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Examiners' Report
June 2010



GCSE Business Studies 5BS06

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Introduction

This was a pleasing first paper for the new GCSE Business Studies Unit 6 (short course), with many candidates demonstrating a good grasp of content from the full range of the Unit 6 specification. Candidates encountered few difficulties in terms of how the paper was to be completed.

The paper consisted of 18 questions to be answered in 45 minutes. Q1-17 were multiple-choice questions; Q18 is a six-mark question requiring an extended written response. It appeared that timing was not an issue for any candidate, with all finishing the paper in plenty of time, and the vast majority having more than enough time to produce extended responses to Question 18. Unfortunately, quantity is no guarantee of quality, and this was often the case on this question. This is dealt with in fuller detail below with reference

Question 18

The final question on the Unit 6 paper is worth 6 marks. These marks are allocated to the different assessment objectives as follows:

AO1 (Knowledge) - 2 marks

AO2 (Application) - 2 marks

AO3 (Analysis and Evaluation) - 2 marks

Most candidates picked up good marks for the question by making a choice and providing some justification for this choice. However, relatively few candidates scored 5-6 marks as they did not specifically refer to 'added value' as mentioned in the question. Many candidates wrote about what the business should do to improve generally, and often did not consider how the business could add value. Full marks were reserved for those candidates that dealt explicitly with the question.

Lots of candidates wrote at length for this question, and there was plenty of evidence of where 'more is less'. Full marks can be achieved in this type of question by writing a side of A4. Centres should work with their candidates to develop appropriate techniques to secure high marks in this question.

A Level 1 response

Read the passage below carefully and then answer the following question which relates to the passage.

Martin O'Brien owns a successful sandwich bar in a busy town centre. He employs three part-time staff and has built up a good reputation over recent years. He is now finding that competition is increasing. Other firms that provide sandwiches such as Subway, Greggs and Pret A Manger, as well as supermarkets, are his main competitors.

Martin has decided that he needs to add more value to his product to compete.

*18 Which of the following methods of adding value would you choose if you were Martin? Justify your choice.

Option chosen (tick **one** box only)

- Choice 1** – Convenience – improving the time in which customers are served. This will require him to take on an extra worker.
- Choice 2** – Quality – increasing the quality of ingredients.

This is very important because the quality of food must be very high so they can compete with Subway, Greggs etc. The customer will have to want to come back so your food must taste very good.

Making a sandwich is fairly easy to do and you can make a sandwich in ~~30~~ at least one minute so there is know grotte need to employ more staff.



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Examiner Comments

In this example the candidate makes a choice - to focus on 'quality' - and gains a development mark by providing simple justification. However, the development is not linked to 'adding value', but is more generic. This response does not fully consider which method of adding value might be best for Martin.

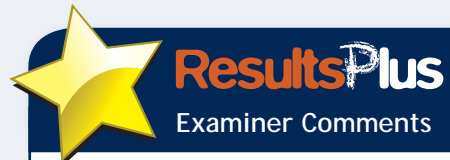


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Examiner Tip

Read the question carefully.

Level 3 response



In this example the candidate deals specifically with added value and demonstrates clear understanding of the concept. Development is linked to the particular business and shows some original insight. By way of AO3 (analysis/evaluation), the candidate considers the disadvantages of their choice.

Read the passage below carefully and then answer the following question which relates to the passage.

Martin O'Brien owns a successful sandwich bar in a busy town centre. He employs three part-time staff and has built up a good reputation over recent years. He is now finding that competition is increasing. Other firms that provide sandwiches such as Subway, Greggs and Pret A Manger, as well as supermarkets, are his main competitors. Martin has decided that he needs to add more value to his product to compete.

*18 Which of the following methods of adding value would you choose if you were Martin? Justify your choice.

Option chosen (tick **one** box only)

- Choice 1** – Convenience – improving the time in which customers are served. This will require him to take on an extra worker.
- Choice 2** – Quality – increasing the quality of ingredients.

