

# GCSE (9-1) Business

1BS0/1901  
Edexcel GCSE (9-1)  
Business: New to Edexcel

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resources required before  
the training starts



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## Agenda

- 4.00 Welcome & 'Your online environment'
- 4.05 Structure of exam papers
- 4.20 Points-based marking & marking activity 1
- 5.00 'Discuss' & 'Analyse' & marking activity 2
- 5.30 'Justify' & 'Evaluate'
- 5.55 Support and final questions
- 6.00 Finish

# Structure of the Exam papers



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## Structure of the GCSE (9-1) in Business

	Content overview	Assessment overview
<b>Theme 1: Investigating small business</b>	<ul style="list-style-type: none"><li>• Enterprise and entrepreneurship</li><li>• Spotting a business opportunity</li><li>• Putting a business idea into practice</li><li>• Making the business effective</li><li>• Understanding external influences on business</li></ul>	Written examination: <ul style="list-style-type: none"><li>• 1 hour and 30 minutes</li><li>• 50% of the qualification</li><li>• 90 marks</li></ul>
<b>Theme 2: Building a business</b>	<ul style="list-style-type: none"><li>• Growing the business</li><li>• Making marketing decisions</li><li>• Making operational decisions</li><li>• Making financial decisions</li><li>• Making human resource decisions</li></ul>	Written examination: <ul style="list-style-type: none"><li>• 1 hour and 30 minutes</li><li>• 50% of the qualification</li><li>• 90 marks</li></ul>





## Structure of each GCSE Paper



- Each paper has **three sections**:
  - Section A = 35 marks (all non-contextualised)
  - Section B = 30 marks (Case-Studies using real world business contexts)
  - Section C = 25 marks (Case-Studies using real world business contexts)
- Both papers: **90 minutes, 90 marks, 3 sections**.
- **Ramped questions** increasingly challenge students as they move through the paper.
- **Carefully defined taxonomy** of command words will be consistently used.



## Structure of each paper in GCSE (9-1) Business

Section A: 35 marks	Section B: 30 marks	Section C: 25 marks
No business context.	Questions are based on a business context.	Questions are based on a business context.
Multiple-Choice (MCQ) and short answer questions.	Short and longer answer questions.	Short and longer answer questions.
Students may be asked to calculate.	Students may be asked to calculate.	Students may be asked to calculate.
Section ends with a 6 mark question.	2 x 6 mark questions. 1 x 9 mark question.	1 x 9 mark question. 1 x 12 mark question.
<b>Taxonomy:</b> MCQ Explain one Complete the table Calculate Discuss	<b>Taxonomy:</b> Identify/State Outline Calculate Analyse Justify	<b>Taxonomy:</b> Define/Give (Paper 2 only) Identify/State Outline/Calculate Justify Evaluate



## Assessment Objectives (AOs)

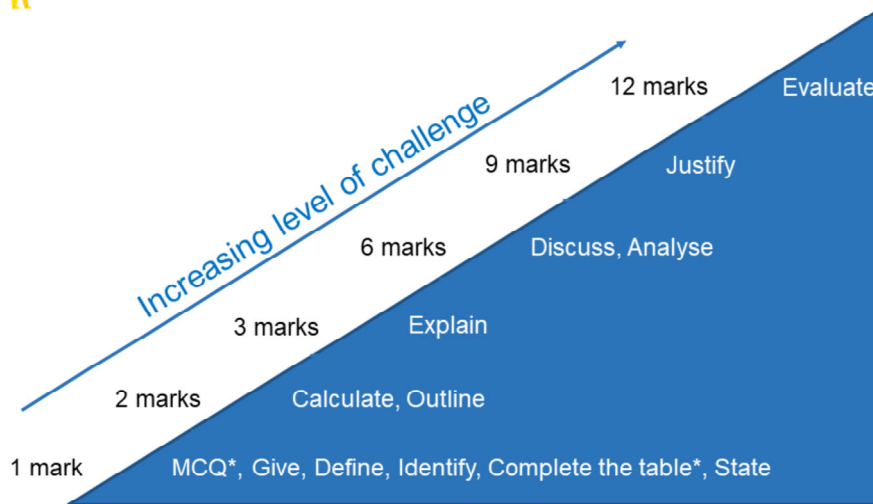
- Each command word has a certain 'AO' or combination of 'AOs' attached to it.

