

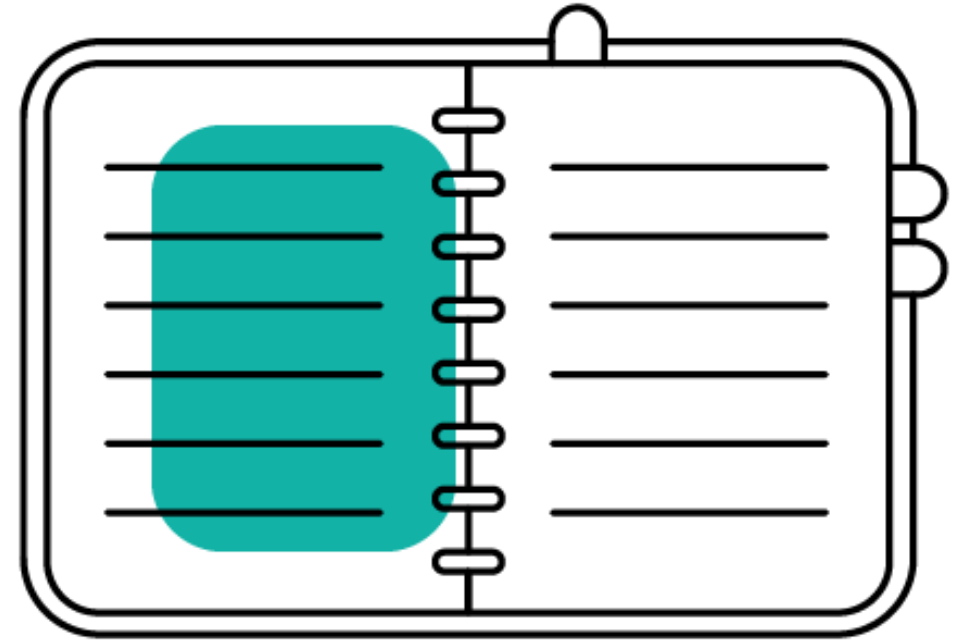
# GCSE Business

## Reflections from Paper 2



# Agenda

- Well-answered questions and positives
- Common errors
- Misunderstanding of topics
- Weak knowledge
- Exam technique



# Positives from the paper



# Positives from the paper

## Well-answered questions

- Q1c
- Q3c
- Q3d
- Q3e
- Q7e

## Strengths

- Section A
- Evaluation Question

Good analysis in Section A



## Example of good analysis in Section A

(c) Explain **one** reason why a business may increase its product range.

(3)

A business may increase its product range to target different customers. This may increase sales which overall increase revenue made by the business.

## Example of good analysis in Section A

(c) Explain **one** reason why a business may use sponsorship to promote a product.

(3)

One reason why a business may use sponsorship to promote a product is to boost the sales. This is because the sponsorship attracts new customer and persuaded them to buy the product. Therefore, this leads to business have higher revenue.

## Example of good analysis in Section A

(d) Explain **one** disadvantage to a business of using remote working.

(3)

Employees may be more likely to slack on their work as they aren't being supervised, leading to them having little to no motivation, resulting in less work production and a possible loss of customers due to no satisfaction with work rate.



# Example of good analysis in Section A

(e) Discuss the benefit to a business from reducing its environmental impact.

(6)

Reducing its environmental impact can give the business a 'green image'. This is a USP for the business ~~can~~ so can differentiate them from their competitors. Therefore, the business gains a competitive advantage. Leading to an increase in sales and market share.

Being environmentally friendly, for example using renewable energy sources like solar and wind, can allow the business to charge a premium price. This is because the customers ~~the~~ will be willing to spend more money if they think they are helping to save the planet. Therefore, the business will generate more revenue. Leading to, an increase in profit.

# Common errors



## Common errors – generic answers

(e) Explain **one** disadvantage to a business of having a flat organisational structure.

(3)

If a business has a flat ~~organs~~ organisational structure, it can make the business less efficient. This leads to worsened customer service or added value, therefore decreasing profit of the business.

# Common errors – mis-reading the question

Figure 1 shows the bar gate stock graph for a business in June 2023. A and B represent deliveries of stock to the business.

