



Pearson

# **Mark Scheme (Results)**

Summer 2017

Pearson Edexcel International GCSE  
In Business Studies (5BS04/01)  
Unit 4: Business Communications

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Summer 2017

Publications Code 5BS04\_01\_1706\_MS

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## 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.
- Mark schemes will indicate within the table where, and which strands of QWC, are being assessed. The strands are as follows:
  - i) ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear*
  - ii) select and use a form and style of writing appropriate to purpose and to complex subject matter*
  - iii) organise information clearly and coherently, using specialist vocabulary when appropriate.*

## Section A:

Question Number	Answer	Mark
<b>1(a)</b> <b>AO1=1</b>	C	<b>(1)</b>

Question Number	Answer	Mark
<b>1(b)</b> <b>AO1=2</b>	<p>1 mark for the identification of a reason for a using correct spelling and grammar, and 1 mark for some kind of appropriate development of the reason.</p> <p>Possible reasons include:</p> <ul style="list-style-type: none"><li>• Good reputation for the business.</li><li>• Repeat custom.</li><li>• Less customer complaints.</li><li>• Will make the business look more professional.</li></ul> <p>E.g. The business will look professional (1 mark). Spelling mistakes will indicate the business has poor attention to detail (1 mark).</p> <p>This answer would gain <b>two</b> marks <i>since</i> a reason has been identified 'look professional' and there is some development e.g. 'poor attention to detail'.</p>	<b>(2)</b>

Question Number	Answer	Mark
<b>1(c)</b> <b>AO1=2</b>	<p>1 mark for each type of oral communication identified.</p> <p>Possible types include:</p> <ul style="list-style-type: none"><li>• Meetings</li><li>• Telephone calls</li><li>• Appraisals</li><li>• Annual general meetings</li></ul>	<b>(2)</b>

Question Number	Answer	Mark
<p><b>1(d)</b></p> <p><b>AO1=1</b></p> <p><b>AO3=2</b></p>	<p>For 3 marks, there will be <b>one</b> benefit identified and <b>two</b> clearly identifiable linked strands of explanation between the statements. These may contain connective words such as, 'this leads to...', 'because...' etc.</p> <p>Possible benefits include:</p> <ul style="list-style-type: none"> <li>• Helps to create a brand image.</li> <li>• Customer will remember the business.</li> <li>• Can be used in advertising/promotion.</li> <li>• Can help to create a need in the customer.</li> </ul> <p>E.g. A strapline will help a customer remember the business (1 mark). This is because they will associate the strapline with the business when they hear/read it (1 mark). This could lead to an increase in sales. (1 mark).</p> <p>This answer would gain <b>three</b> marks since there are at least two relevant, linked points made, following the identification of a valid benefit.</p>	<p><b>(3)</b></p>

Question Number	Answer	Mark
<p><b>2(a)</b></p> <p><b>AO1=1</b></p>	<p>A</p>	<p><b>(1)</b></p>

Question Number	Answer	Mark
<p><b>2(b)</b></p> <p><b>AO2=2</b> <b>AO3=1</b></p>	<p>For 3 marks, <b>one</b> advantage to the customer will be identified and there will be at least <b>two</b> clearly identifiable linked strands of explanation. These may contain connective words such as, 'this leads to...', 'because...' etc. The explanation <b>must be</b> in the context of <i>Grange Roofing Ltd</i> if it is to secure all three marks.</p> <p>Possible advantages include:</p> <ul style="list-style-type: none"> <li>• They can get instant feedback to any questions.</li> <li>• They can try to negotiate a discount/cheaper price.</li> <li>• The customer can make judgement on how trustworthy the business is.</li> <li>• They can show the actual roof that requires repairing/replacing.</li> </ul> <p>E.g. The customer will get instant feedback on any questions they have (1 mark). This will help because they may not be sure about some aspects of the roof repair (1 mark). This will lead to them being able to decide if <i>Grange Roofing Ltd</i> is the best business to work on their home (1 mark).</p> <p>This answer would gain <b>three</b> marks since there are at least two relevant, linked points made, following the identification of a valid advantage. Context is provided through the use of the words 'roof repair', and 'work on their home'. Note that the words '<i>Grange Roofing Ltd</i>' do not provide context since these words appear in the question.</p>	<p><b>(3)</b></p>

