing this. Context is achieved through the reference to 'football shoes'.



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Examiner Tip

Always include a specific point of context in questions which include reference to a business in the question. This could be linked to what the business does or sells. It also could be a point taken from the information in the scenario. However it is not enough to simply include the name of the business in the answer.

Question 3 (b)

Question 3 was focused on Stagecoach public transport and its investment into new gas powered buses.

3b identified that Stagecoach has an hierarchical organisation structure and asked for two features of such a structure. Candidates often struggled to be specific when listing the features. Answers such as 'there is someone in charge at the top of the chart' were common but could not be accepted as they were not specific enough to the question.

Stagecoach has a hierarchical organisation structure

(b) List **two** features of a hierarchical organisational structure.

(2)

- 1 Various levels of hierarchy or lot of different levels
- 2 Shows roles and responsibility of staff members.



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Examiner Comments

A good answer which is specific in that both of these features can be seen on an hierarchical organisation structure.

Stagecoach has a hierarchical organisation structure

(b) List **two** features of a hierarchical organisational structure.

(2)

- 1 Span of control
- 2 Chain of command.



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Examiner Comments

Many candidates who were not sure on this question simply stated terms that they were familiar with and that they knew were about organisational structures. However the answer is not specific to hierarchical structures. They are simply general terms linked to this topic. No marks awarded.

Question 3 (c)

This question focused on conflict between stakeholders. This made the question specific and required the candidates to focus on the business situation in order to apply their response to both customer and shareholder.

(c) Explain **one** conflict that might occur between shareholders and customers as a result of Stagecoach's investment in new buses.

(3)

As a result of the investment of £545 million on buses, shareholders will be prepared to announce an ~~increase~~ increase in the bus fares. The tickets will be priced at a ~~large sum~~ larger sum than now. Customers will feel they ~~do not~~ do not like the increase in bus fares and many find it difficult to pay. But shareholders want to cover their investment from higher revenues so they might opt increase the bus fares.



ResultsPlus Examiner Comments

This is an example of an answer which achieved full marks. The conflict is identified and then explained from both the shareholder's and customer's point of view. Reference to the £545m indicates that the candidate has applied this appropriately to the scenario given on the question paper.

(c) Explain **one** conflict that might occur between shareholders and customers as a result of Stagecoach's investment in new buses.

(3)

It helps to reduce the conflict in Stagecoach's ~~for~~ investment in new buses. This is because the stagecoach is predicting a long term reduction in costs. Therefore ~~between the shareholders and customers~~



ResultsPlus Examiner Comments

This example shows that the candidate has identified some information about the scenario – 'long term reduction in costs', but has not developed this at all by saying how this leads to a conflict between the two stakeholders. As this is what the question asks then no marks can be awarded.

Question 3 (d)

'Describe' questions allowed candidates to achieve marks in a number of different ways. This could be done through including up to four different impacts of the new logo or by identifying how the logo could help Stagecoach and then develop this point further. A mark is also available in 'describe' questions for providing a definition of the key term – in this case 'logo'. The key issue in this question was to describe how the logo would help Stagecoach.

There are far fewer 'describe' questions than 'explain' questions on the paper. The technique required to answer the two questions are different but many candidates are often briefed well by centres on the technique required to do well on 'explain' questions and therefore also apply it to 'describe' questions. This will limit the chance to gain all four marks.

To help communicate its new investment strategy, the logo for *Stagecoach* was updated, with the words 'greener smarter travel' added to the old logo.

(d) Describe how the new logo could help *Stagecoach*.

(4)

A logo is an image used by a business which allows it to create an identity for the business which stakeholders can associate and recognise.

An advantage to using a logo for stagecoach is that it will help to ~~create~~ convey information about the improvements to the business. This will help the stakeholders to ~~identify~~ choose ~~a~~ stagecoach over other businesses when choosing which method to travel as they will believe that they are conserving the environment.

It will help them to build brand awareness and get a competitive advantage.