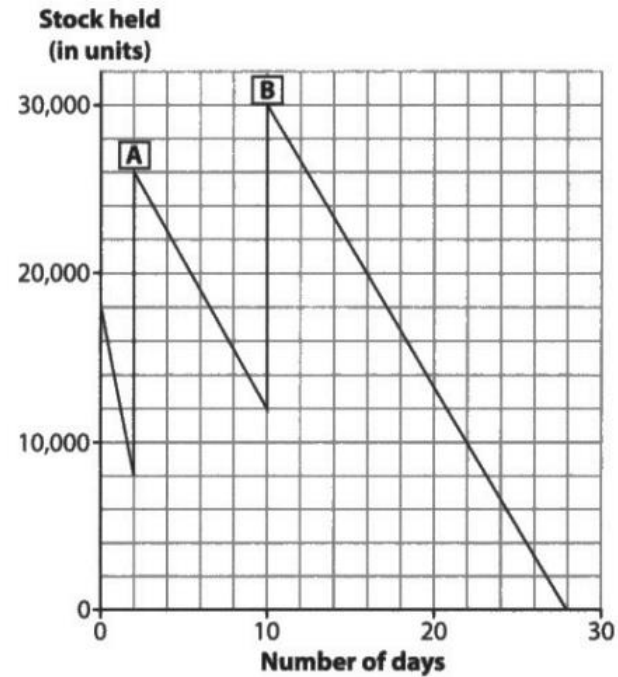


Figure 1

- (b) Using the information in Figure 1, calculate how many days it took for the business to run out of stock after receiving its last delivery in June 2023.

(2)

28 days

## Common errors – repetition of points

(b) Analyse the importance to Popeyes of differentiating its products.

(6)

Differentiating is american style food is very important to pop eyes as the uk <sup>fast</sup> food market is highly competitive. This means that to gain competitive advantage the fast food restaurant needs different special menu & items such as its Cajun gravy and american style biscuits. As a result of this, people will see this as a unique selling point and be intrigued to try Popeyes ~~fast~~ Louisiana style food.

## Common errors – repetition of points

Another reason why this is <sup>so</sup> important is Popeyes is entering a new, already ~~widely~~ vastly competitive market full of chicken restaurants such as KFC and Wingstop that are already established. This means that if the fast food business doesn't have competitive advantage over its rival chains it could be unsuccessful. As a result, the business could ~~fail~~ have no sales and fail.

# Misunderstanding of topics





# Misunderstanding of topics – JIT

Business always guaranteed to always have stock available to them and that the business will always be able to make sales.

Incorrect!

(d) Explain **one** advantage to a business of using just in time (JIT) stock control.

(3)

One advantage to a business of using just in time stock control would be that there would be no delays in getting raw materials and if there was they have enough time to get a replacement meaning that customers get their product in time, stay happy and are loyal customers (continue buying) from the business.

(Total for Question 1 = 8 marks)



# Misunderstanding of topics – Internal Growth

4 (a) Outline **one** method of internal growth that Popeyes could use.

(2)

Train current employees to be skilled chefs and kitchen staff.

Confused with:

- Internal recruitment
- Internal finance

4 (a) Outline **one** method of internal growth that Popeyes could use.

(2)

~~Internal recruitment~~ Popeyes could use retained profit to invest their profit into re-training the staff.

# Misunderstanding of topics – Productivity

Many thought it was about improving quantity of output.

- Mixed up with production.

(c) Analyse the drawback to Popeyes from trying to improve productivity.

(6)

A <sup>dis</sup>advantage from the drawback of improving productivity is they would have to hire more workers but the problem is there is already a shortage and would have to pay a higher price for them to stay. This means that they will have a larger outflow of revenue meaning they cannot invest as much into the business.

Weak knowledge



# Weak Knowledge – Areas to Focus On

- Q2c – ARR
- Q6c – Flexible and Full-time working
- Q7a – Non-financial methods of motivation
- Q7d – Selling assets and Share Issue

# Exam technique



# Exam technique – Outline Questions

- Need to have the following elements to get 2 marks:
  - Valid point
  - Linked strand of development
  - Application
- A lot of answers to 4a, 6b and 7c had at least one element missing, therefore they were restricted to 1 mark.

## Exam technique – Outline Questions – 4a

4 (a) Outline **one** method of internal growth that *Popeyes* could use.

(2)

One method of internal growth popeyes can do is entering new markets. This is because although popeyes have unusual products they are successful so they could grow.

4 (a) Outline **one** method of internal growth that *Popeyes* could use.

(2)

One method is they could create new unusual items. This means it is more appealing and customers want to try the new foods. This leading to internal growth.

