



Examiners' Report **June 2023**

GCSE Business 1BS0 01

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Introduction

This was the fifth sitting of the new GCSE in Business. Again, entries rose compared to previous years with over 61,000 students sitting this examination.

This report gives feedback on Paper 1 (1BS0_01) 'Investigating small business'.

It should be used by centres as a critical document to enhance both teacher and student understanding of the core skills that are under test in each type of question. It should be used as a vital part of exam preparation as it shows the approach taken by candidates in answering each style of question used within the examination.

Please do ensure it is used in the classroom, since the purpose of this report is that it should not be hidden away for the exclusive use of teachers. Each question will have at least two worked exemplars which will highlight common mistakes and provide examples of high-scoring performance. Where appropriate, I have included 'Examiner Tips' on how candidate performance could be improved in future years.

Two significant changes were introduced to the examination this year:

1. The source material for sections B and C were in a separate booklet. This required no flicking backwards and forwards by the candidate to access the source material and therefore should have made it easier to select information from the source material when applying knowledge in their answers.
2. The amount of time candidates had to complete the examination rose to 1 hour 45 minutes. This clearly had an impact as there were far fewer incomplete papers than in previous years.

Question 1 (c)

This question was answered well by the majority of candidates with the most common answers being linked to limited liability and the ability to sell shares. Most understood the concept of limited liability and then managed to explain this in relation to it being an advantage. Despite this being a question aimed at easing candidates into the paper and focusing on an accessible part of the specification, there were lots of varied answers given, which demonstrated some issues with knowledge, for example, financial information is private. Some students were also unclear about limited liability as some confused it with unlimited liability.

(c) Explain **one** advantage of starting a business as a private limited company.

(3)

One advantage of operating as a private limited company is that it has ~~unlimited~~ limited liability. This means that risk is reduced. This is because the business owner and ~~the~~ business are seen as separate entities. So the owners assets aren't at risk if the business fails.



This exemplar shows a well-structured answer demonstrating an efficient technique. An advantage is given by saying the business has limited liability and there are then two linked strands of development by explaining the advantage is because they are 'seen as separate entities', which means 'the owners assets aren't at risk'. Note that there is no need to expand the answer beyond these simple three sentences. This saves time for later in the paper whilst still scoring three marks.



There is no need to overelaborate when answering questions. 'Explain' questions for instance should only require three sentences to answer the question. Anything more is not required and wastes time.

(c) Explain **one** advantage of starting a business as a private limited company.

(3)

By starting a private limited company the owner will have limited liability. If the owner fails to pay off the loans his personal assets will still be safe.



'Explain' questions are worth three marks and require two strands of linked development. Candidates must be aware of this as they will not give themselves the opportunity to score all three marks if they do not do this. This candidate clearly understands the question and has the knowledge to give a correct answer. However, only one development point is included in the answer resulting in two marks.

Question 1 (d)

Question 1(d) was not answered very well. This was because of two key reasons which candidates and centres should carefully consider when preparing for future papers. Firstly, the question asks for candidates to explain one 'way'. This requires candidates to explain **how** something affects a business rather than **why**. This is something candidates are rarely prepared for as answers tend to finish off with advantages or disadvantages, for example 'this would lead to more customers'. When this happened candidates got no credit for this part of the response.

Secondly, the question asked to explain one way the internet may affect where a small business chooses to locate. This is based on a specific part of the specification (1.4.2) but most students did not appear to understand the question and discussed the impact of the internet in generic ways rather than how it affected the choice of location. Good answers tended to focus on the use of e-commerce and no longer needing a high street presence or the ability to research the location of potential competition before deciding where to locate.

Centres must prepare candidates for all parts of the specification.

(d) Explain **one** way the internet may affect where a small business chooses to locate.

(3)

Having a store in a location which has high footfall isn't as important with the internet as businesses can reach customers online as well as in person. Having a shop in a less popular location will be cheaper for a small business than having a shop in a busy location and it won't affect the visibility of the business as they can make sales via the internet too.



ResultsPlus
Examiner Comments

This answer shows good understanding from the candidate. Although not structured in the best way there is a clear explanation of how the location would be affected. Firstly, the candidate points out that being 'in a location which has high footfall isn't as important'. They then develop to say how by saying 'the internet can reach customers online' and they 'could have a shop in a less popular location'. Other information has been included but these points were enough to score all three marks.



ResultsPlus
Examiner Tip

Practice how to answer 'explain' questions that require an explanation of a 'way' or a 'method'. These require a different technique and are often the questions that tend to be most problematic to candidates.

(d) Explain **one** way the internet may affect where a small business chooses to locate.

(3)

If a small business locates somewhere busy and popular, they are able to use the internet to promote their business ~~and~~ leading to more customers and therefore more sales so ~~more~~ increased profit.



In contrast, this answer shows two key flaws that were common in this question. Firstly, the answer does not say how the internet affects the location. It gives a generic way the internet affects a business – 'use the internet to promote'. Secondly, the answer develops into explaining 'why' rather than 'how' by saying 'leading to more customers and therefore more sales so increased profit'. Zero marks were awarded.

Question 2 (c)

Question 2(c) was the first of the calculate questions on the paper. In 'calculate' questions no marks are given for the formula, since the question tests AO2 (Application). If the correct answer is seen on the answer line, it's automatically 2 marks. Thus, most candidates scored either 0 or 2 marks.

This question proved to be quite tricky. Many candidates did not know how to calculate the break even level of output, and many of those that did struggled to understand what they were working out. Therefore, those candidates that had remembered the formula by heart struggled to work out what would happen if one of the variables changed (in this case the selling price). It is important to try and develop an understanding of what business calculations are used for rather than simply remembering the formula and substituting in the correct figures.

Table 1 contains information about a small business.

Fixed costs	£10 000
Variable cost	£2.50 per unit
Selling price	£5.00 per unit
Break even level of output	4,000 units

Table 1

The business increases the selling price of its product to £6.50 per unit.

- (c) Using the information in Table 1, calculate the decrease in the break even level of output. You are advised to show your workings.

(2)

$$BE = \frac{FC}{SP - VC}$$
$$\frac{10\,000}{6.50 - 2.50} = 2500$$
$$4000 - 2500 = 1500$$

.....1500..... units



A model answer. The new break even level of output has been calculated and then the candidate has understood the question and subtracted the original break even point to show how much it had changed.

Note – there is no need to write down the formula. However, many candidates do this to help them structure their answer.

Table 1 contains information about a small business.

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Break even level of output	4,000 units

Table 1

The business increases the selling price of its product to £6.50 per unit.

(c) Using the information in Table 1, calculate the decrease in the break even level of output. You are advised to show your workings.

(2)

$$\frac{10,000}{6.50 - 2.50} = 2500$$

..... 2500 units



This candidate has remembered how to calculate the break even point but has failed to understand what the question is asking. They have not gone on to calculate the change in break even level of output. This scored zero marks because the final workings had not been included in the answer.



If the answer is correct on the answer line, the examiner will automatically give 2 marks. The workings are only ever looked at if the answer on the answer line is incorrect. Thus, very few students ever get 1 mark. This only happens when the workings are right, but the answer on the answer line is wrong.

