

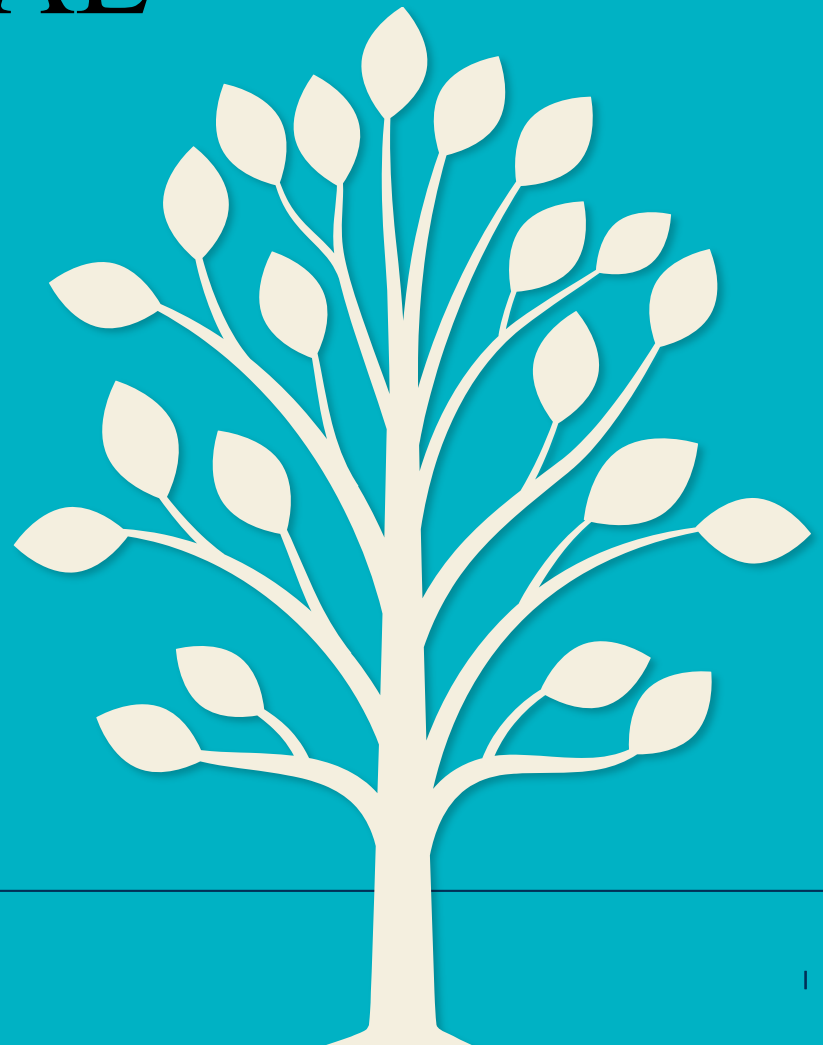
PEARSON EDEXCEL INTERNATIONAL GCSE (9-1)

Business

Welcome to
Pearson:
Module 2

Event code: 4BS1-20IO3

First teaching in 2017, first assessment in 2019.