AO Code	AO name	% of overall marks	Question 'Command word'
AO1a	Knowledge in Isolation	35	MCQs, Give, Define, Explain
AO1b	Understanding		Explain, Discuss
AO2	Application or context	35	State, Identify, Complete, Calculate, Outline, Analyse, Justify, Evaluate
AO3a	Analysis	30	Explain, Discuss, Analyse, Justify, Evaluate
AO3b	Evaluation		Justify, Evaluate



# Taxonomy of Command Words

P Pearson  
Edexcel



\* May require more than one option.



## Grading scale: GCSE Business (9-1) 2019



Grade	Raw Marks	Percentage Marks	
9	135/180	78	In 2019, 3.2% achieved a Level 9
8	125/180	71	
7	115/180	64	In 2019, 17.4% achieved a Level 7
6	102/180	57	
5	89/180	49	
4	77/180	43	In 2019, 64.9% achieved a Level 4
3	57/180	32	
2	37/180	21	
1	17/180	10	In 2019, 98.7% achieved a Level 1

Any questions?



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**Title slide - Points-based questions 'Give'.**



## ‘Give’ questions

- Always **worth 1 mark**.
- Designed to test **‘Knowledge in Isolation’** (AO1a).
- A **‘points-based’** mark scheme is used.
- Will only appear in **Paper 2, Section C**.
- They only exist to balance the Assessment Objectives across the two papers.





## 'Give' Mark Scheme

Question number	Answer	Mark
7(a)	Award 1 mark for a type of social media.  Facebook (1) Instagram (1) Snapchat (1) Twitter (1) Pinterest (1)  Award any other appropriate type of social media that a business could use.	(1) AO1a

The mark is awarded for simple 'Knowledge in Isolation' (AO1a). In this case, stating a type of social media.

'Give' questions require the demonstration of a simple piece of knowledge.

Question 7(a) EAM 1 Paper 2



## 'Give' Exemplar 1

- 7 (a) Give **one** type of social media that a business could use to interact with its customers.

(1)

Snapchat

Question 7(a) EAM 1 Paper 2

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# Points-based Questions

‘Define’



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## ‘Define’ questions

- Always **worth 1 mark**.
- Designed to test **‘Knowledge in isolation’** (AO1a).
- A **‘points-based’** mark scheme is used.
- Will only appear in **Paper 2, Section C**.
- They only exist to balance the Assessment Objectives across the two papers.



## 'Define' Mark Scheme

Question number	Answer	Mark
7(a)	Award one mark for a correct definition of public limited company. This is a company whose shares are traded on a stock exchange (1).	(1) AO1a

'Define' questions require the demonstration of a simple piece of knowledge.

The mark is awarded for simple 'Knowledge in Isolation' (AO1a). In this case, stating a definition of a key term from the specification.

Question 7(a) EAM 2 Paper 2



## 'Define' Exemplar 1

7 (a) Define the term **public limited company**.

(1)

A company where shares are traded  
on a stock exchange

Question 7(a) EAM 2 Paper 2

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## Points-based Questions

‘Identify’



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## ‘Identify’ questions

- Always **worth 1 mark**.
- Designed to test ‘**Application**’ (AO2).
- A ‘**points-based**’ mark scheme is used.
- Will only appear in **Sections B and C**.
- **Application** comes from successfully interpreting a diagram, table or graph.





## 'Identify' Mark Scheme

Question number	Answer	Mark
7(b)	2009	(1) AO2

'Identify' questions  
require a simple piece  
of information only.

The mark is awarded for application (AO2). In  
this case the correct interpretation of a chart.

Question 7(b) EAM 1 Paper 1

21

**'Identify' Mark Scheme** – Like 'Give' the mark scheme is looking for a simple piece of information, but since it comes from a diagram or chart that has to be interpreted the question tracks AO2 rather than AO1a.



## 'Identify' Exemplar 1

Tea is a commodity that is sold on international markets. Figure 3 shows the price of tea between 2009 and 2015.



(Source: <http://www.indexmundi.com/commodities/?commodity=tea>)

**Figure 3**

(b) Using Figure 3, identify the year in which the price of tea increased by the greatest amount.

(1)

*prices increased the most in 2009*

Question 7(b) EAM 1 Paper 1

22

**'Identify' Exemplar 1** – This **response scored 1 mark**, but the words 'prices increased the most in' lost the candidates a few seconds of time and was unnecessary in allowing the candidate to secure the mark.