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Examiner Comments

A good example of where a candidate scores well on a 'describe' question through using a variety of techniques. Firstly, a mark is achieved by providing a definition of the key term (this would not happen in an 'explain' question). Secondly, a relevant point is made on how the logo helps Stagecoach, i.e. 'help to convey information about the improvements'. This is developed for another mark by saying 'this will help stakeholders choose Stagecoach over other businesses'. The final mark is awarded for 'build brand awareness' – even though this has not been fully developed.



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Examiner Tip

Develop a different technique for answering 'describe' questions. Do not answer in the same way as an 'explain' question.

Question 4 (b)

Earlier, when discussing Q1b, the report covered how 'outline' questions are expected to be answered. Q4b is another 'outline' question so the same rules apply. However this question is linked to a specific business (Starbucks) and therefore also needs the answer to be written in context to be awarded the maximum two marks. This is something that candidates rarely do with 'outline' questions. Many excellent answers, with development, are confined to just one mark because there is no specific reference in the answer to the business.

(b) Outline **one** suitable method, other than its website, that Starbucks could use to advertise its loyalty card scheme.

(2)

~~Starbucks could put up a poster near the checkout to the so customers~~
advertising Starbucks could give out leaflets to customers who purchase
coffee at the checkout advertising its loyalty scheme cards. Customers who
purchase coffee from the business regularly would be interested in a loyalty
card.



ResultsPlus Examiner Comments

The first example is in context as it mentions the word 'coffee' therefore making the answer specific to Starbucks. As there is a method - 'leaflets' - and this is developed to say how it works, then two marks can be awarded.

(b) Outline **one** suitable method, other than its website, that Starbucks could use to advertise its loyalty card scheme.

(2)

The business can advertise their loyalty scheme by providing their customers with a leaflet as they purchase a product from the business. A leaflet would be eye catching and encourages its viewers to read it as less ~~text~~ ~~less~~ text is shown. Moreover providing the customers with the leaflets would be more suitable as the existing customers may be visiting Starbucks frequently and would benefit from the loyalty scheme which would encourage them to be a part of it.



ResultsPlus Examiner Comments

This is a very similar answer, if not more detailed than the first example. However only one mark can be awarded as the answer is not written in context. The answer could apply to any business. Note that mentioning the business name in the answer is not enough nor is using information that is provided in the actual wording of the question.



ResultsPlus Examiner Tip

A good way of putting an answer into context is to simply name the product that the business sells somewhere in the answer – in this case 'coffee'.

Question 4 (c)

This question showed a gap in many candidates' knowledge in that very few were familiar with formatting techniques used when writing emails. Generic answers such as 'appear more professional' were accepted and this proved to be the most popular way of answering this question. Development was often included but, as in other questions in Section A, the use of context was quite poor. In consequence, very few responses were awarded three marks but a large number were awarded two.

Emails sent by *Starbucks* to customers must always be in an appropriate format.

(c) Explain **one** possible reason why *Starbucks* uses an appropriate format in its emails.

(3)

Keeping ~~business~~ ~~does~~ the emails in a consistent layout and appropriate format will make the emails look more professional. So customers may take the emails more seriously and this will increase the success of the communication. Also customers will feel satisfied that the business takes care when sending messages to them. This ~~may~~ ~~may~~ may increase repeat purchases.



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Examiner Comments

This was a typical response seen in many answers to this question. The candidate clearly understands the question and has developed a good answer based on the reason that it makes Starbucks 'look more professional'. There are two points of development so three marks could be awarded. However, only two were awarded because there is no context in the answer which applies the knowledge to Starbucks. This was a very common issue with this question.

Question 4 (d)

Question 4d was the first question on the paper to be assessed using levels. In these questions, marks were awarded based on assessing which level the answer is in, ranging from Level 1 up to Level 3. As mentioned in the introduction candidates were responding much better to these levelled questions, resulting in far more answers showing sound structure and detail. Centres are clearly helping to develop candidate technique, in particular the quality of evaluative content in answers, and as a result far more responses were being assessed in Level 3.

In order to get into Level 3 both evaluation and context were needed. Evaluation could be seen where a candidate offered balance in their response and considered both the positive and negative aspects of their opinion or judgement. Context had already been explained within the paper but also needed to be present in order to be judged a Level 3 answer.