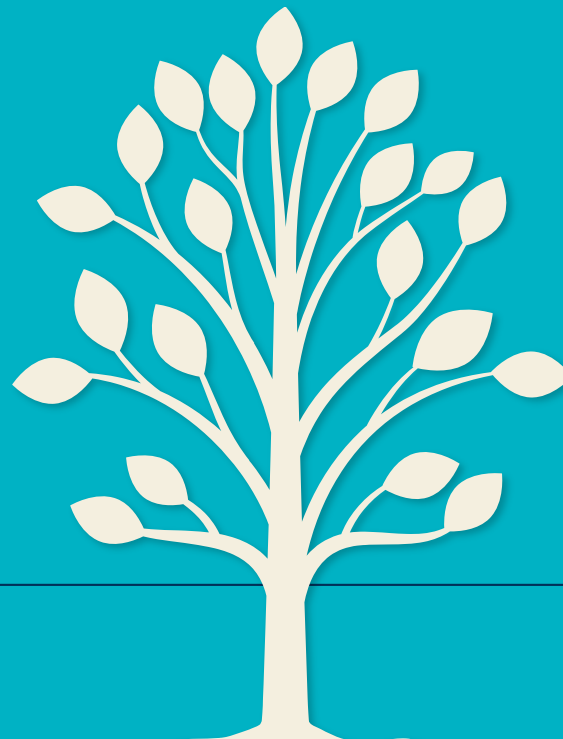


Aims and objectives

- To understand the assessment objectives for the qualification.
- To understand the question types for the qualification.
- To understand the mark schemes for the qualification.
- To practise using the mark schemes using exemplar student work.
- To learn about the support provided by Pearson around assessment and exemplars
- Networking and sharing ideas with other teachers.



Structure of the qualification



Structure of the International GCSE (9-1) in Business

	Content overview	Assessment overview
Paper 1: Investigating small business	<ul style="list-style-type: none"> • This paper will draw on all topics. • The question scenarios are based on a small business (up to 49 employees) • 4 compulsory questions – each worth 20 marks 	<p>Written examination:</p> <ul style="list-style-type: none"> • 90 minutes • 80 marks • 50% of the qualification
Paper 2: Investigating large businesses	<ul style="list-style-type: none"> • This paper will draw on all topics. • The question scenarios are based on a large business (more than 250 employees) • 4 compulsory questions – each worth 20 marks 	<p>Written examination:</p> <ul style="list-style-type: none"> • 90 minutes • 80 marks • 50% of the qualification



Paper structure

- 2 x papers: **90 minutes, 80 marks, 4 questions**
- **Identical, consistent paper structure** across Papers 1 and 2.
- Reduced and **clearly defined command words** and mark tariff.
- **‘Ramped’ questions.** Questions start with lower mark tariff sub-questions and build to higher mark tariff sub-questions at the end of the question. This allows students to build confidence as they move through the paper, ensuring the paper is accessible to **ALL** students.



Structure of Question Papers 1 & 2

Question 1: 20 marks	Question 2: 20 marks	Question 3: 20 marks	Question 4: 20 marks
6 x MCQs Short and longer answer questions.	Short and longer answer questions.	Short and longer answer questions.	Short and longer answer questions.
Students may be asked to calculate.	Students may be asked to calculate.	Students may be asked to calculate.	Students may be asked to calculate.
1 x 6-mark Analyse question at the end.	3 x 3-mark questions. 1 x 9-mark question.	1 x 6-mark question. 1 x 9-mark question.	1 x 6-mark question. 1 x 12-mark question.
Taxonomy: MCQ Define State Calculate/Outline Explain Analyse	Taxonomy: State Explain Calculate/Outline Justify	Taxonomy: Define Calculate/Outline Analyse Justify	Taxonomy: Calculate/Outline Analyse Evaluate

