

Mark Scheme (Results) January 2011

GCSE

GCSE Business Studies (5BS06) Paper 01 Introduction To Small Business

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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.

Question Number	Answer	Mark
1	C	(1)

Question Number	Answer	Mark
2	C, D	(2)

Question Number	Answer	Mark
3	A, D	(2)

Question Number	Answer	Mark
4	C	(1)

Question Number	Answer	Mark
5	A, B ,F	(3)

Question Number	Answer	Mark
6	B, E	(2)

Question Number	Answer	Mark
7	B, C	(2)

Question Number	Answer	Mark
8	C,E	(1)

Question Number	Answer	Mark
9	D	(2)

Question Number	Answer	Mark
10	B	(1)

Question Number	Answer	Mark
11	B	(1)

Question Number	Answer	Mark
12	B,C	(1)

Question Number	Answer	Mark
13	B, E	(2)

Question Number	Answer	Mark
14	C,E,F	(2)

Question Number	Answer	Mark
15	C,E	(3)

Question Number	Answer	Mark
16	B, D	(2)

Question Number	Answer	Mark
17	(i):E; (ii):C; (iii):D; (iv):F; (v):G	(5)

Question Number	Indicative Content	Mark
18	<p>Possible examples that could be used to support justification of choice:</p> <p>A local window cleaner</p> <ul style="list-style-type: none"> - People have lower incomes and therefore may choose to do this job themselves - Less people living in the area - May be competition from unemployed setting up in competition <p>But</p> <ul style="list-style-type: none"> - Window cleaning is something of a necessity, and may not be affected too greatly. - Cost of window cleaning is low relative to household income, therefore may be unaffected <p>Newsagent</p> <ul style="list-style-type: none"> -People cut back on all products, including newspapers -Fewer people going to work therefore less demand <p>But</p> <ul style="list-style-type: none"> -Newspapers are not a luxury and people still buy them. -Price of newspaper relatively low 	(6)

Level	Mark	Descriptor
No Mark	0	Non renewable material
Level 1	1-2	A choice will be made with poorly developed justification and supported by limited examples The quality of written communication will be poor with frequent spelling, punctuation and grammar errors and the style of writing will not be appropriate to the subject matter.
Level 2	3-4	<p>A choice will be made with some developed justification and supported by some appropriate examples, although the development might be a little confused or incoherent at times especially at the lower end of the mark range.</p> <p>For example:</p> <p>A window cleaner would be more affected than a newsagent. (1) This is because if people are unemployed they will do their own windows, but cannot open their own newsagent (1-simple justification). The reason for this is that if they are unemployed they will not have the money to start</p>

		<p>their own business.(1)</p> <p>There will be a good level of quality written communication with few mistakes in spelling, punctuation and grammar. The quality of the language used will be appropriate for the subject matter; however its use will be as confidently used as that in Level 3.</p>
Level 3	5-6	<p>A choice will be made with a clearly developed, articulate and coherent justification supported by appropriate examples.</p> <p>For example: A window cleaner would be more affected than a newsagent.(1). This is because if people are unemployed they will do their own windows, but cannot open their own newsagent (1-simple justification).The reason for this is that if they are unemployed they will not have the money to start their own business.(1) Another reason why a window cleaner may be affected most is that everyone will still use the newsagent to buy newspapers.(1) Unemployed people will continue to buy papers to look at job adverts. Newsagents might do even better during a downturn. (This could be questioned, but does reveal some original thinking and some logic. Credit given- level 3 response) 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.</p>

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