Question Number	Answer	Mark
<p><b>2(c)</b></p> <p><b>AO1=3</b></p>	<p>1 mark for stating each method of communication.</p> <p>Possible methods include:</p> <ul style="list-style-type: none"> <li>• Poster</li> <li>• Newspaper advert</li> <li>• Email</li> <li>• Telephone call</li> <li>• Vehicle livery</li> <li>• Word of mouth</li> </ul>	<p><b>(3)</b></p>

Question Number	Answer	Mark
<p><b>2(d)</b></p> <p><b>AO2=1</b></p> <p><b>AO3=2</b></p>	<p>For 3 marks, <b>one</b> disadvantage will be identified and there will be at least <b>two</b> clearly identifiable linked strands of explanation. These may contain connective words such as, 'this leads to...', 'because...' etc. The explanation <b>must be</b> in the context of <i>Grange Roofing Ltd</i> if it is to secure all three marks.</p> <p>Possible disadvantages include:</p> <ul style="list-style-type: none"> <li>• Customer might throw away leaflet</li> <li>• Viewed as junk mail</li> <li>• It is only delivered to neighbouring properties</li> <li>• Cost money to print leaflets</li> </ul> <p>E.g. The neighbours might throw away the leaflet (1 mark) therefore customers will not be aware of the range of roofing services offered (1 mark). This will lead to fewer new customers wanting their roofs replaced (1 mark).</p> <p>This answer would gain <b>three</b> marks since there are at least two relevant, linked points made, following the identification of a valid disadvantage. Context is provided through the use of the words 'neighbour', 'roofing services', and 'roofs replaced'. Note that the words '<i>Grange Roofing Ltd</i>' do not provide context since these words appear in the question.</p>	<p><b>(3)</b></p>

<b>Question Number</b>	<b>Answer</b>	<b>Mark</b>
<b>3(a)</b> <b>AO1=1</b>	C	<b>(1)</b>

<b>Question Number</b>	<b>Answer</b>	<b>Mark</b>
<b>3(b)</b> <b>AO2=2</b>	1 mark for stating each legal obligation.  Possible legal obligations include: <ul style="list-style-type: none"><li>• Accessibility</li><li>• Data protection</li><li>• Copyright</li><li>• Sale and supply of goods and services</li></ul>	<b>(2)</b>



Question Number	Answer	Mark
<p><b>3(c)</b></p> <p><b>A02=2</b></p> <p><b>A03=1</b></p>	<p>For 3 marks, there will be <b>one</b> disadvantage identified and <b>two</b> clearly identifiable linked strands of explanation between the statements. These may contain connective words such as, 'this leads to...', 'because...' etc. The explanation <b>must be</b> applied to the customer and in the <i>Chessington</i>/theme park context if it is to secure all three marks.</p> <p>Possible disadvantages to customer include:</p> <ul style="list-style-type: none"> <li>• Customer may not have an email address.</li> <li>• Customer may change email address.</li> <li>• Increased number of spam emails.</li> <li>• Security issues with customer data.</li> </ul> <p>E.g. Customers may not have a valid email address (1 mark). Therefore, they will not receive the newsletter with the special offers (1 mark). As a result, the customer will have to pay full price admission to <i>Chessington</i>.</p> <p>This answer would gain <b>two</b> marks since although a disadvantage has been stated and there are two linked strands, there is no use of context that goes beyond using the name '<i>Chessington</i>'. Contextualisation could be as subtle as changing the word '<i>Chessington</i>' to 'theme park'. This would have elevated the answer to three marks.</p>	<p><b>(3)</b></p>