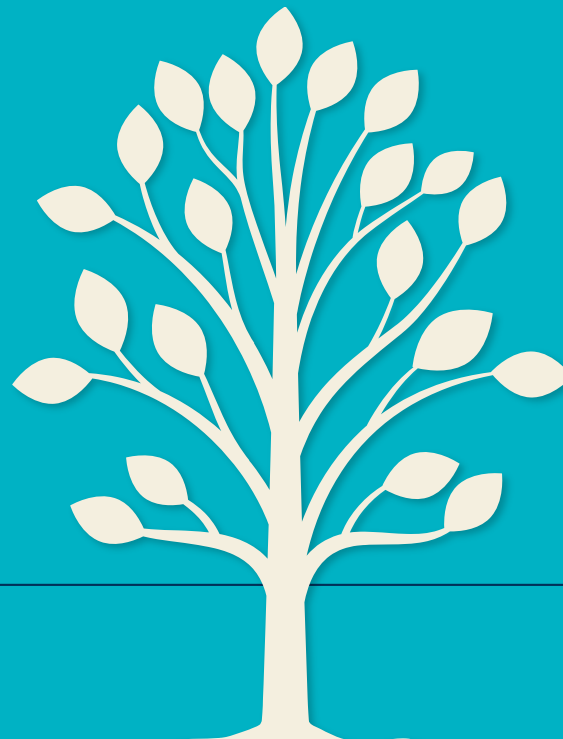


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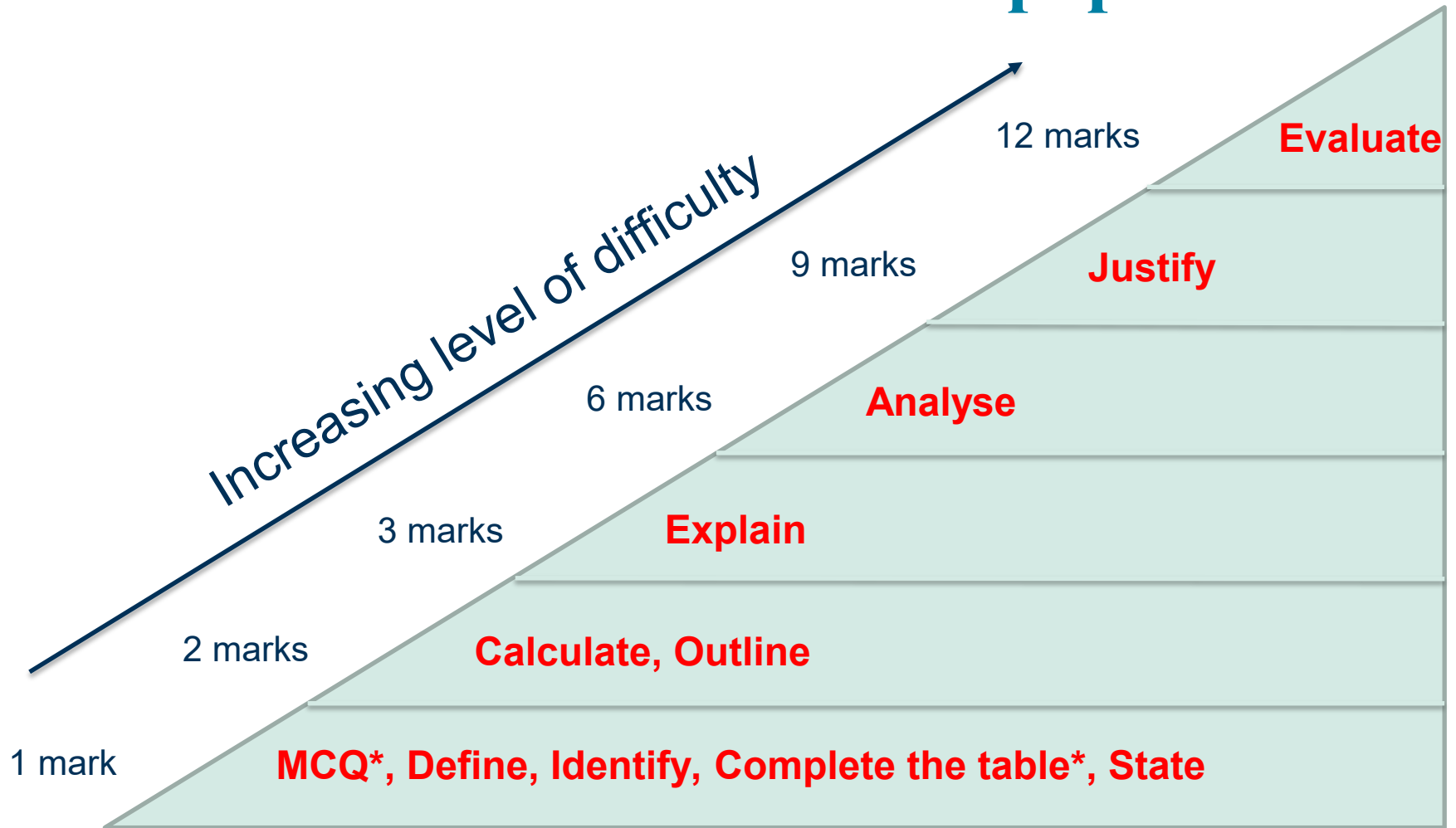
Any questions?

Assessment:

Points-based mark schemes



Command words used in each paper



* May require more than one option.



