

Mark Scheme (Results) November 2009

IGCSE

IGCSE Business Studies (4330) Paper 1F

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Foundation Paper 4330 1F

Question Number	Answer	Mark
1(a)	(i) A (ii) C (iii) C (iv) B (v) B	5

Question Number	Answer	Mark
1(b)	<p>Valid points could include:</p> <p>eg</p> <p>(i)</p> <ul style="list-style-type: none"> • capital is invested by the owner(s) - bank loan is provided by a lender • capital is normally not repayable - a bank loan is repayable • capital earns a dividend - bank loan earns interest <p>(ii)</p> <ul style="list-style-type: none"> • friends/family • bank overdraft • trade credit • government incentive • hp/credit sale 	4

	<ul style="list-style-type: none">• leasing/leaseback	3
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Question Number	Answer	Mark
1(c)	<p>Valid points could include:</p> <p>eg</p> <ul style="list-style-type: none"> • the loan will be repaid over time/will be discharged - whereas Tracey would lose her savings to the business for ever • the loan is someone else's money - not her own 	4

Question Number	Answer	Mark
1(d)	<p>Valid points could include:</p> <p>eg</p> <p>(advantage)</p> <ul style="list-style-type: none"> • John will be trained by experts - <i>Tracey's Cycles/Cycle Hire</i> should benefit from good quality training • John will be able to train without work pressures - so he can concentrate just on the training <p>(disadvantage)</p> <ul style="list-style-type: none"> • this could be expensive for the business - putting pressure on costs/cashflow • John might face extra pressure to get his other work done - because whilst training he cannot work as a mechanic 	4

Question Number	Answer	Mark
2(a)	<p>Valid points could include:</p> <p>eg</p> <p>(i)</p> <ul style="list-style-type: none"> • objectives are targets - Tracey can measure achievement against them • objectives come from aim/mission statement - helps Tracey achieve her aim/mission statement <p>(ii)</p> <p>To pay more interest on a bank overdraft</p> <p>To make a loss when selling bikes</p>	2
		2

Question Number	Answer	Mark
2(b)	<p>Valid points could include:</p> <p>eg</p> <p>(i)</p> <ul style="list-style-type: none"> • labour intensive work relies on employees/employee skills - capital intensive work relies mainly on machinery/equipment <p>(ii)</p> <p>(labour-intensive) Tracey spends a lot of time repairing bikes</p> <p>(capital-intensive) use of machinery and equipment to make the Kyrano bike</p>	2
		1
		1

Question Number	Answer	Mark
2(c)	<p>Valid points could include:</p> <p>eg</p> <ul style="list-style-type: none"> • specialist skills are needed to make the new bike - without these skills, the bike cannot be made • specialist/skilled workers should be efficient - so <i>Parker plc</i> gains from greater output • specialist/skilled workers deliver a better quality job - this improves the chance of selling the bikes/improves the reputation of <i>Parker plc</i> 	4

Question Number	Answer	Mark
2(d)	<p>Valid points could include:</p> <p>eg</p> <ul style="list-style-type: none"> • Sex Discrimination Act - means that Virgil must give equal opportunity to women • Virgil must give equal opportunity to women - because they cannot be discriminated against under the law • women must be allowed to have the chance to apply - because applicants must be chosen on merit by law 	2

Question Number	Answer	Mark
2(e)	<p>Valid points could include:</p> <p>eg</p> <ul style="list-style-type: none"> • it will be more expensive - because advertising and other costs are higher than when recruiting internally • a different form of induction is required - likely to be more detailed/expensive • the person will not be known - so induction will be needed - and <i>Parker plc</i> is less certain to have made the right decision • it may lower morale - because the existing employees do not have the chance of this work 	6

Question Number	Answer	Mark
3(a)	<p>Valid points could include:</p> <p>eg</p> <p>(i)</p> <ul style="list-style-type: none"> • a series of waste saving measures - used to make production more efficient <p>(ii)</p> <ul style="list-style-type: none"> • inputs compared against outputs - to assess efficiency • a method of checking labour/resource performance - by measuring inputs against outputs <p>(iii)</p> <ul style="list-style-type: none"> • increase investment in new equipment - so production of bikes is speeded up/so there is less waste • improve the ability of employees/train employees - which means they can work more efficiently • improve employee motivation - so they work more efficiently when making the bikes 	<p>2</p> <p>2</p> <p>4</p>

Question Number	Answer	Mark
3(b)	<p>Valid points could include:</p> <p>eg</p> <ul style="list-style-type: none"> • number of bikes made - divided by number of employees/hours/resources 	2

Question Number	Answer	Mark
3(c)	<p>Valid points could include:</p> <p>eg (advantage)</p> <ul style="list-style-type: none"> • free/low cost - once set up, the pages only need updating • sound and pictures/moving images - can be used to 'sell' the shop and its bikes • '24/7' coverage - helps increase sales <p>eg (disadvantage)</p> <ul style="list-style-type: none"> • updating needed - otherwise information is out of date/people may see old prices • cost - broadband/set-up • hidden - people must search for the site/may not expect to find such a site on the internet 	<p>(2 + 2) or (3 + 1) or (1 + 3)</p> <p style="text-align: right;">4</p>

Question Number	Answer	Mark
3(d)	(i) pictures/money off voucher	1
	(ii) listing the prices/different styles/different sizes	1

Question Number	Answer	Mark
3(e)	<p>Valid points could include:</p> <p>eg</p> <ul style="list-style-type: none"> • (persuasive is suitable) it will tempt people to buy from Tracey rather than a competitor - and customers can be tempted to buy a particular bike if the advert is persuasive 	

	<ul style="list-style-type: none">• (informative is suitable) customers need details - informative will list prices, sizes etc, that help customers identify which bike is suitable for them	4
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