# Points-based Questions

‘State’



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## 'State' questions

- Always **worth 1 mark**.
- Designed to test **'Application'** (AO2).
- A **'points-based'** mark scheme is used.
- Will only appear in **Sections B and C**.
- **Without evidence of application**, zero marks will be awarded.



## 'State' Mark Scheme

Question number	Answer	Mark
7(a)	<p>Award one mark for stating one fixed cost that <i>Good and Proper Tea</i> will need to pay.</p> <p>Insurance on the van (1). Rent on a parking space (1). Emilie's salary (1).</p> <p>Accept any other appropriate response. Do not accept fixed costs that would not be appropriate for <i>Good and Proper Tea</i>.</p>	(1) AO2

Notice how the response must contain evidence of application to score 1 mark.

The mark is awarded for application (AO2), therefore a mark cannot be awarded for a generic response demonstrating 'Knowledge in Isolation' (AO1a).

Before moving on to the next slide ask delegates to read the case study in the Delegate Booklet.



## 'State' Exemplar 1

7 (a) State **one** example of a fixed cost that *Good and Proper Tea* needs to pay.

{1}

Emilie's salary

Question 7(a) EAM 1 Paper 1

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## Points-based Questions

‘Calculate’



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## ‘Calculate’ questions

- Always worth 2 marks.
- Designed to test ‘Application’ (AO2).
- A ‘points-based’ mark scheme is used.
- ‘Calculate’ questions can appear in Sections A, B and C.
- No marks are awarded for stating the formula.
- All ‘Calculate’ questions will have an answer template similar to the following slide.
- If students provide multiple answers, the only answer that counts is the one written on the line provided (as highlighted on the following slide).
- Where applicable, answers should be given to two decimal places (2.d.p.)
- Quantitative skills make up 10% of the available marks across the qualification.





## 'Calculate' answer template

- (a) Using the information in Table 2, calculate, to 2 decimal places the value of total payments as a percentage of receipts (cash). You are advised to show your workings.

There is no need to worry about 'units'. These will always be provided on the answer line.

This is where we expect candidates to place their final answer.

.....%

Question 5(a) EAM 1 Paper 1

29



## 'Calculate' Mark Scheme

Question number	Answer	Additional guidance	Mark
5(a)	Substitution into correct formula: $(£700 \div £1\,200) \times 100$ (1) Answer: 58.33% (1)	Award full marks for correct numerical answer without working.	(2) AO2

If the candidate gives an answer of 58.3% or 58%, 1 mark would be awarded.

Both of the marks are for application (AO2), therefore a mark cannot be awarded for stating a formula.

Question 5(a) EAM 1 Paper 1



## 'Calculate' Exemplar 1

- 5 A retailer selling *Frog Bikes* bicycles has the following financial information for the month of April.

	April
Opening cash balance	£3 500
Receipts (cash)	£1 200
Sales (due in cash in 60 days)	£1 100
Total payments	£700

Table 2

- (a) Using the information in Table 2, calculate, to 2 decimal places the value of total payments as a percentage of receipts (cash). You are advised to show your workings.

[2]

$$\frac{700}{1200} \times 100 = 58.33\%$$

58.33 %

Question 5(a) EAM 1 Paper 1

## Points-based Questions

‘Explain one’



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## ‘Explain one’ questions

- Always **worth 3 marks**.
- Designed to test ‘**Knowledge in Isolation**’ and ‘**Understanding**’ (AO1a and AO1b).
- A ‘**points-based**’ mark scheme is used.
- ‘Explain one’ questions will only appear in **Section A**.
- There will always be **six ‘Explain’ questions** in each paper.
- Thus, **18/90 marks** on each paper come from this question style.
- Candidates need to provide **two** linked strands that logically follow on from the identification of **one** impact/ method/ benefit/ drawback/ reason etc.



## 'Explain one' Mark Scheme

Question number	Answer	Mark
1(c)	<p>Award 1 mark for identification of a benefit, plus 2 further marks for explaining this benefit up to a total of 3 marks.</p> <p>Market research can help a business to understand what types of product its customers want (1). It can then produce products that it knows will be demanded by customers (1) and as a result will increase sales and revenue (1).</p> <p>Market research enables a business to identify key features of competitors (1) which allows the business to spot a gap in the market (1) so they can produce goods and services that help the business to stand out (1).</p> <p>Accept any other appropriate response. Answers that list more than one benefit with no explanation will be awarded a maximum of 1 mark.</p>	<p>(3) AO1a=1 AO1b=2</p>

This is an example of one way to answer the question. Candidates are encouraged to provide logical development in their responses.