Question 2 (d)

In a similar way to question 1d, this question asked candidates to explain a way. In this case a way that a small business could become more competitive. This question was answered far better than 1d, with many good answers being linked to 'developing a USP' or 'lowering prices'. Most candidates also provided some relevant development but many also missed out on the third mark by giving an advantage of being more competitive such as 'increased customers', 'increased revenue' or 'more profit'. The full answer must be an explanation of how the business would be more competitive.

(d) Explain **one** way a small business could become more competitive.

(3)

one way a small business can become more competitive is by decreasing price this leads to customers wanting their product over others therefore increase in sales and overall profit.



This was typical of many answers to this question. The answer starts off well by identifying a way a small business could become more competitive - 'decreasing price'. There is also an attempt at saying how this would work - 'leads to customers wanting their product over others'. However, it misses out on the third mark by providing an advantage as the second development point - 'increase in sales and overall profit'. Two marks were awarded.



Avoid falling into the 'increased revenue' and 'increased profit' trap. Many candidates include these points as default answers. In this type of 'explain' question they do not answer the question and no marks can be awarded for this part of the answer.

(d) Explain **one** way a small business could become more competitive.

(3)

A small business could become more competitive by offering higher quality products than competitors. They can do this by finding a better supplier. This means that the business has a competitive advantage. Therefore, the enterprise generates more sales because customers are attracted by the higher quality products.



ResultsPlus
Examiner Comments

Although this answer could be viewed as being the same as the first response there are some key differences that allowed all three marks to be awarded. It starts by identifying a suitable way - 'offering higher quality products' and there is then some development to say how this would be done - 'finding a better supplier'. The final sentence linked to more sales was enhanced by saying 'customers are attracted by the higher quality products', but there is an argument that this repeats the first sentence. However, the point linked to 'competitive advantage' was accepted during standardisation as being a valid development allowing three marks to be awarded.

Question 2 (e)

Question 2e was another question that demonstrated a lack of understanding from candidates. Most were aware of the legal obligations that businesses have, but many candidates focused on the impact this would have on the public image this would have on customers which would lead to increasing sales. This was considered naive in that customer choice would not be swayed by a business meeting its legal obligations. The vast majority of businesses do, so this was not considered a valid advantage. Better answers were seen when candidates considered possible fines, conflict with pressure groups such as trade unions and the impact it could have on staff welfare.

(e) Explain **one** advantage to a small business of meeting its legal obligations.

(3)

One advantage is that it makes the staff more motivated. This is because they will know that management cares for them as they would be getting their wages and health and safety, leading to more productive staff and better customer service.



This answer is an example that shows a good understanding of the question. The structure is a little 'back to front' but this would not affect the mark awarded. An advantage is given in the second sentence by saying 'they be getting their wages and health and safety'. This is then developed to explain why it is an advantage to the business because 'it makes the staff more motivated' which then leads to 'more productive staff and better customer service'. Three marks awarded.

(e) Explain **one** advantage to a small business of meeting its legal obligations.

(3)

Customers will be more attracted to the business and trust the business. Therefore the customers will become loyal and purchase often. As a result the business will produce more profit.



This was a common issue in candidate answers. It is not realistic to say that it increases the trust of customers. If the vast majority of businesses do meet legal obligations then this cannot be considered a competitive advantage which leads to more customers, as it applies to all businesses. It would not be something that customers would consider when making a purchase. Zero marks awarded.

Question 3 (b)

The second 'calculate' question on the paper which was answered very well by candidates. Most were able to calculate the revenue for the month of March by multiplying the sales figure of 7,200 with the selling price of £5.20. A small number of candidates lost marks by not reading the question carefully and using the wrong monthly sales figure.

Figure 1 shows the number of units sold per month by a business from February to April. The selling price for each unit was £5.20

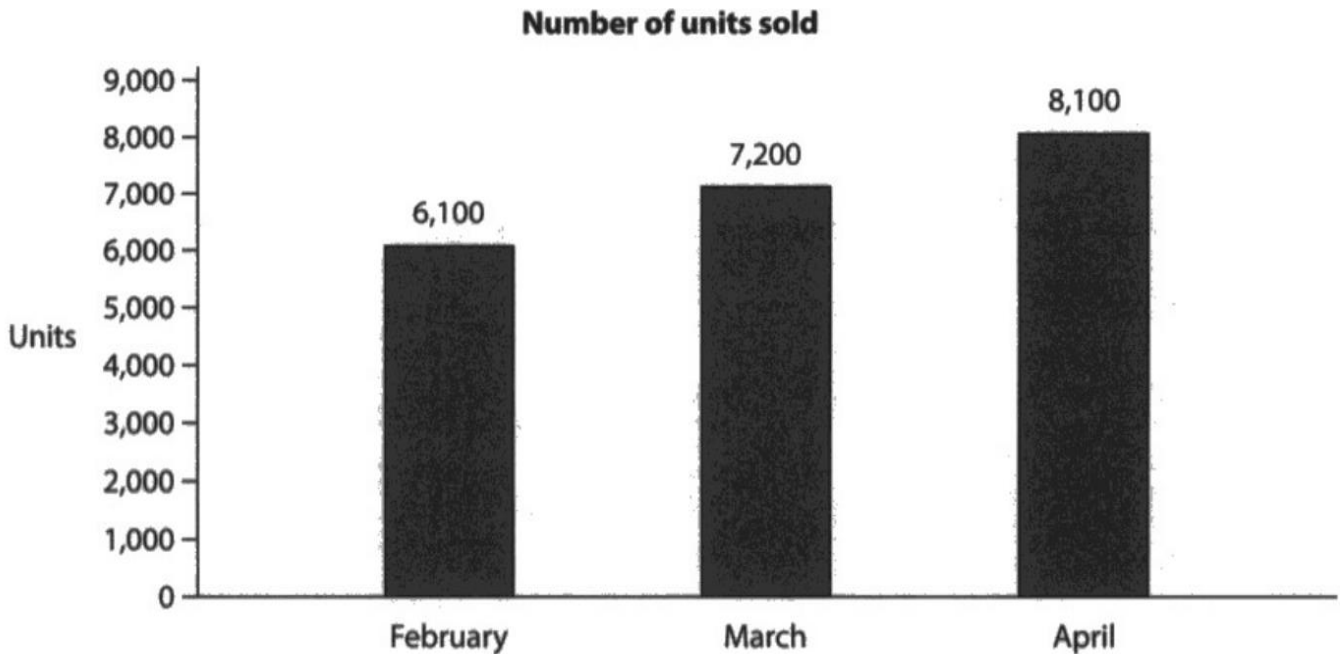


Figure 1

(b) Using the information in Figure 1, calculate the revenue for March. You are advised to show your workings.

(2)

$$7200 \times 5.20$$

$$\text{£ } 1384.61$$



Poor knowledge shown by this candidate in that they have selected the correct figures from the information provided but then failed to understand how revenue is calculated. Zero marks.



There will always be quantitative questions in the exam paper. They will appear in the same places every year. Thus, 10% of the exam paper's total marks can be attained by simply knowing how to answer these questions and learning the respective formulae. This should be an 'easy win' for candidates.

