

Question number	Indicative content		Mark
7(d)	<ul style="list-style-type: none"> Buying its tea from cheaper suppliers will be a good option for <i>Good and Proper Tea</i> because this will allow it to keep its prices as low as possible in its competitive market (AO2). As a high quality, luxury product, <i>Good and Proper Tea</i> should be able to charge higher prices for its tea without deterring its market segments (AO2). This means <i>Good and Proper Tea</i> could target a wider range of customers and different market segments, rather than being a high priced, café and product (AO3a). The type of customer that buys expensive, gourmet tea, will not be put off by an increase in price. They choose <i>Good and Proper Tea</i> because of the quality and provenance of its products (AO3a). However, <i>Good and Proper Tea</i> needs to be aware that the market for coffee shops and cafes is very competitive and it must avoid becoming one of a similar type of retailer. Changing suppliers to reduce costs may damage its reputation (AO3b). However, <i>Good and Proper Tea</i> does need to pay some attention to the market and cannot continually increase the price of its tea. This risks putting off customers who might otherwise have tried its teas and potentially become repeat customers (AO3b). 		(9) A02=3 A03a=3 A03b=3
Level	Mark	Descriptor	
	0	No rewardable material.	
Level 1	1-3	<ul style="list-style-type: none"> Limited application of knowledge and understanding of business concepts and issues to the business context (AO2). Attempts to deconstruct business information and/or issues, finding limited connections between points (AO3a). Makes a judgement, providing a simple justification based on limited evaluation of business information and issues relevant to the choice made (AO3b). 	
Level 2	4-6	<ul style="list-style-type: none"> Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies (AO2). Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3a). Makes a judgement, providing a justification based on sound evaluation of business information and issues relevant to the choice made (AO3b). 	
Level 3	7-9	<ul style="list-style-type: none"> Detailed application of knowledge and understanding of business concepts and issues to the business context throughout (AO2). Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning (AO3a). Makes a judgement, providing a clear justification based on a thorough evaluation of business information and issues relevant to the choice made (AO3b). 	