One area that could be developed further in this question is when answers move between the two options provided. There is no problem in considering both options within an answer but candidates must be aware that explaining the benefits of one option and then the drawbacks of the other is not good practice of evaluation. This only reinforces the original choice and results in a one-sided answer.

(d) In order to encourage more customers to join the loyalty card scheme, Starbucks is considering two options.

Option 1: Reducing the number of stars required to get a free drink.

Option 2: Removing the need to register the card on its website.

Which of these **two** options is likely to be more effective in encouraging more customers to join the loyalty card scheme? Justify your answer.

(6)

An advantage to reducing the amount of stars needed is that it will be easier for the customers to achieve their goal. This will help to increase customer satisfaction as they will be encouraged to join the loyalty program. Another advantage is that customers will find it more feel like it is much more value for money. This will motivate them to join the scheme. Thus increasing sales for Starbucks. However, the disadvantage to this is that Starbucks may face a loss as they will not be able to earn a big profit. Thereby, making it more difficult to get higher revenue. On the other hand, an advantage to option 2 is that it will be much more convenient to customers as

they do not have to access the internet. This will be especially useful to those who do not have an internet connection. This will help to keep customers happier. However, the disadvantage of this option is that customers may not be able to receive information about ~~to~~ the business. Thereby, decreasing the ability to build brand awareness. Overall, I believe option 1 is more successful than option 2.

(Total for Question 4 = 12 marks)



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Examiner Comments

This example shows what is expected to achieve Level 3 in the mark scheme. The candidate has considered both options and given reasons why they would help encourage customers to join the loyalty scheme. The reasons are well developed, therefore this would put the candidate at the top of level 2. In order to move in to level 3 it is necessary for some balance to be included in the answer therefore demonstrating some evaluative reasoning.

'Balance' means that a counter argument, or considering both sides of the argument, has been included in the answer. In this response the candidate identifies an issue with option 2, i.e. that the customer cannot be sent information as efficiently if they are not registered online.

The answer cannot be given full marks because of the poor conclusion. The conclusion must add value to the answer rather than simply adding a concluding sentence as in this case. Therefore 5 marks were awarded.

Reducing the number of stars required to get a free drink is most likely to ~~get~~ get starbucks more customers to join the loyalty scheme as nowadays almost everybody has an internet connection or access to the internet so removing the need to register or like wont make a major difference.

Reducing the number of stars are most likely going to increase the amount of loyalty customers as having a ~~star~~ small number of ~~stars~~ stars will make the customer want to buy ~~more~~ drinks frequently to ~~increase~~ get the free drink. so ~~the~~ of the given reasons is why starbucks needs to reduce the stars required to get the free drink rather than removing the need to register the card or its website to get more loyalty customers.



ResultsPlus

Examiner Comments

In comparison this answer gets to the top of Level 2 and awarded four marks. It cannot be put into Level 3 because there is no balance in the answer. It is one sided and considers only the positive reasons for selecting option 1.



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Examiner Tip

Always include balance, context and a conclusion for levelled questions. In order to make it clear to the examiner that you are writing a conclusion, start a separate paragraph and start it with the words 'In conclusion...'

Question 5 (a)

5a was the first of the three definition questions. Candidates need to learn the definitions of the key terms contained in the 'What students need to learn' column of the specification.

Many candidates displayed knowledge of the term but very few had the necessary techniques to extend their answer to two marks. Responses that showed some understanding of the term but were not written in a totally accurate way were awarded 1 mark. Question 5a required candidates to demonstrate their understanding of the term 'feedback'. Most candidates scored at least 1 mark by knowing that it referred to a response from the receiver of a message but for both marks it was necessary to demonstrate that they knew it also indicated that the communication had been successful or had been understood.

5 (a) What is meant by the term **feedback**?

(2)

Feedback is the response provided by the receiver that would advise the sender that the receiver has received and understood the message.



ResultsPlus Examiner Comments

A brief but accurate definition that shows a good understanding of the term. The candidate indicates that it is a 'response' and that it shows the receiver 'understood the message'. Therefore two marks could be awarded.

5 (a) What is meant by the term **feedback**?