Question Number	Answer	Mark
<p><b>3(d)</b></p> <p><b>AO1=1</b></p> <p><b>AO2=1</b></p> <p><b>AO3=2</b></p>	<p>For four marks, the description will make up to four relevant points (linked or separate) associated with how the layout of the newsletter could help engage its readers. Four marks could also be achieved through a consideration of one or two points plus sufficient development of each. One mark can be awarded for a definition of 'newsletter'.</p> <p><u>Without the use of context the response can only be awarded a maximum of 3 marks.</u></p> <p>Possible ways the layout could help <i>Chessington</i> engage readers:</p> <ul style="list-style-type: none"> <li>• Clear headings will catch readers' eye.</li> <li>• Tables and charts can be inserted to help understanding of complex information.</li> <li>• The newsletter can be portrait/landscape depending on requirements.</li> <li>• The use of images can help illustrate text.</li> <li>• The alignment of the text can make it easier to read.</li> </ul> <p>E.g. The text in the newsletter could be aligned in columns (1 mark). This would mean the reader does not have to read across the whole page to understand the information about special offers (1 mark). The text could also be broken up with images of rollercoasters (1 mark). If this is all combined with bold and clear headings then the reader will have a clear idea about what each article in the newsletter is about (1 mark).</p> <p>This answer would gain four marks since the candidate has identified three different ways the layout could be used to help engage readers, '<i>aligned in columns</i>', '<i>broken up with images</i>' and '<i>clear headings</i>'. They have developed the first point by saying how this engages the reader, '<i>does not have to read across the whole page</i>'. The answer is contextualised by referring to '<i>special offers</i>' and '<i>rollercoasters</i>'.</p>	<p><b>(4)</b></p>

Question Number	Answer	Mark
4(a) AO1=1	D	(1)

Question Number	Answer	Mark
4(b) AO2=1 AO3=1	<p>1 mark for the identification of a method <i>M3 Hair and Beauty</i> could use to inform employees about the expansion and 1 mark for some kind of appropriate development of the method in context.</p> <p>Possible methods include:</p> <ul style="list-style-type: none"> <li>• Meeting.</li> <li>• Memo.</li> <li>• Notice on staff notice board.</li> <li>• Email.</li> </ul> <p>E.g. They could hold a meeting in the salon before work (1 mark). The owners could then tell employees about the plan to offer traditional barber services (1 mark).</p> <p>This answer would gain <b>two</b> marks since a method has been identified 'meeting' and there is some development 'tell employees about plans to offer traditional barber services'. Context is provided by the use of the words 'salon' and 'barber'.</p>	(2)

Question Number	Answer	Mark
<p><b>4(c)</b></p> <p><b>AO2=2</b></p> <p><b>AO3=1</b></p>	<p>For 3 marks, there will be <b>one</b> benefit identified and <b>two</b> clearly identifiable linked strands of explanation between the statements. These may contain connective words such as, 'this leads to...', 'because...' etc. The explanation <b>must be</b> in the <i>M3 Hair and Beauty</i>/hairdressing context if it is to secure all three marks.</p> <p>Possible benefits include:</p> <ul style="list-style-type: none"> <li>• Speeds up communication</li> <li>• Quicker to make decisions</li> <li>• Respond to changes in the market faster</li> <li>• Team spirit can be improved</li> </ul> <p>E.g. A flat organisational chart will improve the speed of communication at <i>M3 Hair and Beauty</i>. (1 mark) This is because only eight employees need to be informed (1 mark). This will lead to all hairdressers clearly understanding the aims and objectives of the business (1 mark).</p> <p>This answer would gain <b>three</b> marks since there are at least two linked strands that build the explanation, following the identification of a benefit. Context is provided through the use of the word 'hairdresser' and 'eight employees'. Note that using the name '<i>M3 Hair and Beauty</i>' does not provide context since this name appears in the question.</p>	<p><b>(3)</b></p>

Question Number	Indicative content
<p><b>4(d)</b></p> <p><b>AO2=2</b></p> <p><b>AO3=4</b></p>	<p>The aim here is for candidates to make a judgement as to whether a 'curriculum vitae' (option 1) or '2 page letter of application' (option 2) is more effective in allowing <i>M3 Hair and Beauty</i> to recruit the most suitable employees. There is no right or wrong answer and the candidate can argue that either option is better, depending on the circumstances. Candidates might consider the following possible ideas as part of their answer:</p> <p>Option 1: Curriculum vitae:</p> <ul style="list-style-type: none"> <li>• There is no need to produce and send an application form.</li> <li>• You can make judgements on applicants by the way they set out a CV.</li> <li>• CV's summarise a large amount of information making it easier to discover key information about applicants.</li> <li>• CV's do not allow applicants to provide detailed information about their suitability.</li> </ul> <p>Option 2: Letter of application:</p> <ul style="list-style-type: none"> <li>• Allow applicant to provide more information about their suitability.</li> <li>• It can tell you something about the applicants personality.</li> <li>• You can use it to make a better judgement on applicants' communication skills</li> <li>• There is a lot more information to read and analyse when shortlisting.</li> </ul> <p>To be evaluative and support the judgement made, the candidate could suggest that option 1 might be better since a CV will provide a summary of all the information required when recruiting but CVs can be very similar and do not allow applicants to give explanations about their suitability for the job.</p> <p>An alternative route to evaluation might come through the candidate suggesting that option 1 is the better option since a letter of application can be more time consuming to read during the recruitment process. Candidates may also argue that the success of option 2 is dependent on the literacy skills of the applicant yet the job is in a hair salon and requires hardly any literacy skills.</p>