One mark is for the identification of a benefit (AO1a), the remaining two marks (AO1b) are for the logical development of that benefit.

Question 1(c) EAM 1 Paper 1



## 'Explain one' Exemplar 1

(c) Explain **one** benefit to a small business of carrying out market research.

(3)

One benefit to a small business of carrying out market research is that they can tailor their products to fit the needs of consumers. <sup>B</sup> As a result, their products will be more desirable <sup>1</sup> therefore allowing the business to add value to their products. <sup>2</sup>

Question 1(c) EAM 1 Paper 1

35



## 'Explain one' Exemplar 2

(c) Explain **one** benefit to a small business of carrying out market research.

{3}

It means you can identify a gap in the market <sup>(B)</sup> therefore the product can have a USP <sup>(1)</sup> therefore they can charge a premium <sup>(2)</sup> for their product therefore they can have a larger profit margin.

Question 1(c) EAM 1 Paper 1

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# Points-based Questions

‘Outline’



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## ‘Outline one’ questions

- Always **worth 2 marks**.
- Designed to test ‘**Application**’ (AO2).
- A ‘**points-based**’ mark scheme is used.
- ‘Outline’ questions will only appear in **Sections B and C**.
- Inter-changeable with ‘Calculate’ questions since they both solely test ‘**Application**’ (AO2).
- Candidates need to provide **one** linked strand following on from the identification of the impact/ method/ benefit etc. Within the answer **there must be evidence of context** to score both of the marks.



## 'Outline one' Mark Scheme

Question number	Answer	Mark
4(a)	<p>Award up to 2 marks for linked points outlining a suitable market segment for <i>Frog Bikes</i>. Award a maximum of 1 mark if points are not linked.</p> <p>Parents of young children (1) are a market segment because the bikes produced by <i>Frog Bikes</i> are designed specifically for children (1).</p> <p>Children (1) are a market segment because the bikes produced by <i>Frog Bikes</i> are designed specifically for children (1).</p> <p>Do not accept market segments that would not be appropriate for <i>Frog Bikes</i>. For example, pensioners.</p>	(2) AO2

This is an example of one way to answer the question. Candidates are encouraged to provide logical development in their response and provide context.

One mark is for the identification of a market segment that could apply to *Frog Bikes* (AO2), and the remaining mark (AO2) is for the logical development of that market segment in context.

Question 4(a) EAM 1 Paper 1



## 'Outline one' Exemplar 1

4 (a) Outline **one** market segment that *Frog Bikes* targets with its products.

(2)

The owner's business *Frog Bikes* targets children and teenagers with  
their bicycles. MS This is because they have various safety precautions  
to protect children 1 e.g. chain guard.

Question 4(a) EAM 1 Paper 1

40

## **Marking Activity 1:** **‘State’, ‘Outline’ & ‘Explain’**



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## Marking Activity 1: 'State', 'Outline' and 'Explain'

- You will now see **one** response for each of the last three written question styles.
- Mark each question using your understanding of how these question styles will be marked.
- Submit your marks using the poll which will appear.
- Your trainer will explain the scoring rationale behind each response.



## Marking Activity 1: 'State' Exemplar 1

6 (a) State **one** impact on *Frog Bikes* of having a 'growing demand' for its products.

(1)

Frog Bikes will need to expand <sup>its factories in china</sup> ~~warehouses~~ or build  
new factories to produce bikes, clothing and equipment to  
meet demand

Question 6(a) EAM 1 Paper 1

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## Marking Activity 1: 'Outline' Exemplar 1

(b) Outline **one** benefit to Jerry and Shelley of *Frog Bikes* being successful.

(2)

They would increase their original investment. The portion of the business that they each own is worth more now than the money they will have invested initially and they have therefore profited.

Question 6(b) EAM 1 Paper 1

44





## Marking Activity 1: 'Explain' Exemplar 1

(c) Explain **one** way in which social media can be used to collect market research data.

They could post a questionnaire on LinkedIn, with a possible prize if they do fill it in, as a result the recipient of LinkedIn will be more inclined to fill this in, therefore it is likely that they will give information back to the company that they will use.