(2)

feedback is the response from the receiver given to the sender by the receiver.



ResultsPlus Examiner Comments

In comparison this answer only indicates that feedback is the response from the receiver with no reference to the communication being understood. One mark awarded.



ResultsPlus Examiner Tip

Revision of key terms within the specification is a very useful way to prepare for the exam. Create a list of the key words and create a glossary of the definitions.

Question 5 (b)

This was another 'outline with context' question. This question also suffered from a lack of contextualisation in responses. Questions 5 and 6 were both based on McDonalds and therefore required candidates to apply their answers to functions carried out at McDonalds or the products offered by the business. It was interesting to see that this happened far more in the longer levelled question than in the shorter 'outline' and 'explain' questions. As a result many candidates failed to access a significant number of available marks on the paper.

(b) Outline **one** method *McDonald's* could use to measure the success of the reward schemes for employees.

(2)

McDonalds may measure this by observing how much better each employee works.

Eg / The restaurant is kept very clean after the reward schemes were introduced.



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Examiner Comments

Answer with context, i.e. 'restaurant very clean'. Therefore two marks.

(b) Outline **one** method *McDonald's* could use to measure the success of the reward schemes for employees.

(2)

Mc Donalds can use questionnaires to find out how the employees feel about the reward scheme and how it has helped them. If the employees have provided information that suggests that they have experienced a positive change due to the reward ~~the~~ schemes, it can be understood that the reward scheme was successful.



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Examiner Comments

Answer without context. One mark awarded.

Question 5 (c)

This question was specific in that it asked for the benefit of having information summarised in a handout. Most candidates realised this and gave some very good answers relating to the possibilities of later use or that notes could be taken during the training. However if candidates gave general answers that could be applied to any other type of communication then no marks were awarded. This included answers such as 'it helps them to understand'. Unless the candidate explained how this stemmed from a handout then no credit could be given to the answer.

When watching the training videos, employees at *McDonald's* are given handouts that summarise the key information for each video.

(c) Explain **one** benefit to *McDonald's* employees of having the key information for each video summarised in a handout.

(3)

By having handouts, McDonald's employees can take ^{them} ~~this~~ home and reflect back on the presentation. This will enable them to not forget the training techniques that were shown in the presentation. Therefore the service of the employees to customers will be better and the employees will have a better chance of getting an award or bonus payment.



ResultsPlus Examiner Comments

This is an excellent answer which scores full marks. The benefit is specific to a handout in that an employee 'can take [it] home and reflect back'. It is also developed in context. Good use of the scenario on the exam paper is used to identify that employees can get awards or bonus payments.



ResultsPlus Examiner Tip

The scenario for each question is a good source of information for context. Relevant reference to this information will show application of knowledge and therefore demonstrate awareness of contextualisation.

When watching the training videos, employees at *McDonald's* are given handouts that summarise the key information for each video.

- (c) Explain **one** benefit to *McDonald's* employees of having the key information for each video summarised in a handout.

(3)

The employees in McDonald's will be able to go through the handout in a another day which will help them to remember the training techniques that they gained by watching the videos. this will help McDonald's employees to be more skilled and to work more efficiently.



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Examiner Comments

A good answer but it lacks context. Note that the reference to videos is not accepted as it is used in the wording of the question. Any wording in the actual question is not allowed to be used as context.

Question 5 (d)

This is the only 'state and explain with context' question on the paper. It proved to be a fairly challenging question with many candidates not fully aware of how appraisal systems worked. Many candidates who did focus on the advantages and disadvantages often failed to provide sufficient linked strands to score the full 4 marks on offer for each section or failed to include context in their answer. This question is marked as two separate 4 mark questions as per the mark scheme.

Some candidates thought that the appraisals all took place at the same time. For an organisation the size of McDonalds this is clearly not possible.

As part of staff development all employees take part in an annual appraisal scheme.

(d) State **one** possible advantage and **one** possible disadvantage of including all employees in an annual appraisal scheme. For each, explain the likely effect on McDonald's.

(8)

Advantage

Employees will feel special.