## Exam technique – Outline Questions – 6b

(b) Outline **one** benefit to Popeyes from having a good relationship with its suppliers.

(2)

One benefit to Popeyes from having a good relationship with its suppliers is that they can purchase goods on trade credit as they have the trust but also suppliers are likely to make urgent deliveries when needed.

(b) Outline **one** benefit to Popeyes from having a good relationship with its suppliers.

(2)

One benefit is that, in the event of a shortage, the supplier may prioritise Popeyes over rivals like KFC, allowing Popeyes to operate when rivals can't, making them more reliable.



## Exam technique – Outline Questions – 7c

(c) Outline **one** likely responsibility for a manager of a *Cineworld* cinema.

(2)

Deal with complaints such as not good quality sound in the cinema and also deal with complaints about the staff.

(c) Outline **one** likely responsibility for a manager of a *Cineworld* cinema.

(2)

A manager would oversee employees that are serving popcorn or operating the screens. This would make employees more motivated to work.  
/encouraged

# Exam Technique – ‘Explain the Method’ Question

- More difficult to answer.
- Students tend to drift into discussing the benefit/drawback rather than explaining the method.

(d) Explain **one** method a business could use to improve the quality of its products.

(3)

- In this question candidates needed to give a valid method and then explain how that method would lead to a better quality product.
- Explaining the benefit of having a higher quality product is not what the question requires.

# Exam Technique – ‘Explain the Method’ Question

(d) Explain **one** method a business could use to improve the quality of its products.

(3)

They could use higher quality materials, this means that the overall quality of the product would be higher. As a result, the business could charge higher prices or target a high income demographic.

## Exam Technique – ‘Explain the Method’ Question

(d) Explain **one** method a business could use to improve the quality of its products.

(3)

A business could find a better supplier to improve the quality of its products because they can buy better quality materials. This could lead to the product reaching more customer needs which therefore could increase sales and revenue.

# Exam Technique – 'Explain the Method' Question

(d) Explain **one** method a business could use to improve the quality of its products.

~~a supp. & qual.~~ qual cont - specialists - no faulty p. - (3)

The business can provide a quality control at the end of its products production. This means each product produced will be checked by a ~~quality~~ specialised inspector. As a result, the faulty products produced will be removed from ~~the~~ selling, thus will <sup>improve</sup> ~~improve~~ the consumers' opinion about the firm, as the purchased product will associate with the business.

# Exam Technique – Analyse Questions

Level	Mark	Descriptor
		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>

## Exam Technique – Analyse Questions – Example 1

(c) Analyse the drawback to Popeyes from trying to improve productivity.

(6)

A drawback to Popeyes from trying to improve productivity could be that workers could complain because they are working too hard. This could lead to a loss of staff which would lead to other staff working even harder.



## Exam Technique – Analyse Questions – Example 1

Another drawback to Popeyes from trying to improve productivity could be spending money on training for the Popeyes employees because they aren't experienced enough. This could lead to ~~the~~ a loss in money that might of not even helped the employee ~~ti~~ therefor money gone that could of been better spent.



## Exam Technique – Analyse Questions – Example 2

(c) Analyse the drawback to *Popeyes* from trying to improve productivity.

(6)

One drawback of Popeyes improving their productivity is that their quality may fall. This is because they may have to stop marinating their chicken overnight as they may not have time. This means that their chicken may not be as flavourful. Therefore they may lose customers to competitors such as 'KFC' and 'Wing Stop'.

## Exam Technique – Analyse Questions – Example 2

Another drawback is that improving their productivity will be expensive. This is because they have to 'redesign their kitchens' and 'retrain employees'. This will lead to a lower profit margin. Meaning that they will have less retained profit to open new stores.