Figure 1 shows the number of units sold per month by a business from February to April. The selling price for each unit was £5.20

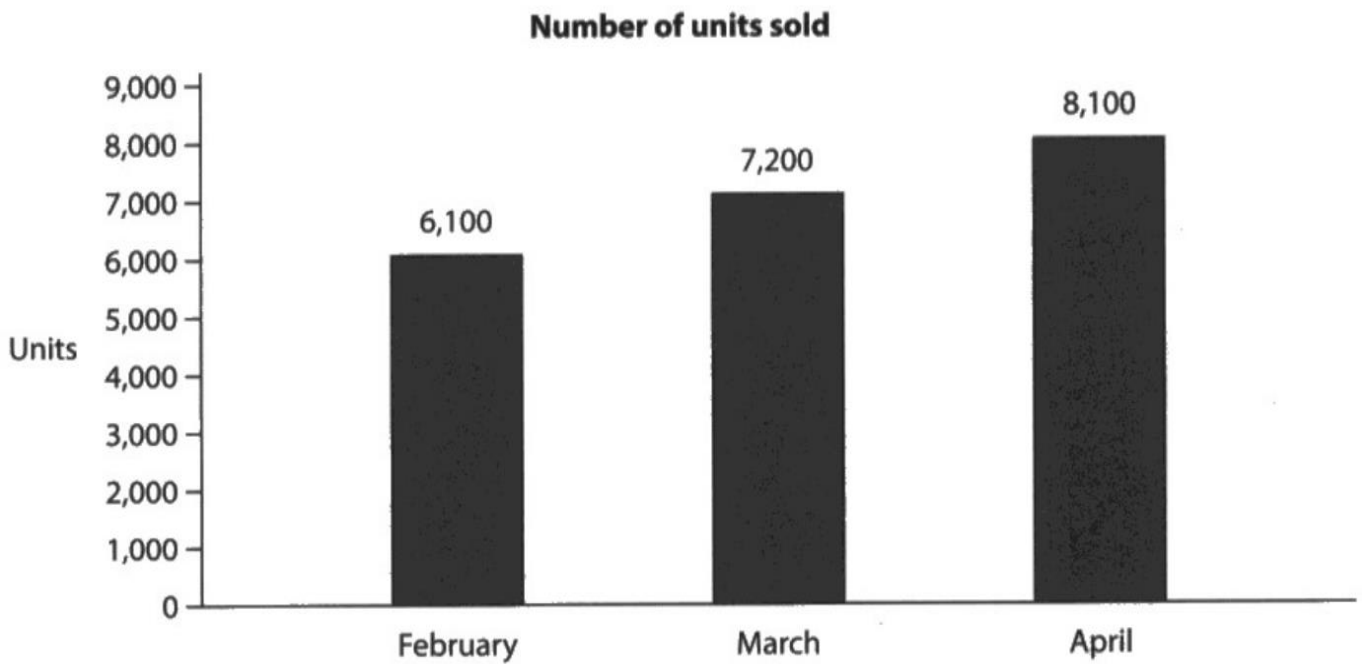


Figure 1

- (b) Using the information in Figure 1, calculate the revenue for March. You are advised to show your workings.

(2)

$$7200 \times 5.20 = 37440$$

£ 37440



The correct answer, £37 440, is given in the answer space so two marks can be awarded. Also note that the correct workings have been provided, so for some slim reason the incorrect answer had not been written down one mark could still have been awarded.

One other point to note for 'calculate' questions is when candidates do not place the answer in the space provided. Examiners will still award full marks for the correct answer if it is written elsewhere, but only if it is clearly the candidate's final answer. If there is any confusion that this is the case then no marks will be awarded, meaning the candidate is risking marks by not placing the answer in the space provided.

Question 3 (c)

Question 3(c) was well answered with most candidates giving disadvantages linked to low motivation/lower productivity/employees leaving the business if they were not paid on time. There was often good development included by saying how this would then have a negative effect on the business. Very few scored zero marks.

(c) Explain **one** disadvantage to a small business of not paying its employees on time.

(3)

A disadvantage to not paying employees on time is it leads to unmotivated employees. As a result less work is being done for the business, therefore, they may not be meeting deadlines or reaching targets.



A good example of an accurate, concise answer that scores full marks without expanding beyond three short, valid points. Good technique as there is no need to use the full amount of space provided on the exam paper if there is no need to.

(c) Explain **one** disadvantage to a small business of not paying its employees on time.

(3)

One disadvantage of a business of not paying its employees on time is that it creates a negative relationship between the business and its employees. This leading to the business not being happy with how they are being payed and not respected causing a lower morale and consequently lower output level. Therefore causing a less efficient business and potentially longer manufacturing times thus on lowering the level of cashflow for the business.



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Examiner Comments

Another very good answer that scored full marks. Effectively, this answer makes the same point as the first exemplar but in a more long winded way. This does not distract from the quality of the answer but does contrast how full marks could be achieved when answering 'explain' questions.

Question 3 (d)

A significant number of candidates had issues with this question, with the level of knowledge on retained profit as a source of finance not strong across all candidates. Many good answers accessed marks by highlighting no interest fees leading to a cheaper method of finance but many others explained what the finance could be used for rather than a reasoning for using retained profit. Other poor answers spoke of speed of access, when retained profit can take a number of years to accumulate or gave generic answers on finance that did not differentiate retained profit from any other source of finance.

(d) Explain **one** advantage to a small business from using retained profit as a source of finance.

One advantage is that it's your own money you're using. Therefore you don't have to pay it back or pay interest on the money because it's yours. As a result there are less fixed costs because you're not paying money back to anyone, it's your own money.



Candidates can often be guilty of repetition when answering questions. This can lead to marks being dropped despite some good knowledge and understanding in an answer. This answer is a good example of this. There are good points made linked to not paying interest which leads to reduced fixed costs, but poor technique in answer through repetition only allowed two marks to be awarded.



When preparing for exams re-read your answers to ensure you are streamlining your exam technique. One way to do this is by eliminating any repetition from your answers.

(d) Explain **one** advantage to a small business from using retained profit as a source of finance.

(3)

There is no interest using retained profit. Interest can be very expensive depending on the size of the loan so using retained profit will decrease costs compared to other forms of finance. Therefore the cash flow of the business will be improved.



This example illustrates a similar answer with better technique which led to three marks being awarded. Similar points have been made linked to interest and reduced costs, but as the candidate avoids repetition as they have been able to go on and make an additional development point regarding the improved cash flow of the business. This elevated the answer from two to three marks.

Question 3 (e)

This question tests 'AO1b' or 'Understanding' **and** 'AO3a' or 'Analysis'.

Examiners are instructed to make a level judgement **separately** on each 'AO' or 'Assessment Objective' and then take a 'line of best fit' to arrive at the final level and mark.

A significant number of candidates did not understand this question and discussed the impact of a business developing a new product rather than focusing on the impact of doing this by adapting an existing product. This is an area covered in the first part of the specification (1.1.1) but does not seem to have been taught well in centres. When answered well candidates focused on the relative cost of this approach or the speed that the product could be brought to market. However, many candidates gave generic answers on the benefits of new products to a business rather than how the business generated the ideas for the product.