Question 3(c) EAM 1 Paper 1  
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# Levels-based Questions

‘Discuss’



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## ‘Discuss’ questions

- Always **worth 6 marks**.
- Designed to test ‘**Understanding**’ and ‘**Analysis**’ (AO1b and AO3a).
- A ‘**levels-based**’ mark scheme is used.
- The **only** ‘Discuss’ question on the paper appears at the end of **Section A**.
- **No context** is required.
- **No evaluation** is required, since there are no AO3b marks to award.
- Candidates can **provide one or two** impact(s)/ benefit(s)/ drawback(s) etc.
- ‘Interconnected points’ means **at least two** linked strands (Level 2: AO3a descriptor) from the one or two impact(s)/ benefit(s)/ drawback(s) etc.
- ‘**Detailed** interconnected points’ means **at least five linked strands** (Level 3: AO3a descriptor) from the one or two impact(s)/ benefit(s)/ drawback(s) etc.



## 'Discuss' Mark Scheme

The first bullet point in each level descriptor relates to 'Understanding' (AO1b).

The second bullet point in each level descriptor relates to 'Analysis' (AO3a)

Each Assessment Objective (AO) is considered in isolation to arrive at the final level and mark.

Question number	Indicative content	Mark
3(e)	Marks are awarded for discussion of at least two benefits for a business of using e-commerce. <ul style="list-style-type: none"><li>Costs are lower as there is less need for retail outlets (AO1b).</li><li>Increased reach of the business - can sell beyond the immediate locality (AO1b).</li><li>This increases the potential profitability of the business as it will not have to pay rent on shops and other premises (AO3a).</li><li>This will lead to higher sales and therefore higher revenue. Providing costs do not increase by more, profits will increase (AO3a).</li></ul>	(6) AO1b=3 AO3a=3
Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-2	<ul style="list-style-type: none"><li>Demonstrates elements of knowledge and understanding of business concepts and issues, with limited business terminology used (AO1b).</li><li>Attempts to deconstruct business information and/or issues, finding limited connections between points (AO3a).</li></ul>
Level 2	3-4	<ul style="list-style-type: none"><li>Demonstrates mostly accurate knowledge and understanding of business concepts and issues, including appropriate use of business terminology in places (AO1b).</li><li>Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3a).</li></ul>
Level 3	5-6	<ul style="list-style-type: none"><li>Demonstrates accurate knowledge and understanding of business concepts and issues throughout, including appropriate use of business terminology (AO1b).</li><li>Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning (AO3a).</li></ul>

Question 3(e) EAM 1 Paper 1



## 'Discuss' Exemplar 1

(e) Discuss the benefit to a business of using e-commerce.

(6)

When a business uses e-commerce they operate online meaning they don't need a bricks + mortar location <sup>(B)</sup> and workers can work at home. This means the total fixed costs the company faces is greatly decreases from not having to pay for and maintain a building. <sup>(1)</sup> As a result the total costs per product is decreased. <sup>(2)</sup> therefore contribution per item rises <sup>(X)</sup> meaning profit consequently does also. <sup>(X)</sup> contribution is selling price - AVC  
This means their turnover increases <sup>(X)</sup> illogical and they have money to reinvest to improve the product, therefore making the product more desirable to consumers and they can charge a premium.

Question 3(e) EAM 1 Paper 1



## 'Discuss'

### Exemplar 1: Marking Logic

	Level 0	Level 1	Level 2	Level 3
Understanding (AO1b)			✓	
Analysis (AO3a)			✓	
Overall Level			✓	
Marks Awarded (6)	4 marks			

# Levels-based Questions

‘Analyse’



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## ‘Analyse’ questions

- Always **worth 6 marks**.
- Designed to test ‘**Application**’ and ‘**Analysis**’ (AO2 and AO3a).
- A ‘**levels-based**’ mark scheme is used.
- There are only **two** ‘Analyse’ questions on the paper and both are in **Section B**.
- **Context** is required as per the AO2 descriptor.
- **No evaluation** is required, since there are no AO3b marks to award.
- Candidates can **provide one or two** impacts/ benefits/ drawbacks etc.
- ‘Interconnected points’ means **at least two** linked strands (Level 2: AO3a descriptor) from the one or two impact(s)/ benefit(s)/ drawback(s) etc.
- ‘**Detailed** interconnected points’ means **at least five linked strands** (Level 3: AO3a descriptor) from the one or two impact(s)/ benefit(s)/ drawback(s) etc.