‘Define...’ questions:

- Always **worth 1 mark**.
- Designed to **test Knowledge** (AO1).
- A ‘**points-based**’ **mark scheme** is used.
- ‘Define...’ questions can appear in questions 1 and 3.



‘Define...’ questions: Mark scheme

Question Number	Answer	Mark
1 (b)	AO1 1 mark Award 1 mark for a correct definition of insolvency. <ul style="list-style-type: none">When a business can no longer meet its debts (1).	(1)

Assessment objective tested. Notice, this question tests AO1 or ‘Knowledge’.

Taken from 4BS1_02 2019 Question 1(b)



‘Define...’ questions: Exemplar 1

(b) Define the term **insolvency**.

(1)

When a business cannot pay back loans and other expenses.

Taken from 4BS1_02 2019 Question 1(b)



‘State...’ questions:

- Always **worth 1 mark**.
- Designed to **test application** (AO2).
- Students are required to provide an answer in context.
- A **‘points-based’ mark scheme** is used.
- ‘State...’ questions can appear in questions 1 and 2.
- To earn the mark, the answer **must demonstrate Application (AO2)** rather than Knowledge (AO1).



‘State...’ questions: Mark scheme

Question Number	Answer	Mark
1 (d)	<p>A02 - 1 mark</p> <p>Award 1 mark for a valid reason why an employee could be dismissed in the context of the business.</p> <ul style="list-style-type: none">• Arriving late on the production line (1).• Stealing an item such as a tyre (1). <p>Accept any other appropriate response.</p>	(1)

Assessment objective tested. Notice there is no AO1 (Knowledge and Understanding) – this is why a generic answer cannot score a mark.

Taken from 4BS1_02 2019 Question 1(d)



‘State...’ questions: Exemplar 1

(d) State **one** reason why a *Tata Motor Company* employee could be dismissed.

(1)

Gross misconduct e.g. stealing

Taken from 4BS1_02 2019 Question 1(d)



‘State...’ questions: Exemplar 2

(d) State **one** reason why a *Tata Motor Company* employee could be dismissed.

(1)

For consistently not turning up for work at one of Tata Motor
Company's ~~various~~ car factories.

Taken from 4BS1_02 2019 Question 1(d)



‘Calculate...’ questions:

- Always **worth 2 marks**.
- Designed to **test application** (AO2).
- A **‘points-based’ mark scheme** is used.
- ‘Calculate...’ questions can appear in questions 1, 2, 3 and 4.
- No marks are awarded for stating the formula.
- All ‘calculate’ questions will have an answer template similar to the following slide.
- If students provide multiple answers, **the only answer that counts is the one written on the line provided** (as highlighted on the following slide).
- Where applicable, answers should be given to two decimal places (2.d.p.).



‘Calculate...’ Answer template

- (c) Calculate to 2 decimal places, the percentage increase in revenue from 2011 to 2017. You are advised to show your working.

(2)



This is where we will expect candidates to place their final answer.

Taken from 4BS1_02 2019 Question 3(c)



‘Calculate...’ questions: Mark scheme

Question Number	Answer	Additional guidance	Mark
3 (c)	<p>A02 - 2 marks</p> <p>42 839 – 18 441 = 24 398 (1)</p> <p>24 398 ÷ 18 441 x 100</p> <p>= 132.30% (1)</p>	<p>Award 1 mark for correctly substituting numbers into the formula.</p> <p>Award full marks for correct numerical answer without working.</p>	(2)

Assessment objective tested. Notice there is no AO1 – this is why there are no marks awarded for a formula.

Taken from 4BS1_02 2019 Question 3(c)



‘Calculate...’ questions: Exemplar 1

- (c) Calculate to 2 decimal places, the percentage increase in revenue from 2011 to 2017. You are advised to show your working.

(2)

$$42\,839 - 18\,441 = 24\,398$$

$$\frac{24\,398}{42\,839} \times 100 = 56.95$$

56.95 %

Taken from 4BS1_02 2019 Question 3(c)



‘Calculate...’ questions: Exemplar 2

- (c) Calculate to 2 decimal places, the percentage increase in revenue from 2011 to 2017. You are advised to show your working.

