

Mark Scheme (Results)

January 2013

GCSE Business Studies (Short Course)

5BS06

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.

Unit 6: Introduction to Small Business

Question Number	Answer	Mark
1	C	1

Question Number	Answer	Mark
2	D, E	2

Question Number	Answer	Mark
3	A, D	2

Question Number	Answer	Mark
4	C	1

Question Number	Answer	Mark
5	B, D	2

Question Number	Answer	Mark
6	A, B	2

Question Number	Answer	Mark
7	C, D	2

Question Number	Answer	Mark
8	B	1

Question Number	Answer	Mark
9	B	1

Question Number	Answer	Mark
10	D	1

Question Number	Answer	Mark
11	C	1

Question Number	Answer	Mark
12	(i) £900; (ii) £1 100; (iii) £2 500; (iv) £3 500	4

Question Number	Answer	Mark
13	B	1

Question Number	Answer	Mark
14	B, D	2

Question Number	Answer	Mark
15	B, C	2

Question Number	Answer	Mark
16	B, D, E	3

Question Number	Answer	Mark
17	C	1

Question Number	Answer	Mark
18	ii = E; iii = D; iv = B; v = G; vi = C	5

Question Number	Answer	Mark
19	<p>Possible justifications for each:</p> <p>Skill</p> <ul style="list-style-type: none"> - If the employee does not have the right skills they will not be right for the job - Competitive industry – quality is vitally important - She might be able to ‘live’ with someone with the right skills but a poor attitude <p>Attitude</p> <ul style="list-style-type: none"> - Working as part of a team so will need the ‘right’ attitude - Will need to be organised given the nature of the work - With the correct attitude skills can be developed through the job 	6
No mark 0	No rewardable material	
Level 1	A judgement or point is given as to which method is most likely to allow Amelia to improve her competitiveness. If there is just a simple judgement or where the support shows misunderstanding of the concept 1 mark should be awarded. If this judgement/point has some simple support, the response should be placed at the top of this level.	1-2 marks
Level 2	A judgement/point is given on one or both issues with some development/support, which includes at least one reason/cause/consequence etc. At the top of this level this analysis will be relevant and linked to the judgement/point made.	3-4 marks
Level 3	A judgement/point is given on one or both issues with some development/support, which includes at least two reasons/causes/consequences etc. and includes some balance. At the top of this level there will be a conclusion drawn from the analysis and the answer will be in context.	5-6 marks

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