## 'Analyse' Mark Scheme

The second bullet point in each level descriptor relates to 'Analysis' (AO3a)

The first bullet point in each level descriptor relates to 'Application' (AO2).

Each Assessment Objective (AO) is considered in isolation to arrive at the final level and mark.

Question number	Indicative content	Mark
5(c)	<ul style="list-style-type: none"><li>The owners of <i>Frog Bikes</i> operate in a competitive market, with rivals such as Halfords, and sticking to legislation will reassure potential customers who are looking to buying a child's bike (AO2).</li><li>By having to meet all safety requirement due to government legislation, <i>Frog Bikes</i>' costs will be higher than they would be without such rules (AO2).</li><li>This will mean that <i>Frog Bikes</i> will establish a strong reputation with its market segments that will choose its bikes knowing they have the latest safety features. This will potentially lead to higher sales, which may lead to higher profits if other costs do not increase due to implementing the requirements of the legislation (AO3).</li><li>As a result of these higher costs, prices of its bikes may have to rise. Prices for a small business like <i>Frog Bikes</i> are likely to be higher than some of the larger producers. The price of the bikes may be more important than the safety features for parents, and as a result sales revenue may fall (AO3).</li></ul>	(6) AO2=3 AO3a=3
Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-2	<ul style="list-style-type: none"><li>Limited application of knowledge and understanding of business concepts and issues to the business context (AO2).</li><li>Attempts to deconstruct business information and/or issues, finding limited connections between points (AO3a).</li></ul>
Level 2	3-4	<ul style="list-style-type: none"><li>Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies (AO2).</li><li>Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3a).</li></ul>
Level 3	5-6	<ul style="list-style-type: none"><li>Detailed application of knowledge and understanding of business concepts and issues to the business context throughout (AO2).</li><li>Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning (AO3a).</li></ul>

Question 5(c) EAM 1 Paper 1



## 'Analyse' Exemplar 1

(c) Analyse the impact on Frog Bikes of the legislation it has to comply with when producing and selling its bikes.

(6)

The legislation will mean that the bicycle business will have an increased average variable cost <sup>(1M)</sup> for each vehicle as they must be fitted with a chain guard. This will decrease the total profit made from the children bicycles <sup>①</sup> therefore the retained profit decrease <sup>②</sup> which may be used to expand their business to make cycling gear and helmets. The safety checks as part of the legislation means that total payments will increase <sup>(2M)</sup> ~~also~~ ~~with~~ ~~mean~~ ~~therefore~~ this will reduce the cash flow of Jerry and Shelly's children bicycle business <sup>③</sup> and therefore there is a higher chance of insolvency <sup>④</sup>.

Question 5(c) EAM 1 Paper 1



## **‘Analyse’**

### **Exemplar 1: Marking Logic**

	Level 0	Level 1	Level 2	Level 3
Application (AO2)				✓
Analysis (AO3a)			✓	
Overall Level				✓
Marks Awarded (6)	5 marks			

## Marking Activity 2:

‘Discuss’ &  
‘Analyse’



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## Marking Activity 2: 'Discuss', and 'Analyse'

- You will now see **one** response for each of the last two question styles.
- Mark each question using the mark scheme and submit your level for each 'Assessment Objective', together with your overall level and final mark.
- Your trainer will explain the scoring rationale behind each response.



## Marking Activity 2: 'Discuss' Exemplar 1

(e) Discuss the benefit to a business of using e-commerce.

A business using e-commerce as their sales platform means that they have a larger market to sell to as opposed to a 'bricks and mortar' store. Therefore the business will have larger economies of scale. As a result ATC falls & thus increasing profit margins per item.

Another benefit of a business using E-commerce as their sales platform is that there is no need for a high street location. Therefore, fixed costs are lower. Therefore less contribution is required to break even so margin of safety increases.

Question 3(e) EAM 1 Paper 1

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**'Discuss' Response 1** - This candidate has chosen to consider two benefits. This makes the question easier to answer since the 5 linked strands required to access Level 3 on 'Analysis' or 'AO3a' can now be spread across two separate benefits. The candidate has also placed these two benefits in two separate paragraphs to re-inforce, visually, the approach that they have taken. The first paragraph identifies a benefit 'larger market to sell to, as opposed to a bricks and mortar store'. This is developed through 'larger economies of scale' which is further developed through 'ATC falls' and 'increasing profit margin per item'. Thus, in the first paragraph we have 3 logical and accurate strands of development. In the second paragraph we have a second impact 'no need for a high street location' which is developed through 'fixed costs are lower' and then 'less contribution is required to break even' and 'so margin of safety increases'. Thus, there are a further 3 logical and accurate linked strands.