(2)

$$\begin{array}{l} 2011 = 18\,441 \\ 2017 = 42\,839 \end{array} \quad \left(\frac{42\,839 - 18\,441}{18\,441} \right) \times 100 = 132.30\%$$

32.30 %

Taken from 4BS1_02 2019 Question 3(c)



‘Explain...’ questions

- Always **worth 3 marks**.
- Designed to **test knowledge and understanding** (AO1).
- No context is required.
- A **‘points-based’ mark scheme** is used.
- Will only appear in Questions 1 and 2.
- Will always be of the nature **‘Explain one...’**
- There will always be four **‘explain’ questions** in each paper.
- Candidates need to provide two linked strands following on from the identification of one impact/method/advantage/disadvantage etc.



‘Explain...’ questions: Mark scheme

Question Number	Answer	Mark
2 (c)	<p>A01 - 3 marks</p> <p>Award 1 mark for identification of a reason for using fringe benefits, plus 2 further marks for explaining why fringe benefits are beneficial for a business, for a maximum of 3 marks.</p> <ul style="list-style-type: none">• Employees will be motivated. (1) This could lead to improvement in productivity (1) and higher sales (1). <p>NB Answers that list three benefits with no explanation will get a maximum of 1 mark.</p> <p>Accept any other appropriate response.</p>	(3)

Taken from 4BS1_02 2019 Question 2(c)



‘Explain...’ questions: Exemplar 1

(c) Explain **one** reason why a business uses fringe benefits.

(3)

A business uses fringe benefits to motivate their staff. Fringe benefits can include being able to drive a company car and longer holidays; fringe benefits are non-financial benefits. They are used to motivate employees because motivated employees generally work harder for the company.

AO1

AO1

Taken from 4BS1_02 2019 Question 2(c)



‘Explain...’ questions: Exemplar 2

(c) Explain **one** reason why a business uses fringe benefits.

(3)

A business uses fringe benefits so that employees are more motivated in the workplace. This means employees are less likely to turn-over, therefore the business does not have to spend time and money on re-employment.

AO1

AO1

AO1

Taken from 4BS1_02 2019 Question 2(c)



‘Outline...’ questions

- Always **worth 2 marks**.
- Designed to **test Application (AO2)**.
- A **points-based mark scheme** is used.
- Students need to **state one benefit/drawback/impact/method** etc. and **provide one strand of development**. Within the answer **there must be evidence of context** to score 2 marks.



‘Outline...’ questions: Mark scheme

Question Number	Answer	Mark
3 (b)	<p>A02 - 2 marks</p> <p>Award 1 mark for identifying a reason why <i>Tata Motor Company</i> would want to use an overdraft, plus 1 further mark for linking it to the context of the question.</p> <ul style="list-style-type: none">• <i>Tata Motor Company</i> would need an overdraft to overcome a shortfall in funds (1) which means if it needs funds to purchase additional tyres the money will be available (1). <p>NB Do not accept a reason that is not in the context of <i>Tata Motor Company</i>.</p> <p>Accept any other appropriate response.</p>	(2)

Taken from 4BS1_02 2019 Question 3(b)



‘Outline...’ questions: Exemplar 1

(b) Outline **one** reason why Tata Motor Company uses overdrafts.

(2)

One reason Tata Motor Company uses overdrafts is to allow them to access capital that they do not currently have, but need. This will allow the business to get out of any financial trouble.

AO2

Taken from 4BS1_02 2019 Question 3(b)



‘Outline...’ questions: Exemplar 2

(b) Outline **one** reason why *Tata Motor Company* uses overdrafts.