<b>Level</b>	<b>Mark</b>	<b>Descriptor</b>
<b>No mark</b>	<b>0</b>	Non-rewardable material.
<b>Level 1</b>	<b>1-2</b>	A judgement or point is given as to which method is more likely to allow <i>M3 Hair and Design</i> to recruit the most suitable employees. If there is just a simple judgement or where the support shows misunderstanding 1 mark should be awarded. If this judgement/point has some simple support, the response should be placed at the top of this level.
<b>Level 2</b>	<b>3-4</b>	A judgement/point is given on one or both issues with some development/support, which includes at least <b><u>one</u></b> reason/cause/consequence etc. At the top of this level this analysis will be relevant and linked to the judgement/point made.
<b>Level 3</b>	<b>5-6</b>	A judgement/point is given on one or both issues with some development/support, which includes at least <b><u>two</u></b> reasons/causes/consequences etc. <b><u>and includes some balance.</u></b>  At the top of this level there will be a conclusion drawn from the analysis <b><u>and the answer will be in the M3 Hair and Beauty/barber context.</u></b>

## Section B:

Question Number	Answer	Mark
<b>5(a)</b>  <b>AO1=2</b>	<p>'Market Share' is the proportion of total sales in a market accounted for by a particular business.</p> <p>2 marks for an accurate definition. If an accurate definition is not given award 1 mark for an answer that suggests that the candidate has some understanding of the term. E.g. The proportion of customers a business has.</p> <p>An imperfect definition can be raised to two marks through the use of an example or some kind of accurate elaboration. E.g. <i>Nike</i> has a larger proportion of the market than <i>Adidas</i>.</p>	<b>(2)</b>

Question Number	Answer	Mark
<b>5(b)</b>  <b>AO2=1</b> <b>AO3=1</b>	<p>1 mark for the identification of a way <i>Adidas</i> could use sound during the advertising campaign and 1 mark for some kind of appropriate development of the method in context.</p> <p>Possible ways include:</p> <ul style="list-style-type: none"> <li>• Use of music during a TV advert.</li> <li>• Voice-over/actors voices during adverts.</li> <li>• Sound of a sporting event/crowd during the campaign.</li> <li>• Text-to-speech (or similar) accessibility feature on web-site.</li> </ul> <p>E.g. <i>Adidas</i> could use music during the TV advert (1 mark). This could be up tempo music to accompany an energetic sporting sequence (1 mark).</p> <p>This answer would gain <b>two</b> marks <i>since</i> a way has been identified 'use music' and there is some development in context in the second sentence e.g. '<i>energetic sporting sequence</i>'.</p>	<b>(2)</b>

Question Number	Answer	Mark
<p><b>5(c)</b></p> <p><b>A02=2</b></p> <p><b>A03=1</b></p>	<p>For 3 marks, there will be <b>one</b> advantage identified and <b>two</b> clearly identifiable linked strands of explanation between the statements. These may contain connective words such as, 'this leads to...', 'because...' etc. The explanation <b>must be</b> in the <i>Adidas/sports</i> context if it is to secure all three marks.</p> <p>Possible advantages include:</p> <ul style="list-style-type: none"> <li>• Relatively low in costs compared to other advertising methods.</li> <li>• Can be used in places with captive audiences.</li> <li>• Posters can be placed in a variety of strategic locations.</li> <li>• Posters can use colour and images to capture attention.</li> </ul> <p>E.g. Posters can capture attention through colour and images (1 mark). <i>Adidas</i> can use images of famous sports stars (1 mark). Therefore people may pay attention because they admire the athletes/footballers (1 mark).</p> <p>This answer would gain <b>three</b> marks since there are at least two linked strands that build the explanation, following the identification of an advantage. Context is provided through the use of the words 'sports stars' and 'athletes/footballers'. Note that the word '<i>Adidas</i>' does not provide context since this word appears in the question.</p>	<p><b>(3)</b></p>