Explanation

~~As a result~~ This means they will feel a valued part of the business. As a result employees are less likely to want to leave the business to work with a competitor like burger king or kfc. This may lead to decrease in staff turnover saving the business money for having to advertise a job vacancy and having to take a lot of time going through the recruitment process.

Disadvantage

Time consuming.

Explanation

All employees at some point will be taken away from their ~~everyday~~^{day} job as well as the one carry out the appraisals. As a result work will be less productive and quick as there will be less staff working. This may lead to a decrease in sales as people may become impatient waiting for their Big Mac to be made and choose to go to a competitor

(Total for Question 5 = 15 marks)



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Examiner Comments

A rare example of a candidate scoring full marks on this question. The three key factors here are the candidate clearly understands what an appraisal scheme is, they include enough strands of development for three marks to be awarded for the explanation, and they refer to 'KFC' and 'Big Mac' thereby contextualising their answer.

As part of staff development all employees take part in an annual appraisal scheme.

(d) State **one** possible advantage and **one** possible disadvantage of including all employees in an annual appraisal scheme. For each, explain the likely effect on McDonald's.

(8)

Advantage

~~Under-achieved Staff unhappy~~ Cheaper

Explanation

~~If people Staff are being praised a lot, and some~~
Instead of talking to everybody individually in a meeting, having everybody in at once is ~~more~~ better.
For example, talking to everyone individually is very time-effective which means they aren't doing their job properly.

Disadvantage

Not clear information

Explanation

Perhaps staff don't get the message properly whereas face to face one-on-one meetings would be easily understandable. Staff might not gain the general meaning of the meeting.



ResultsPlus

Examiner Comments

An example where the candidate clearly does not fully understand how an appraisal scheme works in a large organisation. They have noticed that the question indicates that all employees take part in the scheme and then made the assumption that this all happens at the same time. Therefore no marks were awarded.

Question 6 (a)

Question 6a was the second definition question on the paper and was well answered. The majority of candidates had a good understanding of the term 'target audience' and scored full marks. The only issue was with candidates who gave answers which merely repeated the term in the definition, e.g. 'The audience who the business is targeting'.

McDonald's funds a football coaching scheme in the UK, which aims to increase the number of coaches working in UK football. The target audience for the scheme is people who want to coach youth football teams.

6 (a) What is meant by the term **target audience**?

(2)

Target audience is the people that the scheme is aimed at, in this case McDonalds are aiming at people who want to coach youth football.



ResultsPlus Examiner Comments

This candidate shows good technique and understanding of how the mark scheme works. If unsure that the answer may not be 100% accurate it is always a good idea to add an example. The mark scheme explains that this an acceptable way to improve an imperfect definition in order to gain 2 marks.

McDonald's funds a football coaching scheme in the UK, which aims to increase the number of coaches working in UK football. The target audience for the scheme is people who want to coach youth football teams.

6 (a) What is meant by the term **target audience**?

(2)

Recognising the audience you are trying to target and adjusting to their needs and wishes.



ResultsPlus
Examiner Comments

Although this question was well answered some candidates fell into the trap of repeating the term in their definition. Simply rewriting the term into a sentence will not be awarded marks. Therefore answers such as this scored zero.



ResultsPlus
Examiner Tip

Including a suitable example is a way to improve an imperfect definition and score full marks.

Question 6 (b)

Question 6b was the best answered 'outline with context' question on the paper. Not only did candidates identify a suitable benefit but they were able to develop the benefit in context. This was most commonly done by referring to 'football' or 'young people'.

(b) Outline **one** benefit to local communities of this coaching scheme.

(2)

More football coaches means more ~~teams~~ ^{teams}. This means more kids and adults will be playing football and keeping fit. Leading to a generally healthier community.



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Examiner Comments

This example was typical of many answers that got full marks on this question. A suitable benefit is provided, i.e. 'more teams'. This is then developed by saying the community would become fitter and healthier. Good context is given by referring to 'football', 'teams' and 'kids'.

(b) Outline **one** benefit to local communities of this coaching scheme.

(2)

This new scheme can create new jobs which will benefit the local community.