(e) Discuss the impact on a small business from adapting existing products to develop new business ideas.

(6)

One impact on a small business from adapting existing products to develop new business ideas is they can ~~increase customer satisfaction~~. This target a wider range of customers. This means sales and customer satisfaction will increase. Therefore improving their brand image.

However, another impact is they will have to increase their costs. This is because they could be increasing the quality of their product, meaning the cost of their raw materials would increase. Therefore, the business's cash outflow would increase, resulting in less cash to use.



This answer illustrates the impact of giving generic answers which do not answer the specific question. Questions will be set linked to specific parts of the specification and centres must try to develop the ability of candidates to identify what the question is asking them to do.

This answer is well structured and broken into two different parts (a good technique that should be promoted), but the content is generic and can be applied to any form of new business idea. There is no aspect of the answer that aims to explore the impact of doing this by adapting an existing product. As a result this answer was awarded zero marks as it did not answer the question.



Although questions will often refer to 'the impact' or 'the benefit' in a singular sense, candidates can include up to two different impacts/benefits into their answer. By breaking the answer into two shorter paragraphs candidates may find it easier writing five development points in their answer rather than basing the entire answer on just one impact/benefit.

(e) Discuss the impact on a small business from adapting existing products to develop new business ideas.

(6)

One advantage of adapting existing products is it is less expensive and time-consuming. This is because the business does not have to take time doing market research to find a gap in the market and fill that gap. As a result, it will be easier ~~to~~ and quicker to start the business as they have a foundation to work on.

A disadvantage of adapting existing products is there is more competition. This is because other products like this have already been created and it is not an original business idea. As a result, the business may struggle to ~~gain a~~ ^{capture} market share ~~competitive advantage~~ and may have to charge lower prices to attract customers and gain a competitive advantage.



This is a far more specific answer that shows the candidate understands that a business can come up with new ideas by adapting existing products. They have also illustrated very good technique by exploring two impacts (one positive and one negative – no issue with this as 'impacts' can be both positive or negative).

A judgement can now be made against the assessment objectives. The level of analysis (AO3a) was strong in this answer with at least five development points being made, so this can be placed at level 3. The level of understanding (AO1b) was also strong, but the second paragraph was not as clear as the first. Therefore level 2 was awarded. Once best fit was applied five marks were awarded.



If the question asks to discuss or analyse an 'impact', then an answer can refer to either positive or negative impacts, or a mixture of both.

Question 4 (a)

In Section B, all questions require 'Application' or 'AO2'. A case study is provided to help candidates apply their knowledge to a specific business. This year the case studies were placed in a separate 'Source Booklet' to minimise the time spent flicking from the question to the case study. The case study used for Section B this year was Lili Heating Ltd, a plumbing business located in Birmingham.

Like all 'Outline' questions which are only worth two marks, this first question in Section B caused some issues with candidates in that they struggled to score both marks as answers often lack any application or 'context'. To gain two marks a candidate has to essentially do three things in their answer. Firstly, they must provide a correct answer. They then must include a development point and finally there must be some form of application (or use of context) in the answer.

Therefore this question required candidates to identify a way financial information could be used in a business plan. A development point then had to be included to say why this would help the business. Application had to be included somewhere in the answer that related specifically to Lili Heating Ltd. Not many candidates were able to include all three with most scoring one mark.

- 4 (a) Outline **one** way that financial information in a business plan could help
Lili Heating Ltd.

(2)

One way financial information in a business plan could help Amelia Cooper business is to work out the costs of her tools and equipment, to then work out how much she would charge per job.



This answer is a good example of how to answer an 'outline' question. The question has been answered by saying the financial information could help to work out costs. It is then developed to say that this would help because it could be used to 'work out how much she would charge per job'. Finally, context or application is included through reference to the name of the business owner 'Amelia Cooper'. Two marks awarded.



The shorter answers in Sections B and C are very important, despite being worth only one or two marks each. Many candidates miss grade boundaries by slender margins each year which could have easily been averted by the use of context in these short answers. ALWAYS include context in Section B and Section C.

Question 4 (b)

The 'Analyse' question tests two 'Assessment Objectives' or 'AOs', namely 'AO2' or 'Application' and 'AO3a' or 'Analysis'. Thus, to be successful, candidates need to demonstrate both of these skills within their answer. Examiners will then make a separate judgement on 'Application' or 'AO2' looking for a range of different examples of context, spread throughout the response to reach Level 3. Equally, examiners are also looking for 5 linked, accurate, strands of development emanating from the 1 or 2 points (which in this case are benefits). If they see this, then a Level 3 judgement will also be made for this Assessment Objective as well. To reach their final mark, examiners will take a 'line of best fit' across the two 'AO' levels that have been adjudged by the examiner.

Note that a generic answer that has no context/application, whatsoever, cannot score above 3 marks.

This should have been a fairly straightforward question for candidates. Essentially candidates needed to identify which non-financial objectives could be applicable to the owner of Lili Heating Ltd and analyse why they would be important. This is an area of the specification that is covered in most exam papers. However, many did not know non-financial aims or could relate them to the business. Too many answers gave arguments linked to USP, reputation and profits/market share. Candidates that referenced personal satisfaction and social objectives often scored high marks.

(b) Analyse the impact of non-financial aims on Amelia's decision to start Lili Heating Ltd.

(6)

Her non-financial aims is to ~~help woman who need repairs done~~ It is her aim cut down on advertising costs by getting her customers to recommend her to people. This will be good because it is ^{more affordable} ~~cheaper~~ however she will need her work to be upto scratch to ensure they recomend it to others. If her work is not good they will not recomend it so she will have to go to advertising a different way.

Another aspect of her using customers to promote her is they may not know anyone who needs help with plumbing and she can only access a small range of people. This will cause problems because customers may not flow in quickly causing income rate to be low. ~~She~~

She will be able to use customers to help her advertise but she will need another method to go along with this.



This type of answer was common. The candidate shows no understanding of non-financial aims and develops an answer by analysing how the business could cut down on costs and how the business could access customers. These are both financial objectives. Zero marks were awarded.

Note that there is some application in the answer by referring to information that was in the case study, 'recommending to people' and 'plumbing'. However, no marks can be awarded for AO2 in this type of answer because the application is part of an incorrect answer.



Where candidates understood what non-financial aims were, they scored very well. In this answer, the candidate identifies two different non-financial aims the owner could have, 'feel more confident' and 'personal satisfaction'. There are five development points throughout the two paragraphs which analyse the impact of the aims, so level 3 was awarded for AO3a (analysis). The level of application (AO2) was also strong through reference to 'plumbing company', 'fixing pipe leaks and sinks', 'kitchen and bathroom', 'plumber' and 'broken taps'. This comfortably places into level 3 for AO2.

Full marks awarded.



It is important to explore different ways that business knowledge can be applied to different styles of question. Candidates find some topics more difficult when they are part of a levelled question in Sections B and C rather than a points-based question in Section A. This question is a good example of that.

Question 5 (a)

Question 5a was the first calculate question in Section B. It required candidates to calculate the closing balance from provided cash-flow information. This was generally well answered with many candidates scoring both marks. The most common issue was linked to candidates subtracting the inflows from the outflows due to the outflows being the larger figure.