Question Number	Answer	Mark
<p><b>5(d)</b></p> <p><b>AO2=4</b></p> <p><b>AO3=4</b></p>	<p>This question has a 2 x 4 mark split. There is <b>one</b> mark for identifying an advantage and <b>one</b> mark for identifying a disadvantage to <i>Adidas</i>. The remaining <b>three</b> marks are for the explanation which should develop the advantage/disadvantage to <i>Adidas</i>. Within the answer there should be at least <b>three</b> clearly identifiable strands of explanation. This may contain connective words such as, 'this leads to...', 'because...' etc. The explanation for both the advantage and disadvantage <b>must be</b> in context if it is to secure all three marks.</p> <p>Possible advantages include:</p> <ul style="list-style-type: none"> <li>• Customers in the store will be only buying <i>Adidas</i> products.</li> <li>• <i>Adidas</i> can train their own employees to communicate directly with customers.</li> <li>• <i>Adidas</i> have full control over the stores and can make all decisions linked to communication.</li> </ul> <p>Possible disadvantages include:</p> <ul style="list-style-type: none"> <li>• It can be expensive to open up the stores.</li> <li>• Customers may be reluctant to use stores due to lack of choice.</li> <li>• <i>Adidas</i> is not recognised for owning its own stores.</li> </ul> <p>E.g. Disadvantage: <i>Adidas</i> is not known for owning its own stores (1 mark).</p> <p><i>Adidas</i> is famous for producing sportswear products rather than owning its own stores (1 mark) This may cause confusion with its customers (1 mark) and as a result have a negative effect on the <i>Adidas</i> brand image (1 mark).</p> <p>This answer would gain <b>four</b> marks since a disadvantage has clearly been identified and there are at least <b>three</b> linked strands that build the explanation, with reference to the context through the use of the phrase '<i>sportswear</i>'. Without the use of context this answer would only be worth 3 marks.</p>	<p><b>(8)</b></p>

Question Number	Answer	Mark
6(a) AO1=2	<p>'Brand awareness' is the extent to which customers recognise a particular brand and the reason they choose a brand over rivals when making purchases.</p> <p>2 marks for an accurate definition. If an accurate definition is not given award 1 mark for an answer that suggests that the candidate has some understanding of the term. E.g. How much a customer recognises a brand.</p> <p>An imperfect definition can be raised to two marks through the use of an example or some kind of accurate elaboration. E.g. Customers will recognise the three stripes of <i>Adidas</i>.</p>	(2)

Question Number	Answer	Mark
6(b) AO1=1 AO2=1	<p>1 mark for the identification of a benefit to Manchester United of <i>Adidas</i> sponsoring its kit and 1 mark for some kind of appropriate development of the benefit in context.</p> <p>Possible benefits include:</p> <ul style="list-style-type: none"> <li>• They will receive money from <i>Adidas</i> for the sponsorship.</li> <li>• <i>Adidas</i> may provide better designed strips than <i>Nike</i>.</li> <li>• Manchester United will benefit from <i>Adidas's</i> strong brand image.</li> <li>• They will receive free kit therefore reducing costs.</li> </ul> <p>E.g. Manchester United will receive money for the sponsorship (1 mark). This can then be spent on buying new players or improving the stadium (1 mark).</p> <p>This answer would gain <b>two</b> marks <i>since</i> a benefit has been identified '<i>receive money for the sponsorship</i>' and there is some development in context in the second sentence e.g. '<i>spent on buying new players</i>'.</p>	(2)