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Examiner Comments

This answer scored one mark because there was no development of the benefit to gain the second mark. It does not say how new jobs will benefit the local community.

Question 6 (c)

This question was answered well by the majority of candidates. There was a good understanding of how using a flip chart could help in the communication during the coaching session. Many candidates applied their answer appropriately to the scenario by including reference to football/sports/teams.

Coaches attending the scheme often use a flipchart during coaching sessions.

(c) Explain **one** reason why coaches use a flipchart during coaching sessions.

(3)

It enables ideas to be jotted down. While the coaches are speaking to and training the footballers ^{players} the football players may have new ideas and may suggest improvements to certain strategies, etc... These could be noted down for later reference and can make the players feel motivated since their ideas are being considered and could improve the productivity of each coaching session.



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Examiner Comments

A typical example of an answer that scored full marks. It displays good knowledge of how a flipchart is used and then applies this knowledge appropriately to the scenario of a football coaching session. Strands of development are linked and build on the original reason.

Question 6 (d)

This question had the command word 'assess'. This meant that a candidate needed to write an evaluative response to reach 5 marks or more in the mark scheme. Many candidates saw the phrase 'assess the benefits' and this led them to write a one-sided response that only considered the benefits of using footballers to endorse McDonalds. One-sided answers could only score 4 marks in total.

To enter Level 3, candidates had to have sufficient development in their response and then also provide evidence of balance and contextualisation. Once the response was placed in Level 3, the quality of the evaluation and the conclusion determined whether it was awarded 6, 7 or 8 marks.

McDonald's is an official sponsor of the FIFA World Cup. As part of this sponsorship, famous footballers often attend promotional events that endorse McDonald's.

- (d) Assess the benefits to McDonald's of using famous footballers to endorse its business.

(8)

Benefits brought towards McDonald's by using famous footballers could be an increase in customers for McDonald's as the fans of the celebrities would eat the same thing the footballers eat because they might want to be like them. The products at McDonald's will have more reputation of being very successful as the footballers used are very successful in football. However, there are disadvantages such as, the footballers are human beings too and their actions won't always be good. So if the footballer's actions cause any threat this could backfire to McDonald's really badly and break their reputation of being very popular and successful. In conclusion, these are the ways in which McDonald's could benefit from using famous footballers to endorse its business.



ResultsPlus Examiner Comments

This response gets into Level 3 because it includes both balance and context. However it remains at the bottom of the level because it does not include a suitable conclusion. It is not enough to write a final sentence that adds nothing to the answer or repeats earlier parts of the answer. 6 marks were awarded.

McDonald's would have icons to represent them. celebrities being used for endorsement would make the business look prestigious.

The business would gain more popularity when ~~celebr~~ footballers wear their logo on their shirt or when they attend McDonald's promotional events. Viewers on t.v. would want to know more about this business involved with famous footballers

It most likely that fans of these footballers would definitely use McDonald's products as their idol is used to endorse the business.

Moreover footballer's great performances and increased popularity would positively reflect on the business.

In conclusion all of the above benefits help McDonald's increase brand awareness.



ResultsPlus Examiner Comments

As mentioned candidates who only give one sided answers on this type of question will be confined to no more than four marks. This is such an example where the candidate only assesses the benefits to McDonalds and does not recognise that there could be some issues with using famous footballers to endorse the business. 4 marks awarded.



ResultsPlus Examiner Tip

As part of exam preparation candidates should learn how to write an effective conclusion. This is a useful skill and is essential in achieving maximum marks for most levelled questions.

Question 7

This was the final definition question on the paper and followed a similar trend to the other two questions. It can be difficult to provide a perfect definition and many candidates struggle with the levels of literacy to express their ideas into words. As a result there is often enough content in the answer to demonstrate the candidate understands the term but it is not written well enough to gain both of the marks available.

7 What is meant by the term **website host**?

A website host is an organisation or individual that rents space on their server for people to store their websites.



ResultsPlus

Examiner Comments

This response shows how this type of question should be answered. There is no need for candidates to give vast amounts of information or to try and include everything they know about website hosts. A straightforward definition which includes the key points is sufficient.

It was also acceptable for candidates to include points relating to the services that website hosts provide.