5 Table 2 shows forecasts from the business plan for month one of *Lili Heating Ltd*.

Cash inflows	Cash outflows	Opening balance
£8 600	£11 000	£4 000

Table 2

(a) Using the information in Table 2, calculate *Lili Heating Ltd's* forecasted closing balance at the end of month one. You are advised to show your workings.

(2)

$$8600 - 11000 = -2400$$

$$4000 - 2400 = 1600$$

£ 1600



Correct workings clearly shown together with the correct answer. Two marks awarded.

5 Table 2 shows forecasts from the business plan for month one of *Lili Heating Ltd*.

Cash inflows	Cash outflows	Opening balance
£8 600	£11 000	£4 000

Table 2

(a) Using the information in Table 2, calculate *Lili Heating Ltd*'s forecasted closing balance at the end of month one. You are advised to show your workings.

(2)

11 000 - 4 000

£ 7 000



No understanding of how cash-flow information is used to calculate closing balance. Incorrect answer. Zero marks awarded.

Question 5 (b)

Question 5b was another calculate question that required candidates to calculate a percentage using the data provided. This style of question is aimed at applying a candidate's quantitative skills to business contexts as outlined in appendix 2 of the specification.

The question asks candidates to calculate the answer to 2 decimal places. It was frustrating that a significant minority did not read the question, and despite performing the correct calculation they did not give the answer to 2 decimal places. Answers that were correct, but did not follow this instruction, were awarded one mark.

As part of her market research Amelia collected quantitative research from the Birmingham City Council website. Some of this information can be seen in Table 3.

BIRMINGHAM			
2019 Population by five-year age groups			
Age	Males	Females	Total
30–34	41,500	41,200	82,700
35–39	37,600	38,600	76,200
40–44	33,300	33,700	67,000
45–49	33,000	33,700	66,700
50–54	32,000	33,500	65,500

Table 3

(Source: adapted from https://www.birmingham.gov.uk/downloads/file/10293/2017_birmingham_population_tool)

- (b) Using the information in Table 3, calculate to 2 decimal places, the percentage of people in the age group 45–49 that are female. You are advised to show your workings.

(2)

$$33700 \div 67000 =$$

.....59.52.....%



This answer demonstrates that the candidate has selected the correct data from the table and used it to calculate the correct answer. The answer is given to 2 decimal places so two marks can be awarded.

As part of her market research Amelia collected quantitative research from the Birmingham City Council website. Some of this information can be seen in Table 3.

BIRMINGHAM			
2019 Population by five-year age groups			
Age	Males	Females	Total
30–34	41,500	41,200	82,700
35–39	37,600	38,600	76,200
40–44	33,300	33,700	67,000
45–49	33,000	33,700	66,700
50–54	32,000	33,500	65,500

Table 3

(Source: adapted from https://www.birmingham.gov.uk/downloads/file/10293/2017_birmingham_population_tool)

- (b) Using the information in Table 3, calculate to 2 decimal places, the percentage of people in the age group 45–49 that are female. You are advised to show your workings.

(2)

$$\frac{33,700}{66,700} \times 100 = 50.51$$

..... 50.5 %



In this response the candidate has followed the exact same process as the first example but then only calculated to 1 decimal place. This means only one mark can be awarded.



Attention to detail is vital, even in calculate questions. Some business calculations will require answers to be provided to 2 decimal places. This will be stated in the question so it is important to read the question carefully.

Question 5 (c)

This was the second 'analysis' question and was answered much better than the first (Q4(c)). Many students were able to develop strong analysis of both the positive and negative impacts of using the internet to collect secondary market research. Time / cost and accuracy / relevance of info / out of date were the main points considered. However not all candidates could apply to the context of the business with AO2 marks being generally quite poor in relation to the levels of analysis shown. A small number of candidates could not differentiate between primary and secondary, or were too generic about research in general.

(c) Analyse the impact on *Lili Heating Ltd* of using the internet to collect secondary market research.

(6)

It may be unreliable due to the fact that it can become outdated fast, along with the fact that it isn't completely aimed at everything she would need to know, unlike primary research which would be purposely made to benefit her business and her ideas for the niche group/gap in the market.*

However it may be free of charge, which would mean that she didn't have to spend any of her start up money in market research, resulting in more currency to invest in other areas such as her tools.

* meaning that when she starts to work she may find that her research was not complete or useful, which would set her back and demand more time, causing her to spend longer planning and take time to start up and earn profit.



This answer is an excellent example of how marks are dropped when candidates do not understand how to apply their answer to the business in the case study – often referred to as 'using context'. This answer shows strong analysis of using the internet to collect secondary market research, and there are at least five development points placing into level 3 for AO3a. However, there is no application at all in the answer. No part of the answer relates to the Lili Heating Ltd. It could be about any business. Therefore it is Level 0 for AO2.

3 marks awarded.

(c) Analyse the impact on *Lili Heating Ltd* of using the internet to collect secondary market research.

(6)

An advantage of using secondary market research for *Lili Heating Ltd* is being free and easy to obtain. Amelia states that the market research on the internet has shown her 'clear advice' on 'what needs to be done' and 'how much she will charge'. By being free to obtain this can reduce any surplus start up costs for her new plumbing business, as well as minimising risk. Also, by being quick and easy to obtain, Amelia can accelerate her start-up process and use the market research she has conducted to fuel her successful start-up. However, a disadvantage of secondary market research is lacking detail. As Amelia is setting up her own business, (as she previously worked for a building company), thus the market research must be relevant if it's going to be effective. If her research lacks detail, it will increase risk and add on more time if she misses any vital information, such as customer needs and demands in the Birmingham area for plumbing. Therefore, it is essential that her market research is relevant and useful to be effective.

(Total for Question 5 = 10 marks)



This answer contains a similar level of analysis as the first but the key difference is the amount of application, or context, in the answer. References made to 'Amelia', 'clear advice', 'how much she will charge', 'plumbing business', 'previously worked for a building company' and 'Birmingham area' all show the candidate has used the information in the case study in their answer. There are more than enough references to award level 3 for A02.

Six marks awarded.



Detailed reference is made in the examiner's report each year about the importance of application and context in answers. Despite this, it still remains a key issue and a key area where candidates lose marks each year.

Question 6 (a)

A 'State **one**...' question requires students to make a statement in their answer and because the question contains 'Lili Heating Ltd', there must be some evidence of 'Application' or 'AO2' to score the mark on offer. Most students were able to state an element of the marketing mix but often could not score a mark due to the lack of any 'Application' or 'AO2' relating to plumbing or Lili Heating Ltd.

6 (a) State **one** element of the marketing mix, other than price, for *Lili Heating Ltd*.

(1)

promotion



This is a common issue for 'state' questions. A correct answer is provided but because it is not applied to the business in the question the mark cannot be awarded. Zero marks.

6 (a) State **one** element of the marketing mix, other than price, for *Lili Heating Ltd*.

(1)

Product - ~~pl~~ a service of plumbing



This demonstrates how to include application in the answer. One element of the marketing mix is included, 'product', but this on its own is not enough to award the mark. The addition of 'a service of plumbing' adds context to the answer allowing the mark to be awarded.