Question Number	Answer	Mark
<p><b>6(c)</b></p> <p><b>AO2=2</b></p> <p><b>AO3=1</b></p>	<p>For 3 marks, there will be <b>one</b> disadvantage identified and <b>two</b> clearly identifiable linked strands of explanation between the statements. These may contain connective words such as, 'this leads to...', 'because...' etc. The explanation <b>must be</b> in the <i>Adidas</i>/football context if it is to secure all three marks.</p> <p>Possible disadvantages include:</p> <ul style="list-style-type: none"> <li>• Its image may be tarnished if <i>Chevrolet</i> gain bad publicity.</li> <li>• Reduces the impact of the <i>Adidas</i> logo.</li> <li>• Could lead to confusion for customers.</li> <li>• Extra cost when manufacturing the strips.</li> </ul> <p>E.g. The impact of the <i>Adidas</i> logo will be reduced (1 mark). The <i>Chevrolet</i> logo is larger/on the front of the strip (1 mark). This will lead to <i>Adidas</i> being less competitive than <i>Nike</i> because its logo is less obvious. (1 mark).</p> <p>This answer would gain <b>three</b> marks since there are at least two linked strands that build the explanation, following the identification of a disadvantage. The candidate also contextualises their response by referring to '<i>larger and on the front of the strip</i>' and '<i>Nike</i>'.</p>	<p><b>(3)</b></p>

Question Number	Indicative content
<p><b>*6(d)</b></p> <p><b>QWC Strands (i), (ii) and (iii)</b></p> <p><b>AO2=4</b></p> <p><b>AO3=4</b></p>	<p>The aim here is for candidates to consider the effect on <i>Adidas</i> of focusing its communication on the sport of football. The question has the command word 'assess', so the candidate must develop some evidence of balance within their answer. This could take the form of considering the extent to which focusing on one sport is a good idea. Assessment could also be developed by suggesting that football is highly popular all around the world making it a good choice for communication. An alternative route to attaining assessment marks could come through the consideration of the drawbacks of using football e.g. it ignores the popularity of other sports.</p> <p>Possible reasons why using football will help communication:</p> <ul style="list-style-type: none"> <li>• It is a very popular sport in countries across the world.</li> <li>• It has high media coverage.</li> <li>• Famous footballers have a very high profile amongst target audience.</li> <li>• It is a sport that is already associated with <i>Adidas</i>.</li> </ul> <p>Possible sources of balance:</p> <ul style="list-style-type: none"> <li>• The strategy ignores the popularity of other sports.</li> <li>• Will involve high costs due to the popularity.</li> <li>• Possibility of negative image in professional football.</li> <li>• Ignores fashion market for sportswear.</li> </ul>

Level	Mark	Descriptor
<b>No mark</b>	<b>0</b>	Non-rewardable material. No mark is to be awarded if the candidate just re-states the question.
<b>Level 1</b>	<b>1-2</b>	<p>Candidate will consider <b>one</b> factor related to selecting football for communication <b><u>with no development</u></b> - bottom of level.</p> <p>Candidate will consider <b>one</b> factor related to selecting football for communication <b><u>with simple development</u></b> – top of level.</p> <p>Candidate will consider <b>two</b> factors relating to selecting football for communication <b><u>with no development</u></b> – top of level.</p> <p>The quality of written communication will be poor with frequent spelling, punctuation, style and grammar errors.</p>
<b>Level 2</b>	<b>3-5</b>	<p>Candidate will consider <b>one</b> factor relating to selecting football for communication <b><u>with more detailed development</u></b> – bottom of level.</p> <p>Candidate will further develop their responses with a reason/cause/consequence – middle of level.</p> <p>Candidate will have <b><u>some evidence of balance</u></b> – top of level.</p> <p>At the top of the level there will be some evidence of balance to the point/judgement in the form of advantage/disadvantage, cost/benefit, pro/con or some counterbalancing factor. At the top of the level, candidates may attach some value/importance to one of the factors and there will be evidence of contextualisation.</p> <p>There will be a good level of quality of written communication with few mistakes in spelling, punctuation and grammar. The quality of the language used will be appropriate for the subject matter.</p>
<b>Level 3</b>	<b>6-8</b>	<p>Candidate will consider factor(s) relating to selecting football for communication with development which includes <b><u>two</u></b> reasons/causes/consequences, balance with unsupported conclusion/judgement(s) all of which is in the context of the business – bottom of level.</p> <p>Candidate will consider factor(s) relating to selecting football for communication with development which includes <b><u>two</u></b> reasons/causes/consequences, clear balance with supported conclusion/judgement(s) all of which is in the context of the business – middle of level.</p> <p>Candidate will consider factor(s) relating to selecting football for communication with development which includes <b><u>two</u></b> reasons/causes/consequences, clear balance with supported conclusion/judgement(s) all of which is in the context of the business and using the 'it depends' rule or something similar – top of the level.</p> <p>The quality of written communication will be of a high standard with few, if any, errors in spelling, punctuation and grammar. The style of writing and the structure of the response will be appropriate and of a high standard and there will be clear evidence that the candidate has structured their answer clearly and coherently, using appropriate terminology.</p>