7 What is meant by the term **website host**?

A server which stores all web pages



ResultsPlus

Examiner Comments

Candidates must realise that definition questions are worth two marks and therefore the level of detail in answers must be suitable for two marks. This answer shows understanding of the term but does not make two distinct points to the definition in enough detail to get two marks. Only one mark awarded.

Question 8

The final outline question on the paper concerned factors that need to be considered when creating a website for a business. Candidates demonstrated good knowledge of these factors but, as in other questions, struggled to apply this factor to how it would actually be implemented in Patchett's Confectionery.

8 Outline **one** factor Nicola must consider when creating a website for Patchett's Confectionery.

Nicola must consider the content that will be displayed on the webpage. She needs to ~~decide~~ decide whether the site will feature an e-commerce section, which enables online sales. She may also have to decide whether to include descriptions about the sweets, how they are made or even contact information

(Total for Question 8 = 2 marks)



ResultsPlus
Examiner Comments

This answer identifies a factor that must be considered when creating a website, i.e. 'content'. It is then developed by adding information about what this content could be. What is important about this example is that this is done with relevance to Patchett's Confectionery. The reference to sweets is the key point. Very few candidates did this successfully on this question.

Question 9

A major issue with Question 9, as in previous series, was that candidates did not respond to the command word in the question. This was a 'discuss' style question which required candidates to consider both sides of an issue in the answer. The question asked for candidates to discuss the benefits of using a website to reach a wider market. The majority of candidates only described the positive aspects of using a website for a small business such as Patchett's Confectionery.

In order to access Level 3 they should have also considered possible negative aspects in order to make a judgement as to the issues concerning websites. This could be done through considering the cost aspect for a small business and the need to spend time maintaining the website. Another avenue that could have been explored is that expanding too quickly may have led to Patchett's being unable to keep up with demand. Where candidates only considered the advantages of using a website they could score no higher than 4 marks.

*9 Discuss the benefits for Patchett's Confectionery of using a website to reach a wider market. →

A website allows 24/7 access unlike a shop which is only open at certain times. This means that more people can view her shop and sweet products even whilst she is physically working, leading to higher rates of brand awareness and possibly more sales. A website is also accessible globally, so her goods can be viewed internationally by a wider target market rather than just people in London. This means that it could lead to global brand ^{recognition} ~~recognition~~, and potentially offers for setting up shops all over the world - which would lead to higher rate of sales and revenue. Although a website for Nicola's business will cost money to set up and maintain, it is able to be sent to customers online who have an interest for confectionery with no artificial ingredients via customer loyalty cards from other businesses teaming up with Patchett to exchange details of customers to reach a wider target market. Overall, Patchett's Confectionery using a website would allow a wider target audience, however it depends on how reliable her website and soft ware is for her technology.



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Examiner Comments

This is an excellent answer in that it not only discusses the benefits of using a website, but also recognises the potential 'down' issues such as the cost of setting up the system and maintaining it. There is excellent use of context with reference to sweets and 'just people in London'.

The candidate has included a conclusion but this is not needed in Q9. Discussing two benefits, recognising the issues, and answering in context is enough, for full marks to be awarded.

*9 Discuss the benefits for *Patchett's Confectionery* of using a website to reach a wider market.

When you have a website, it creates so many benefits to the business. Having a website would allow you to reach a bigger market and more customers. The website can be accessed 24/7 and around the world, this creates buyers from outside the country. Today majority of society is on the internet and you can easily access sites. When you have a site customer can find a way of contacting you and can view your products. They can decide what they like and compare it to your other products. Customers will know what they want if they can see all your products. *Patchett's Confectionery* can also include what their business motives are and how they came up to a successful business.



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Examiner Comments

The second example shows the most common issue with this question in that candidates only focus on the benefits. This is because they do not fully understand the requirements of the command word. This candidate discusses two benefits in detail but does not consider the issues of using a website. Therefore the answer cannot score more than 4 marks.

Question 10

Despite this question being worth 10 marks the principles of answering it are the same as explained earlier in question 4d and question 6d. The command word is 'assess' so a balanced answer is expected which is written in the context of Patchett's Confectionery.