I think that Martin O'Brien and his sandwich Stop Shop should opt to increase the quality of ingredients. By doing this it is adding value to his products, therefore he could also possibly get away with charging a little more for the sandwiches. If word spread about ~~the quality of the sandwiches in this busy area~~ how good the quality is of these sandwiches in this busy area that could increase sales and revenue and also in the end profits for the business. With more profit being generated the business will have more of an advantage now to help fight the competitions; they can

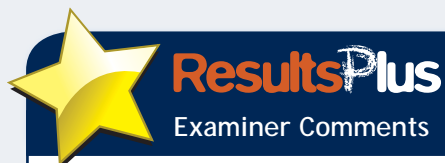
therefore you the money to increase advertising, or re-vamp the business, train staff so that they are more motivated etc. The Sandwich Shops new quality sandwiches could be their USP (unique selling point) which also adds value to the business/product. However there are disadvantages; the business might have to ~~also~~ spend more money on the quality of ingredients used, which ~~will~~ increase costs. If they are spending more time on the production of the sandwiches also ~~if~~ they might need to recruit a new member of staff (that needs to be trained, which costs money etc.).

I've come to the conclusion that despite all the disadvantages the advantages outweigh them therefore I think the best way to fight the competition is by improving the quality of the business's sandwiches.

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Examiner Tip

For a Level 3 response it is not essential to compare both options. Full marks can be achieved by explaining, analysing and evaluating one of the two choices.



In this response the candidate makes choice and offers some simple development, but does not deal with 'adding value', relying instead on a general discussion of 'quality' and why this is important to the business. This was sufficient to just reach Level 2.

Read the passage below carefully and then answer the following question which relates to the passage.

Martin O'Brien owns a successful sandwich bar in a busy town centre. He employs three part-time staff and has built up a good reputation over recent years. He is now finding that competition is increasing. Other firms that provide sandwiches such as Subway, Greggs and Pret A Manger, as well as supermarkets, are his main competitors.

Martin has decided that he needs to add more value to his product to compete.

*18 Which of the following methods of adding value would you choose if you were Martin? Justify your choice.

Option chosen (tick **one** box only)

Choice 1 – Convenience – improving the time in which customers are served. This will require him to take on an extra worker.

Choice 2 – Quality – increasing the quality of ingredients.

Even though ~~Quality~~ Convenience is important, I see Quality as being more important as if you brought something you tasted and it was horrible you wouldn't go and buy that product again. Convenience is definitely important and I see why some people may view it as better, if you had to wait around for ages to get a sandwich, you wouldn't go there again; it's bad customer satisfaction. But people are willing to wait longer for a better quality product. I believe any some business-~~men~~ would improve the quality of the product; it will draw people back in unless the customer satisfaction is awful. Being served quickly is something most of take

For granted with out realising how much effort it is to get the product out to you. Some people haven't got the time to wait around for ages either if it is for a very high quality product. On the other hand other members of the public possibly with more time on their hands will like to wait for high quality product.



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Examiner Tip

Encourage candidates to use the term/concept from the question in their response. Make sure they do not answer the question they think is being asked.

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As this is a new qualification the comments below are intended as formative suggestions to enable centres and candidates to improve their performance in the next series:

Timing - candidates should be encouraged to recognise that 45 minutes is more than enough time for this paper. They should therefore understand that they have enough thinking time on all questions and do not need to rush the earlier part of the paper to give more time on the last question. By allowing candidates to sit the two SAM Unit 6 papers, in addition to previous live papers, under the actual timed conditions, centres will help to develop the skills involved in tackling this particular paper.

Question 18 - read the question carefully. Ensure candidates don't answer the question they think (underlined) is being asked.

Question 18 - the final question on Unit 6 is worth 6 marks and requires candidates to make a choice based upon a brief business scenario. The aim of this question is for candidates to provide a justification for their choice. It is not necessary to write to excessive length to ensure full marks are achieved. Candidates should focus closely on the question and ensure they support their choice. to actual candidate responses.

GCSE2009 Grade boundary model

Grade	Max. Mark	A*	A	B	C	D	E	F	G	U
Raw boundary mark	40	38	33	28	24	19	14	9	4	0
Uniform boundary mark	50	45	40	35	30	25	20	15	10	

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