## Marking Activity 2: 'Discuss'

### Response 1: Marking Logic

	Level 0	Level 1	Level 2	Level 3
Understanding (AO1b)				✓
Analysis (AO3a)				✓
Overall Level				✓
Marks Awarded (6)	6 marks			

**'Discuss' Response 1: Marking Logic** - As a result, the response has to be placed in Level 3 for 'Analysis' or 'AO3a' and the accuracy and use of terminology places the response in the same level for 'Understanding' or 'AO1b'. Therefore, the response was **Level 3 overall and 6 marks were awarded**.



## Marking Activity 2: 'Analyse' Exemplar 1

(c) Analyse the impact on Frog Bikes of the legislation it has to comply with when producing and selling its bikes.

(6)

Frog Bikes will not have much freedom and will be restricted on their ~~the~~ bicycle designs. This means that less people would want to buy ~~a~~ their bicycle from Frog Bikes. This is because it makes Frog Bikes' cycles look more similar to their competitors such as JE Games. As a result, Frog Bikes is less differentiated in the ~~the~~ childrens bicycle market. This means that Frog Bikes' ~~the~~ cycle selling revenue will decrease as less bikes may be sold. As a result, the total revenue of Frog Bikes will decrease. In conclusion, their profits will decrease.

Question 5(c) EAM 1 Paper 1

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## Marking Activity 2: 'Analyse'

### Response 1: Marking Logic

	Level 0	Level 1	Level 2	Level 3
Application (AO2)			✓	
Analysis (AO3a)				✓
Overall Level				✓
Marks Awarded (6)	5 marks			

**'Analyse' Response 2: Marking Logic** - The net result is we have Level 2 for 'Application' or 'AO2' and Level 3 for 'Analysis' or 'AO3a' leading to **Level 3 overall and 5 marks**.



**Title slide - Levels-based questions 'Justify'.**



## ‘Justify’ questions

- Always worth 9 marks.
- Designed to test ‘Application’, ‘Analysis’ and ‘Evaluation’ (AO2, AO3a and AO3b).
- A ‘levels-based’ mark scheme is used.
- There are only two ‘Justify’ questions on the paper, one in Section B and one in Section C.
- ‘Application’ and ‘Evaluation’ is required as per the AO2 and AO3b descriptors.
- The question will always involve a choice between 2 options.
- There is no requirement to consider both options to reach full marks.
- Candidates can provide one or two impact(s)/ benefit(s)/ drawback(s) etc.
- ‘Interconnected points’ means at least two linked strands (Level 2: AO3a descriptor) from the one or two impact(s)/ benefit(s)/ drawback(s) etc.
- ‘Detailed interconnected points’ means at least five linked strands (Level 3: AO3a descriptor) from the one or two impact(s)/ benefit(s)/ drawback(s) etc.



## 'Justify' Mark Scheme

The first bullet point in each level descriptor relates to 'Application' (AO2).

The second bullet point in each level descriptor relates to 'Analysis' (AO3a).

The third bullet point in each level descriptor relates to 'Evaluation' (AO3b).

Each Assessment Objective (AO) is considered in isolation to arrive at the final level and mark.

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3	<ul style="list-style-type: none"><li>Limited application of knowledge and understanding of business concepts and issues to the business context (AO2).</li><li>Attempts to deconstruct business information and/or issues, finding limited connections between points (AO3a).</li><li>Makes a judgement, providing a simple justification based on limited evaluation of business information and issues relevant to the choice made (AO3b).</li></ul>
Level 2	4-6	<ul style="list-style-type: none"><li>Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies (AO2).</li><li>Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3a).</li><li>Makes a judgement, providing a justification based on sound evaluation of business information and issues relevant to the choice made (AO3b).</li></ul>
Level 3	7-9	<ul style="list-style-type: none"><li>Detailed application of knowledge and understanding of business concepts and issues to the business context throughout (AO2).</li><li>Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning (AO3a).</li><li>Makes a judgement, providing a clear justification based on a thorough evaluation of business information and issues relevant to the choice made (AO3b).</li></ul>