## Section C:

Question Number	Answer	Mark
7  AO1=2	<p>The '<i>internet</i>' is a global network of computers that are able to exchange information.</p> <p>2 marks for an accurate definition. If an accurate definition is not given award 1 mark for an answer that suggests that the candidate has some understanding of the term. E.g. A network of computers.</p> <p>An imperfect definition can be raised to two marks through the use of an example or some kind of accurate elaboration. E.g. It is a place where websites such as <i>YouTube</i> can show videos.</p>	(2)

Question Number	Answer	Mark
8  AO2=1 AO3=1	<p>1 mark for the identification of a factor <i>YouTube</i> should have considered when creating its website and 1 mark for some kind of appropriate development of the drawback in context.</p> <p>Possible factors include:</p> <ul style="list-style-type: none"> <li>• Available budget</li> <li>• Type of content</li> <li>• Potential users of the site</li> <li>• Consideration of download speeds</li> <li>• Testing</li> <li>• Maintenance</li> <li>• Layout</li> </ul> <p>E.g. <i>YouTube</i> should have considered download speeds when creating its website (1 mark). There is a lot of video content on the site so it is important it downloads quickly (1 mark).</p> <p>This answer would gain <b>two</b> marks since a factor has been identified 'download speed' and this is developed through the second sentence. Contextualisation is provided through the use of 'video content'.</p>	(2)

Question Number	Indicative content
<p><b>*9</b></p> <p><b>QWC Strands (i), (ii) and (iii)</b></p> <p><b>AO2=3</b></p> <p><b>AO3=3</b></p>	<p>The aim here is for candidates to consider if the amount of revenue it receives from advertising is the best way to measure the success of the website. The question asks the candidate to '<i>discuss</i>', so we should expect some balance within the answer. This could come from considering the extent to which advertising revenue is the best measure of success or through a consideration of the drawbacks of doing so/the benefits of other measures.</p> <p>Reasons for using revenue from advertising to judge success:</p> <ul style="list-style-type: none"> <li>• It is a clear numeric value so easy to measure.</li> <li>• As the website becomes more popular more businesses will want to advertise.</li> <li>• <i>YouTube</i> aims to increase revenue so this is a logical measurement.</li> </ul> <p>Possible sources of balance:</p> <ul style="list-style-type: none"> <li>• Advertising is not the main function of the website.</li> <li>• Amount of money businesses spend on advertising may be affected by factors outside of <i>YouTube's</i> control.</li> <li>• Number of people using the website is not linked to the amount of advertising.</li> </ul>

Level	Mark	Descriptor
<b>No mark</b>	<b>0</b>	Non-rewardable material.
<b>Level 1</b>	<b>1-2</b>	<p><b>One</b> point as to why using revenue from advertising is best way to measure success of the website with some simple development or <b>two</b> points are given with no development of either.</p> <p>An alternative route to marks in this level is if just a simple judgement or value is given to a benefit. 1 mark can be awarded for no support and 2 if some simple support is offered.</p> <p>The quality of written communication will be poor with frequent spelling, punctuation, style and grammar errors.</p>
<b>Level 2</b>	<b>3-4</b>	<p>Reference to at least <b>two</b> points as to why using revenue from advertising is best way to measure success of the website with some development of each. A judgement is given at the lower end of the level with some development/support, which includes at least <b>one</b> reason/cause/consequence etc. for each point.</p> <p>At the top of the level this analysis will be relevant and linked to the judgement.</p> <p>There will be a good level of quality of written communication with few mistakes in spelling, punctuation and grammar. The quality of the language used will be appropriate for the subject matter.</p>
<b>Level 3</b>	<b>5-6</b>	<p>Reference to at least <b>two</b> points as to why using revenue from advertising is best way to measure success of the website. A judgement is given with some development which includes at least <b>two</b> reasons/causes/consequences etc. for each point <b>and should include some comparison/judgement as to which point is more important/evidence of balance.</b></p> <p>Answers at the top of this level will refer to the <i>YouTube</i>/video streaming context.</p> <p>The quality of written communication will be of a high standard with few, if any, errors in spelling, punctuation and grammar. The style of writing and the structure of the response will be appropriate and of a high standard and there will be clear evidence that the candidate has structured their answer clearly and coherently, using appropriate terminology.</p>