There was a better quality to the conclusions included in this answer with an increased number of candidates using the 'it depends' rule in their conclusions. This is a good technique when writing conclusions as it allows the candidate to focus on the key variable that would affect their judgement. By doing this they are offering support to their judgements and opinions.

Nicola considered using desktop publishing (DTP) to design the new packaging for her sweets.

***10** Using your knowledge of business communications, assess the impact of using DTP to create the design of the packaging for *Patchett's Confectionery*.

(10)

One advantage of using DTP is that it portrays a professional layout. ~~this~~ As Nicola's business is still quite small, a customer could overlook her products quite easily but if the packaging is professional, the brand image would appear reliable and customers are more likely to view her products. An additional advantage is that as she is looking to expand, a professional looking product is more likely to attract share holders to invest in her business. This would make it easier for her to expand her business.

However, one disadvantage is that DTP ~~can~~ softwares can be quite expensive. This would be a costly investment as packaging on sweets is often just thrown away and the customer might ignore the effort

put into it. An additional disadvantage is that it is not mentioned in the case study that she has experience in using DTP software. This could lead to an unrepresentable packaging design that could damage the brand's reputation.

Ultimately, I believe she should use a DTP because she has already been using a design, indicating she has some knowledge and understanding about designing it and many softwares have tutorials built within them anyway. However, this would depend on how limited her experiences are with designing logos as she could have used a different method previously.



ResultsPlus Examiner Comments

This answer has all the ingredients that allows it be placed into Level 3, i.e. developed reasons for using DTP, and balance in that reasons for not using DTP are also considered. Context is present and there is also a worthwhile conclusion. The key decision now is to decide what specific mark to award. The quality of the conclusion is often a key factor in this decision.

This conclusion is very good because it uses the 'it depends' rule. By saying that the decision to use DTP would depend on the owner's previous experience the candidate shows that judgement can be influenced by one key variable. As a result this response was given maximum marks.



ResultsPlus Examiner Tip

Using the 'it depends' rule relevantly is an excellent technique in writing effective conclusions.

Nicola considered using desktop publishing (DTP) to design the new packaging for her sweets.

***10** Using your knowledge of business communications, assess the impact of using DTP to create the design of the packaging for *Patchett's Confectionery*.

(10)

Using desktop publishing will be good for Nicola's business as it will make her business look more professional. Using DTP is also good for this type of business as it is easy to include pictures and colours. Pictures are important for Nicola's business as customers will be attracted by how the sweets look. However using DTP can be expensive to start up, this may not be good for a new business which is inexperienced as saving money is vital. Using DTP can also be quite difficult to use at first so therefore there may be mistakes in Nicola's packaging. However when DTP is learnt it is very easy to use, much easier than doing it by hand. If Nicola is not very good with technology

than this may be bad as you do need some computer skills to be able to do it. DTP also gives her plenty of templates and different styles to use, doing this by hand you would not have. DTP would also save time than doing it by hand as you can quickly come up with a design, you can also more easily change things and undo mistakes. With by hand you could not. You can also edit more (Total for Question 10 = 10 marks)

easily using DTP than by hand, and it is easier to copy designs and create more.

TOTAL FOR SECTION C = 20 MARKS
TOTAL FOR PAPER = 90 MARKS

An example of DTP is Microsoft Publisher.



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Examiner Comments

In comparison this example shows a good answer which has not been supported by a conclusion. Both context and balance are included but because there is no conclusion it must be placed at the bottom of level 3. 8 marks awarded.

Paper Summary

Based on the performance of this paper, candidates are offered the following advice:

- To write responses in context when required
- To provide meaningful conclusions within their responses
- To develop the techniques to respond to extended questions
- To develop the techniques necessary to respond to 'outline' questions
- To develop the ability to provide structure to their responses
- Be aware of managing time when answering questions
- Be aware of the differences between 'describe', 'discuss' and 'explain' questions

Grade Boundaries

Grade boundaries for this, and all other papers, can be found on the website on this link:

<http://www.edexcel.com/iwantto/Pages/grade-boundaries.aspx>

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