

| Question Number | Answer | Mark |
|-----------------|---|------------|
| 1(c) | <p style="text-align: center;">Knowledge 2, Application 2, Analysis 2</p> <p>Knowledge Up to 2 marks for defining a competitive market e.g.</p> <ul style="list-style-type: none"> A large number of producers compete with one another (1) to meet the needs and wants of consumers (1) <p>OR</p> <p>For giving 2 ways, e.g.</p> <ul style="list-style-type: none"> Focus on a niche (1) Provide excellent customer service (1) <p>Application Up to 2 marks for answers contextualised to small businesses in India, e.g.</p> <ul style="list-style-type: none"> Individually designed jewellery made by small jewellers in India (1) Part of the customer service is meeting with clients when designing unique jewellery (1) <p>Analysis Up to 2 marks for a reason/cause/consequence for small Indian businesses, e.g.</p> <ul style="list-style-type: none"> Consumers may be more attracted to jewellery they know is not going to be sold in the mass market (1) Consumers are more likely to buy expensive products like gems and diamonds if they are given a high level of personal service because they know the piece will be unique (1) | (6) |