(2)

to raise additional finance quickly so fix cash flow problems

AO2

Taken from 4BS1_02 2019 Question 3(b)



Marking Activity 1:

Find the mark:

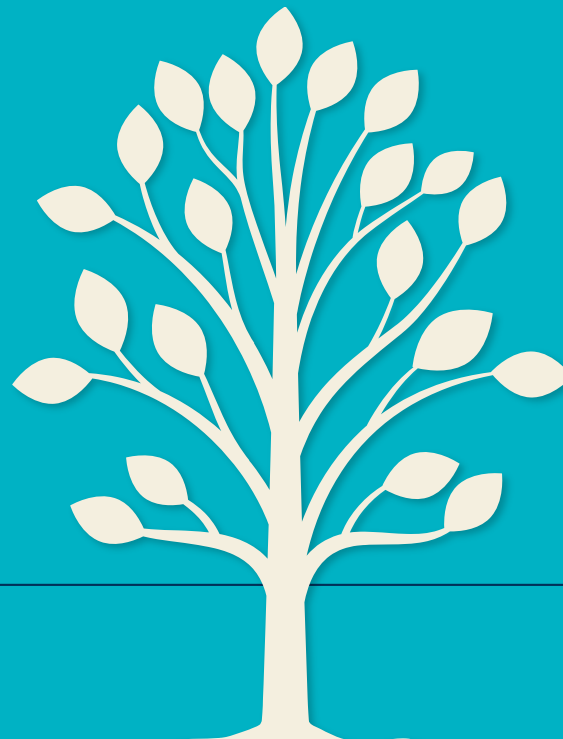
- In your delegate pack there are a further ten exemplars covering the range of 'points-based' questions. These can be found on pages 3-10 of the Delegate Booklet.
- The samples are from the 2019 Paper 1 (4BS1_01).
- Use the mark scheme to decide upon **the overall mark** for each response.
- Use the polls to enter the mark after reading each response.



A large white circle is centered on a blue background. The background is filled with a repeating pattern of dark blue, wavy, horizontal lines that resemble stylized waves or ripples. The white circle is perfectly circular and has a smooth, solid white fill.

Any questions?

Break



Assessment: Levels-based mark schemes



‘Analyse...’ questions:

- Always **worth 6 marks**.
- Designed to **test application and analysis** (AO2 and AO3)
- A **‘levels-based’ mark scheme** is used.
- Will **appear in Questions 1, 3 and 4** – three in total.
- Context is required.
- Will always be of the nature ‘Analyse an/the impact/advantage etc...’
- ‘Interconnected points’ means at least two linked strands (Level 2 AO3 descriptor).
- ‘Detailed interconnected points’ means at least five linked strands (Level 3 AO3 descriptor).



‘Analyse...’ questions: Mark scheme

Question Number	Indicative content	Mark
1 (g)	<p>AO2 = 3 marks AO3 = 3 marks</p> <p>AO2</p> <ul style="list-style-type: none"> • <i>Backyard Shoez</i> is located in three shopping malls where there are other shoe shops. • <i>Backyard Shoez</i> need to maintain a high standard at all times to encourage customers to buy its shoes and bags. <p>AO3</p> <ul style="list-style-type: none"> • If customer needs are not met then present customers are likely to go to other shoe shops. • <i>Backyard Shoez</i> will maintain customer loyalty with positive effects on sales and revenue. 	(6)

Level	Mark	Descriptor
	0	No Rewardable material.
Level 1	1-2	<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 (AO3).
Level 2	3-4	<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 (AO3).
Level 3	5-6	<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 (AO3).

Taken from 4BS1_01 2019 Question 1(g)



‘Analyse...’ questions: Exemplar 1

(g) Analyse the importance to *Backyard Shoez* of satisfying customer needs.

(6)

Backyard Shoez operates in a busy shopping centre with other shoe shops. The business must keep customers who visit the shop to be satisfied in order to ensure they shop at ~~by there~~ their business and not one of the rival shoe shops. This keeps a source of revenue and ensures business is not lost to competitors. If customers are happy with what is provided they are likely to come back and buy again, increasing profits and ensuring continued loyalty from ~~the~~ customers.

Taken from 4BS1_01 2019 Question 1(g)



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'Analyse...' questions: Exemplar 1 marked

(g) Analyse the importance to *Backyard Shoez* of satisfying customer needs.