Question Number	Indicative content
<p><b>*10</b></p> <p><b>QWC Strands (i), (ii) and (iii)</b></p> <p><b>AO2=4</b> <b>AO3=6</b></p>	<p>The aim here is for candidates to make a judgement as to whether it is a good idea for a business to advertise on KSI's <i>YouTube</i> channel. To demonstrate the evaluative skill, candidates could consider how effective this method of communication would be when compared to other forms of advertising. For instance, candidates may consider the high number of people who visit this website as a major reason for using this method to advertise. Other candidates may suggest that other methods of communication would be more effective. Some candidates may state that this method only targets certain types of customer and therefore not suitable for some businesses. There is no right or wrong answer to this question, but candidates should aim to make a judgement which is supported and balanced. Candidates may consider the following ideas as part of their answer:</p> <p>Reasons for using KSI's <i>YouTube</i> channel to advertise:</p> <ul style="list-style-type: none"> <li>• High number of subscribers.</li> <li>• Content is updated regularly resulting in repeat views.</li> <li>• This method of communication is growing in popularity.</li> <li>• Allows businesses to effectively target customers.</li> </ul> <p>Possible sources of balance:</p> <ul style="list-style-type: none"> <li>• It only reaches a narrow market.</li> <li>• Possibility of offensive content could harm business image.</li> <li>• It can only be accessed using internet.</li> <li>• Subscribers skip adverts if they find them intrusive.</li> </ul>

Level	Mark	Descriptor
<b>No mark</b>	<b>0</b>	Non-rewardable material.
<b>Level 1</b>	<b>1-4</b>	<p>Candidates will consider <b>one</b> point with no statement – bottom of level.</p> <p>Candidate will consider <b>one</b> point with basic statement – middle of level.</p> <p>Candidate statements are supported - top of level.</p> <p>The quality of written communication will be poor with frequent spelling, punctuation, style and grammar errors.</p>
<b>Level 2</b>	<b>5-7</b>	<p>Candidate will consider <b>two</b> reasons/causes/consequences to support point(s) – bottom of level.</p> <p>Candidate will develop their reasons/causes/consequences – middle of level.</p> <p>Candidate will have some evidence of balance – top of level.</p> <p>There will be a good level of quality of written communication with few mistakes in spelling, punctuation and grammar. The quality of the language used will be appropriate for the subject matter.</p>
<b>Level 3</b>	<b>8-10</b>	<p>Candidate will consider point(s) with development which includes <b>two</b> reasons/causes/consequences, balance with an unsupported conclusion or judgement(s) all of which is in the context of <i>KSI/YouTube</i> – bottom of level.</p> <p>Candidate will consider point(s) with development which includes <b>two</b> reasons/causes/consequences, clear balance with supported conclusion/judgement(s) all of which is in the context of <i>KSI/YouTube</i> – middle of level.</p> <p>Candidate will consider point(s) with development which includes <b>two</b> reasons/causes/consequences, clear balance with supported conclusion/judgement(s) all of which is in the context of <i>KSI/YouTube</i> and using the 'it depends' rule or something similar – top of the level.</p> <p>The quality of written communication will be of a high standard with few, if any, errors in spelling, punctuation and grammar. The style of writing and the structure of the response will be appropriate and of a high standard and there will be clear evidence that the candidate has structured their answer clearly and coherently, using appropriate terminology.</p>

**(Total for paper = 90 marks)**