If the name of a business is written in the question then context must be included in the answer.

Question 6 (b)

This question was another 'Outline **one**...' question. To score 1 mark was relatively easy. Candidates had to provide one reason why the government would want the business to be successful. A majority of students focused on 'tax' and 'improved diversity'. However, to score the second mark, there must be some logical development of the reason **AND** 'Application' or 'AO2' contained somewhere within the entirety of the response. More often than not, candidates struggled to attain this second mark.

(b) Outline **one** reason why the government would want *Lili Heating Ltd* to be successful.

(2)

The government would want her to be successful since the more money she earns, the more she will pay to the government as taxes. Therefore, the government is able to fund the building of infrastructure.



This answer demonstrates good understanding from the candidate and there is also a sound development point included. It is a good answer but can only be awarded one mark because no application has been included in the answer that makes it specific to Lili Heating Ltd.

(b) Outline **one** reason why the government would want *Lili Heating Ltd* to be successful.

(2)

Taxes will be charged on the profits *Lili Heating* makes from plumbing. Therefore, when *Lili Heating Ltd* makes greater profits, the governments will receive more taxes from it.



ResultsPlus
Examiner Comments

A very similar answer but this time two marks can be awarded because the answer is also applied to *Lili Heating Ltd*. This is done by simply including the term 'plumbing'.



ResultsPlus
Examiner Tip

Note that the name of the business does not count as application. This is because it is written in the wording of the question.

Question 6 (c)

There still remains a number of issues related to how to structure an answer to 'Justify' questions, which also assess AO3b 'Evaluation'. This requires candidates to reach balanced and supported judgements as to which is the best option. A number of students continue to focus on the benefits of both options believing that this naturally leads to evaluative comment. This would only happen if the candidate starts to contrast the level of importance of the two benefits through some aspect of contrast. This is very rarely seen but it is concerning that centres do seem to build this into exam preparation with candidates.

Whilst there is not one preferred approach, the highest quality answers tend to pick one option and then consider the benefits and drawbacks of that option. If they then add a conclusion which adds extra evaluation rather than simply repeating what has already been written, and ensure there is application throughout the answer (including the conclusion), then 9 marks will be accessible. There is no need to consider both options as part of this process.

This question proved to be well answered, with both options being equally popular and allowing candidates to produce high level answers. The question allowed candidates to respond to the options on many different levels which allowed some high quality development points. For instance, many candidates argued that offering discounted prices would attract more customers but lead to lower profit margins. Others went a step further and brought in the discriminatory aspect of doing this. This provided a good basis to produce some excellent balanced arguments from candidates which is the whole point of a 'justify' question.

In order to make the business more successful, *Lili Heating Ltd* is considering two options:

Option 1: offer a discounted price to female customers

Option 2: use social media to promote the business.

(c) Justify which **one** of these two options *Lili Heating Ltd* should choose.

(9)

On the one hand Option 1 is a good choice as female customers will love to have a discount on the work because they don't have to pay as much and still get the same job done. This leads to more female customers coming to Amelia asking for her to do work on their homes. Therefore she will make more money as she's doing a lot more jobs. Additionally, the customers could recommend her to other people who will then use Amelia if they ever need her to do work. However, this option may anger male customers as they don't get a discount and she will do the same work. This leads to angry customers who will leave bad reviews and tell people not to go to Amelia as she could be seen as sexist. Therefore Amelia could get less customers and lose money because of it.

On the other hand Option 2 is better as social media is free to promote business because you can post your work to show off to people and a wider range of people will be able to see it. This leads to the advertising costs to be low which is what Amelia wanted and won't have to rely on doing a good job for customers to recommend her to other people. Therefore

she will save money and be able to expand her business.

Overall, in conclusion I would choose option 2 as people cannot get annoyed at her promoting online and she can save money on advertising which will increase the overall profits.



ResultsPlus
Examiner Comments

This answer contains a lot of positive aspects but does not fulfil its potential through trying to consider both options. There are some excellent points made but at times they could be developed a little better. There is also some evaluative content by considering both the positives and negatives of the options. There is some application in the answer but it is a little repetitive and, as there is no application in the conclusion, it cannot be considered to be throughout the answer.

The other key issue that does not allow this answer to get full marks is that the conclusion adds no real value to the answer; it repeats points that have already been made. This answer was judged to be AO2 = Level 2, AO3a = level 3, AO3b = level 2.

7 marks overall.

In order to make the business more successful, Lili Heating Ltd is considering two options:

Option 1: offer a discounted price to female customers ✓

Option 2: use social media to promote the business.

- 1 encourage female to buy
- 2 meets needs of price & comfort
- 3 build relationship
- 4 customer loyalty
- 5 comp adv over firms.

(c) Justify which **one** of these two options Lili Heating Ltd should choose.

(9)

I would recommend Lili Heating Ltd to choose option 1 because Amelia wants to make female customers her target market. By offering a discounted price, more female customers would be attracted to purchase a plumbing service. This will allow Amelia to meet the needs of customers based on price but also convenience as they "feel that they can relate more closely". As a result, Amelia will be able to build a better relationship with her female customers and possibly customer loyalty. This will therefore, it will be easier for the firm to "cut down on advertising costs" by promotion strategies using word-of-mouth instead as female customers loyal female customers will be more likely to recommend them. Hence, Lili Heating Ltd can gain a competitive advantage over the "many plumbers" in the Birmingham saturated market which in turn, provides opportunities to build market share.

However, offering ~~only~~ a discounted price to only ^{women} females will be unfair to the almost 50% of Birmingham that is male, as seen in table 3. Therefore, ~~the existing plumbing companies~~ Amelia will be, in essence, forgetting about 50% of the total market share in the Birmingham Area. As a result, the firm's competitiveness will be decreased if they focus only on the female segment. Hence, any potential competitive advantage is limited as the existing

plumbing businesses are already well known and established in the area of Birmingham.

In summary, Option 7 is a good method to increase chance of business success as it not only ensures the female segment is being attracted, there are opportunities of scalability to other areas outside Birmingham. This depends on Amelia's ability to ~~spread~~ promote the brand and attract females which may mean advertising costs of word-of-mouth is not enough.

(Total for Question 6 = 12 marks)



ResultsPlus
Examiner Comments

This is another good answer but by considering just one of the options, the candidate is able to give a more developed answer that fully evaluates what the business should do. There is excellent analysis in the answer, but the two key differences from the first response is that the level of application is more detailed and is also included in the conclusion.

Secondly, the conclusion adds new evaluative comment. Note how the candidate uses the 'it depends' rule to identify an evaluative point that may affect the quality of the judgement – in this case, would word of mouth advertisement be enough to allow female customers to be aware of the new business.

9 marks awarded.



ResultsPlus
Examiner Tip

Higher level candidates must realise that scoring full marks on this type of question is more than accessible. However, they must consider the points raised here for that to happen. This is what examiners will be looking for before full marks can be awarded.