Question 7(d) EAM 1 Paper 1



## 'Justify'

### Exemplar 1: Marking Logic

	Level 0	Level 1	Level 2	Level 3
Application (AO2)				✓
Analysis (AO3a)				✓
Evaluation (AO3b)				✓
Overall Level				✓
Marks Awarded (9)	9 marks			



## 'Justify'

### Exemplar 2: Marking Logic

	Level 0	Level 1	Level 2	Level 3
Application (AO2)			✓	
Analysis (AO3a)			✓	
Evaluation (AO3b)	✓			
Overall Level			✓	
Marks Awarded (9)	4 marks			

# Levels-based Questions

‘Evaluate’



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## ‘Evaluate’ questions

- Always **worth 12 marks**.
- Designed to test ‘**Understanding**’, ‘**Application**’, ‘**Analysis**’ and ‘**Evaluation**’ (AO1b, AO2, AO3a and AO3b).
- A ‘**levels-based**’ mark scheme is used.
- There is only **one** ‘Evaluate’ question on the paper, **in Section C**.
- Candidates can **provide one or two** impact(s)/ benefit(s)/ drawback(s) etc.
- ‘Interconnected points’ means **at least two** linked strands (Level 2: AO3a descriptor) from the one or two impact(s)/ benefit(s)/ drawback(s) etc.
- ‘**Detailed** interconnected points’ means **at least five linked strands** (Level 3: AO3a descriptor) from the one or two impact(s)/ benefit(s)/ drawback(s) etc.





## 'Evaluate' Mark Scheme

The first bullet point in each level descriptor relates to 'Understanding' (AO1b).

The second bullet point in each level descriptor relates to 'Application' (AO2)

The fourth bullet point in each level descriptor relates to 'Evaluation' (AO3b)

The third bullet point in each level descriptor relates to 'Analysis' (AO3a)

Each Assessment Objective (AO) is considered in isolation to arrive at the final level and mark.

Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-4	<ul style="list-style-type: none"><li>• Demonstrates elements of knowledge and understanding of business concepts and issues, with limited business terminology used (AO1b).</li><li>• Limited application of knowledge and understanding of business concepts and issues to the business context (AO2).</li><li>• Attempts to deconstruct business information and/or issues, finding limited connections between points (AO3a).</li><li>• Draws a conclusion, supported by generic assertions from limited evaluation of business information and issues (AO3b).</li></ul>
Level 2	5-8	<ul style="list-style-type: none"><li>• Demonstrates mostly accurate knowledge and understanding of business concepts and issues, including appropriate use of business terminology in places (AO1b).</li><li>• Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies (AO2).</li><li>• Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3a).</li><li>• Draws a conclusion based on sound evaluation of business information and issues (AO3b).</li></ul>
Level 3	9-12	<ul style="list-style-type: none"><li>• Demonstrates accurate knowledge and understanding of business concepts and issues throughout, including appropriate use of business terminology (AO1b).</li><li>• Detailed application of knowledge and understanding of business concepts and issues to the business context throughout (AO2).</li><li>• Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning (AO3a).</li><li>• Draws a valid and well-reasoned conclusion based on a thorough evaluation of business information and issues (AO3b).</li></ul>

Question 7(e) EAM 1 Paper 1



## 'Evaluate'

### Exemplar 1: Marking Logic

	Level 0	Level 1	Level 2	Level 3
Understanding (AO1b)				✓
Application (AO2)				✓
Analysis (AO3a)				✓
Evaluation (AO3b)			✓	
Overall Level				✓
Marks Awarded (12)	9 marks			



## 'Evaluate'

### Exemplar 2: Marking Logic

	Level 0	Level 1	Level 2	Level 3
Understanding (AO1b)				✓
Application (AO2)			✓	
Analysis (AO3a)				✓
Evaluation (AO3b)			✓	
Overall Level			✓	
Marks Awarded (12)	8 marks			

## Support & Networking



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## Ongoing Subject Support



Your subject advisor is: **Colin Leith**

Phone: **020 7010 2182**

Twitter: **@PearsonEconBus**

**#liontheme1, #liontheme2**

Facebook: **Edexcel GCSE Business**

Email: [TeachingBusiness@pearson.com](mailto:TeachingBusiness@pearson.com)



GCSE Business subject page:

<https://qualifications.pearson.com/en/qualifications/edexcel-gcses/business-2017.html>

Any questions?



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