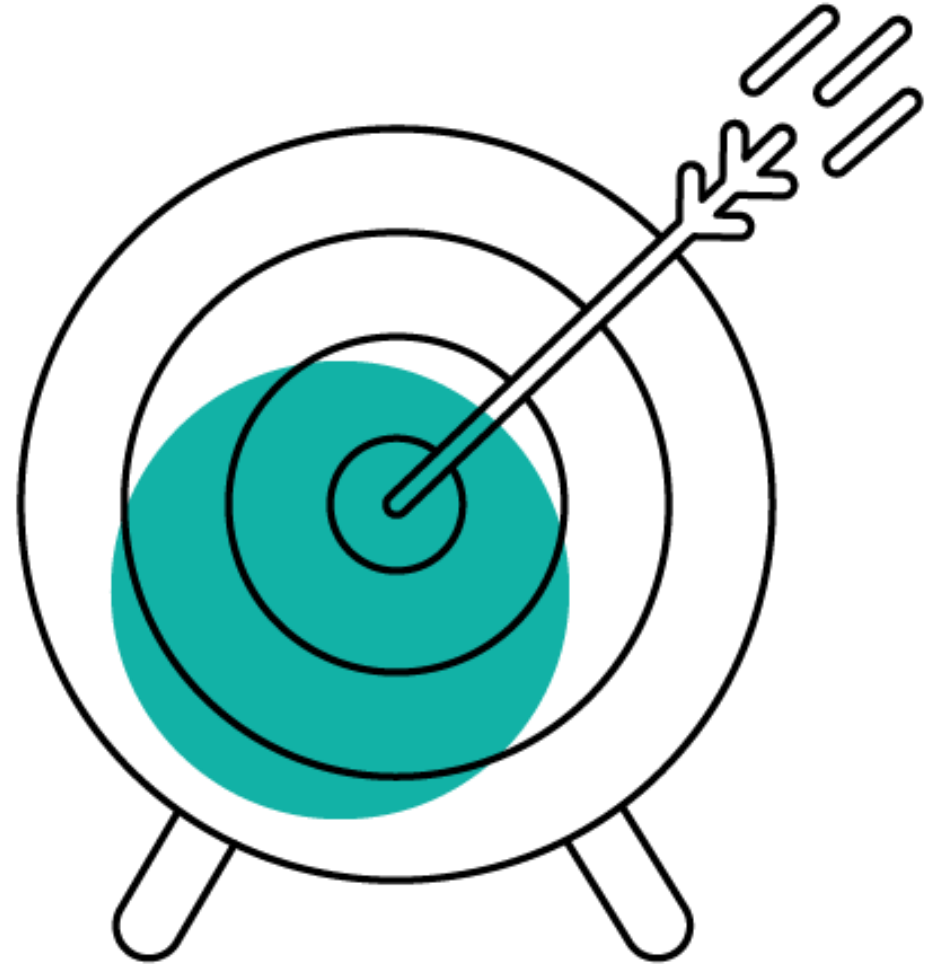
## Exam Technique – Analyse Questions – Example 3

One drawback is that the chefs may feel under pressure. This would be because they would feel like they have to cook the food faster. As a result, the quality of the chicken sandwiches may fall. This may harm the reputation of the fast-food chain. This could lead to customers buying from rivals such as KFC instead. This would lead to a fall in sales, which could harm the profits of the fast-food retailer.

# Summary

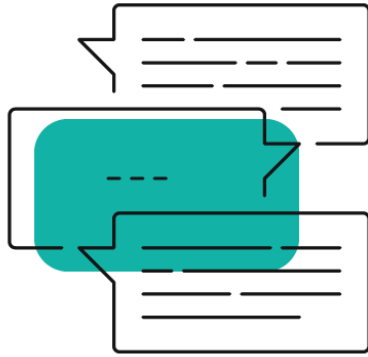
In this session we covered the following:

- Well-answered questions and positives
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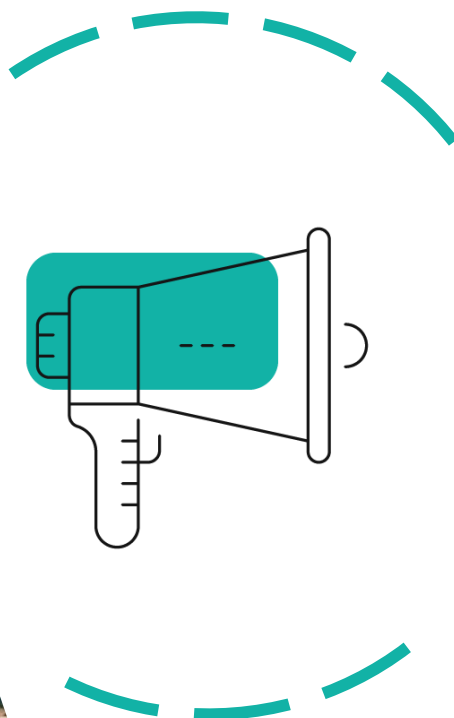




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