Question 7 (a)

Section C was based on the second case study in the paper. This was a consumer-owned wind farm supplying renewable energy to customers who invested into the wind farm. Centres must note that a variety of different business contexts could be used in the production of the paper. This is to provide interesting and stimulating contexts which allow candidates the opportunity to add application to their answers. The type of business used do not have to be those which are named in 1.4.1 of the specification, as long as the questions used in the paper are not based on the type of business ownership, thus requiring any specific knowledge linked to the business ownership. The case study worked very well this year in allowing application to be used in answers for Q7, with application in this section being used better than in Section B.

This was the second 'state' question on the paper and was assessed in the same way as Q6a. Candidates were required to state a risk for an investor in Ripple. Again, as the mark was being awarded for AO2 (Application), candidates were required to include context in their answers before being awarded the mark.

7 (a) State **one** example of a risk for an investor in *Ripple*.

If the business fails they might not get their money back. (1)



Correct answer but no application in the answer. Therefore zero marks awarded.

7 (a) State **one** example of a risk for an investor in *Ripple*.

they may not get enough energy based on the amount they invested. (1)



A risk has been given and by using the word 'energy' the candidate has included application. Therefore, one mark can be awarded.

Question 7 (b)

This was a basic 'Identify...' question that always involves reading off a graph, chart, infographic or table. The correct answer was 'Coal'. Almost every candidate scored 1 mark in this question.

Table 4 shows the percentage of different energy types used to produce electricity in the UK in 2018 and 2019.

2018		2019	
Type of energy	% of use	Type of energy	% of use
Gas	39.4	Gas	40.6
Renewables	33.3	Renewables	37.1
Nuclear	19.5	Nuclear	17.3
Coal	5.0	Coal	2.2
Oil	2.8	Oil	2.8

Table 4

(Source: adapted from <https://smarterbusiness.co.uk/blogs/where-does-the-uk-energy-supply-come-from/>)

(b) Using the information in Table 4, identify which type of energy use declined the most between 2018 and 2019.

(1)

Coal



The candidate has identified the type of energy which has declined the most, 'coal'. One mark awarded.

Table 4 shows the percentage of different energy types used to produce electricity in the UK in 2018 and 2019.

2018		2019	
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Oil	2.8	Oil	2.8

Table 4

(Source: adapted from <https://smarterbusiness.co.uk/blogs/where-does-the-uk-energy-supply-come-from/>)

(b) Using the information in Table 4, identify which type of energy use declined the most between 2018 and 2019.

(1)

The oil



Incorrect answer given. Some candidates may be pushed for time at this stage and randomly select the wrong answer rather than taking a little time to do some very basic working out.

Question 7 (c)

Question 7c was well answered for the most part with good use of context. Many candidates identified a benefit to the customer from the process of being interviewed to identify their needs. Application often came from linking the development point to making sure they received the correct level of energy for their needs. Any issues tended to be because candidates outlined benefits to the business rather than the customer.

(c) Outline **one** benefit to customers from *Ripple* asking questions to identify its customer needs.

(2)

It allows ripple to see how much energy
it allows ripple to ~~establish~~ create a
green energy plan to establish how much
each customer should invest. This means
ripple are still gaining profit from their
business.



This is an example of where the candidate has not read the question carefully enough and written an answer from the point of view of the business rather than the customer. Zero marks awarded.

(c) Outline **one** benefit to customers from *Ripple* asking questions to identify its customer needs.

(2)

The customers will have a better understanding on energy needs so they know how much ~~they~~ they should invest into the wind farm.



This was quite a common response to this question which allowed two marks to be awarded. There is a benefit, a development point and application through the references to 'energy' and 'wind farms'.

Question 7 (d)

This was the second of the two 'justify' questions on the paper and proved to be the most difficult question on the paper. Many candidates had little understanding of how taxation worked and therefore found it difficult to evaluate the impact this would have. Better understanding of option 2 (free training for new employees) was shown but there was too much generic comment on how this would contribute to the success of the business. There was a common misconception that Ripple intended to recruit 220 000 new employees, rather than this being a target for the government in the renewable energy sector. In an attempt to add context to their answers many candidates replicated what was written in the case study without attempting to demonstrate understanding of how this would affect the business.

The issue with exam technique covered earlier in Q6c was also a factor in this question. Too many candidates are analysing the advantages of both options, without any contrast, believing this leads to evaluative comment.

In order to help small businesses, such as *Ripple*, become successful the UK government is considering two options:

Option 1: reduce the tax paid by small businesses

Option 2: provide free training if businesses recruit new employees.

(d) Justify which **one** of these two options would have the most significant impact on the success of *Ripple*.

(9)

A benefit of reducing tax for ~~soo~~ small businesses is they can save the money they would pay on taxes. This means that they could save it as retained profit or use to buy more wind mills. As a result more customers would have access to a different wind mill's electricity. Another benefit is being able to buy land closer to customers. This means no energy would be lost. As a result the money to energy ratio would be more accurate. A drawback of that is it is not always windy everywhere.

A benefit of ~~also~~ free training for new employees is the business doesn't need to find training for new employees. This means that when they recruit new people ~~the~~ *Ripple* doesn't have to find electrical training. As a result more money saved that can be used as retained profit or upgrading existing wind mills.

In conclusion option two is better because for a business it might be difficult to find the training needed for wind mills and electricity.



This answer illustrates an issue with technique that is a common factor when answering 'justify' questions. The candidate has looked at the benefits of both options without any attempt to contrast the options or factor in any drawbacks for each option. This does not lead to evaluation in the answer but it seems that many centres are teaching this as the correct way to answer this type of question.

There is some sound analysis in the question and a limited amount of application but no AO3b could be found in the answer, despite the attempt at a conclusion.

AO2 = level 2, AO3a = level 3, AO3b = level 0.

5 marks.



It is far easier to build evaluation when answering a 'justify' question by selecting just one option and exploring the advantages and disadvantages of this option. There is no need to write about both options in the answer.

In order to help small businesses, such as *Ripple*, become successful the UK government is considering two options:

Option 1: reduce the tax paid by small businesses

Option 2: provide free training if businesses recruit new employees.

(d) Justify which **one** of these two options would have the most significant impact on the success of *Ripple*.

(9)

Reducing tax paid by small business would have a positive impact on success for *Ripple* as it would encourage growth due to higher percentages of profits being retained. This would allow the small business to save up retained profits in order to expand or adapt ~~its~~ its services*. However, a disadvantage of reducing tax on small business would be that it could encourage inflation as individual affluence would increase, encouraging an economic recession. On the other hand, the UK government could provide free training if businesses recruit new employees meaning business efficiency increases. This would mean ~~Ripple~~ *Ripple* can ~~then~~ fill out their strategy of creating 220,000 new jobs in the green energy sector efficiently without extreme costs.

of training. However, it could mean that the government increase corporation tax ~~in~~ order to create the training regime.

In conclusion I think that option two will have the most significant impact of the success of Ripple as it fits into their Cleaner Energy Strategy that plans to create 220,000 new jobs in the green energy sector. However the decision depends upon whether the government has the money to plan the regime or not, and whether Ripple has enough money to keep up with increase costs regarding wages of new employees, old staff may have to leave.

* allowing Ripple to invest in new remote areas to build wind farms, like their current one in ~~South~~ South Wales



As mentioned before there is not just one way to answer this type of question well. This answer does consider both options and does a very good job of evaluating them both before arriving at a justified opinion in the conclusion. There is an argument that the candidate has gone into too much detail and spent too much time on this answer. It does not need this level of detail to score full marks.

However, there is excellent development points with balance throughout the answer. The candidate shows good understanding of the case study and has selected relevant information to support their answer. The conclusion also adds value by bringing in some new points to consider when making the final decision.

The answer is well applied throughout. Level 3 in all AOs. 9 marks.

Question 7 (e)

This question tested all four skill areas of 'Understanding' or 'AO1b', 'Application' or 'AO2', 'Analysis' or 'AO3a', and 'Evaluation' or 'AO3b'. To reach Level 3 overall, a candidate's answer had to be convincing across all of these Assessment Objectives.

There were lots of good answers to this question with many candidates demonstrating a sound knowledge of the importance of price in the marketing mix. The unique way that customers paid for their electricity also allowed candidates to include some excellent context in their answers. Evaluation should have come from exploring if other aspects of the marketing mix were more important, allowing a justified decision to be made if price was the most important element. A relatively high proportion of candidates attempted to do this, but if there were any issues it was that some candidates concentrated their answers purely on price rather than considering other elements of the marketing mix.

The extra 15 minutes allocated to the paper this year helped candidates to develop more detailed questions.

(e) Evaluate the importance of price in Ripple's marketing mix. You should use the information provided as well as your knowledge of business.

(12)

The importance of price for ripple is that they are trying to be more ~~cheaper~~ 'cheaper' than it's competitors. This helps with ~~legal~~ the business maintaining legal customers due to this 'cheaper' prices. ~~Also the price may~~

~~Also~~ But the price may be higher in terms of being a 'green energy' business meaning that customers may feel that they don't want to ~~to~~ pay extra costs for it rather than going with cheaper and alternatives than green energy.

But also if the prices are as cheap as most alternatives then customers may feel switching is the best ~~then~~ due to the ~~non~~ 'non damaging effects on the environment'. Which could help ~~customers~~ the business grow, ~~but~~ due to the increase of demand.

Additionally this can also impact them negatively because if the business doesn't make enough from the 'cheaper' energy supply then they won't be able to grow really big unless if a premium price is paid which could help the organic growth of the business a little bit faster.

In conclusion I think price plays a big way ~~of~~ in the marketing mix because if the price too cheap then the business won't be able to grow faster organically but this can help business loyalty due to them using 'green energy'.



In this response the candidate provides an answer that is a little too generic and could be applied to the marketing mix of almost any business. The answer only considers the price element of the marketing mix, which makes evaluative comment very difficult as there is no way to make a judgement on how important price is compared to the other elements. There is some degree of understanding, which was placed at Level 1. Application is present in the answer but not as extensive as it could be, therefore Level 2. Each paragraph is developed but not enough to get to Level 3, so Level 2 was awarded. Evaluation is weak with only a limited reference to the negative impact of price, a weak Level 1.

Overall a best fit mark of 6 was awarded.

(e) Evaluate the importance of price in Ripple's marketing mix. You should use the information provided as well as your knowledge of business.

(12)
price is vital to Ripple's survival, this is because one of Ripple's USP's is to 'supply energy cheaper than its competitors', this leads to Ripple needing to have low prices or else it would not be able to beat out its competition, therefore it would be worse at meeting customer needs and would obtain less customers. On the other hand price is not vital to Ripple's survival, this is because Ripple 'fits in with the UK government's cleaner energy strategy', this leads to other energy suppliers throughout Wales and the UK becoming obsolete by 2050, therefore meaning that there will be far less competitors over the years which need to be conquered.

price is not as important as other sectors of the marketing mix such as product, this is because Ripple's brand is built around 'providing green and renewable energy to homes and businesses across the U.K.' this leads to the majority of customers being drawn to Ripple for its product of renewable energy rather than its low prices compared to competitors. However, while the product is important to customers the price is even more so, this is because Ripple is 'consumer-owned', this leads to Ripple needing to be placed in a 'remote area of South Wales', this area of the U.K is not incredibly wealthy when compared to others, this leads to the customer caring about lower prices more than the wind-farm itself, therefore

price may be considered more important to the customer's needs than product, however price is also important since the set Ripple is run on memberships based on income + energy needs.

In conclusion while price is a vital aspect to Ripple as a company it is not as important as other areas of the marketing mix, this is due to the key aspects that product, place and promotion play in Ripples success, to finalize, the importance of price compared to other areas the price of the membership is less important than other areas of the marketing mix.



This is a far more complex answer that shows a greater understanding of the question. There is excellent development in the answer and some good evaluation by considering the other elements of the marketing mix. However, there are still some issues with the quality of the conclusion that prevent full marks from being awarded. The conclusion is a key part of 'Evaluate' questions and the quality of conclusions should be something that should be a focus in centres.

This conclusion adds no new evaluative comment and is simply a summary of the answer. There is also no application, which is required **throughout the answer** before the AO can be placed in Level 3.

Level 3 for understanding (AO1b), Level 2 for application (AO2), Level 3 for analysis (AO3a) and Level 2 for evaluation (AO3b).

10 marks overall.

Paper Summary

The feedback from this year's Examiners' Report is clear. To allow improved candidate performance, centres should instruct and guide candidates towards:

- Not repeating the question in the first line of their response – it wastes time and allows no extra marks to be scored.
- Ensuring that 3 mark 'Explain one ...' questions are not 'over-engineered'. 3 marks can be obtained in as few as three sentences.
- Recognising the difference between an 'Explain one benefit/drawback/impact...' question and an 'Explain one method/way...' question.
- Ensuring that formulae are learnt – 'Calculate' questions are worth 8 marks per examination paper. There also needs to be a level of understanding as to what is being calculated. Some candidates learn formulae but then struggle to answer questions when they have to do more than substitute figures into the formulae.
- Ensuring that 'linking words/terms' are used in answers, such as 'thus', 'therefore', 'because', or 'this leads to' in order to allow more connected writing and development of answers. This is vitally important for answers that require extended writing.
- Recognising the importance of including context/application in 'Outline...' questions as a way of scoring marks. The use of context in shorter answers for Sections B and C is constantly an issue that leads to candidates dropping marks.
- Realising that 'Justify' questions do not require the consideration of both options, and that some structures can make it considerably harder to demonstrate the evaluative skill.
- Recognising that all questions are marked according to the Assessment Objectives (AOs) that they are designed to test. A 'good answer' is not necessarily a 'good answer' unless it satisfies the Assessment Objectives (AOs) that are associated with the command word that was used.
- When using the source material to select relevant context it is important to understand the relevance of this information rather than copying extracts from the material and including it in answers.
- Questions are designed to allow students to be accessed across the full range of grades. Some will be more difficult than others but they will all allow candidates to access the question in some way. Many questions are missed out by candidates rather than making some form of attempt to answer. Two marks out of a possible nine are better than achieving zero.

Grade boundaries

Grade boundaries for this, and all other papers, can be found on the website on this link:

<https://qualifications.pearson.com/en/support/support-topics/results-certification/grade-boundaries.html>