(6)

Backyard Shoez operates in a busy shopping
centre AO2 with other shoe shops. The business
must keep customers who visit the shop to
be satisfied in order to ensure they shop at
by ~~there~~ their business and not one of the AO3
rival shoe shops AO2 This keeps a source of
revenue and ensures business is not lost AO3
to competitors. If customers are happy with
what is provided they are likely to come
back and buy again AO3 increasing profits and
ensuring continued loyalty from ~~the~~ customers. AO3

Taken from 4BS1_01 2019 Question 1(g)



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‘Analyse...’ questions: Exemplar 1 marks

	Level 0	Level 1	Level 2	Level 3
Application (AO2)			✓	
Analysis (AO3)			✓	
Overall Level			✓	
Marks Awarded (6)	4 marks			

Taken from 4BS1_01 2019 Question 1(g)



‘Analyse...’ questions: Exemplar 2

(g) Analyse the importance to *Backyard Shoez* of satisfying customer needs.

(6)

Firstly, If Backyard Shoez satisfy customer needs, Backyard Shoez will gain customer loyalty which also means that Backyard Shoez will have larger customer base. The reason is ~~that~~ selling products which meet customer needs will make customers pay attention and buy more and customers will impress firm for example, Backyard Shoez ~~represent~~ sell unique sport shoes which is so rare, customers will think Backyard Shoez is better than other shoes shop and come to Backyard Shoez again as they think there ~~is~~ what they want.

Secondly, Backyard Shoez will ~~get~~ more sales because customers loyal to ~~a~~ brand and they have willing to buy more. \therefore sale is increased. As sales increased, Backyard Shoez also get more profit and revenue which is benefit to firm because ~~they~~ they will have more fund to invest and expand. Also, meet more customer needs by importing more variety shoes.

To conclude, satisfying customers needs is very important to gain sale and profit by impressing customers to ~~get~~ their loyalty.

(Total for Question 1 = 20 marks)



Taken from 4BS1_01 2019 Question 1(g)



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'Analyse...' questions: Exemplar 2 marked

(g) Analyse the importance to Backyard Shoez of satisfying customer needs.

(6)

Firstly, If Backyard Shoez satisfy customer needs, Backyard Shoez will gain customer loyalty **AO3** which also means that Backyard Shoez will have larger customer base **AO3**. The reason is ~~that~~ selling products which meet customer needs will make customers pay attention and buy more **AO3** customers will impress firm. For example, Backyard Shoez ~~import~~ sell unique sport shoes **AO2** which is so rare, customers will think Backyard Shoez is better than other shoe shop **AO2** and come to Backyard Shoez again as they think there ~~has~~ is what they want **AO3**.

Secondly, Backyard Shoez will ~~get~~ more sales **AO3** because customers loyal to ~~the~~ brand and they have willing to buy more **AO3** sale is increased **AO3** sales increased, Backyard Shoez also get more profit and revenue **AO3** which is benefit to firm because ~~they~~ they will have more fund to invest and expand **AO3**, meet more customer needs by importing more variety shoes **AO2**.

To conclude, satisfying customers needs is very important to gain sale and profit by impressing customers to ~~get~~ their loyalty.

(Total for Question 1 = 20 marks)



‘Analyse...’ questions: Exemplar 2 marks

	Level 0	Level 1	Level 2	Level 3
Application (AO2)				✓
Analysis (AO3)				✓
Overall Level				✓
Marks Awarded (6)	6 marks			

Taken from 4BS1_01 2019 Question 1(g)



‘Justify...’ questions:

- Always **worth 9 marks**.
- Designed to **test application, analysis and evaluation (AO2, AO3 and AO4)**.
- A ‘levels-based’ mark scheme is used.
- Will **only appear in Questions 2 and 3** (one in each section).
- Will **always involve a choice between two options**.
- ‘Interconnected points’ means **at least two linked strands**.
(Level 2 AO3 descriptor).
- ‘Detailed interconnected points’ means **at least five linked strands**.
(Level 3 AO3 descriptor).



‘Justify...’ questions: Mark scheme

Question Number	Indicative content	Mark
3 (e)	<p>AO2 = 3 marks AO3 = 3 marks AO4 = 3 marks</p> <p>AO2</p> <ul style="list-style-type: none"> Option 1 – Crowdfunding is a quick way to raise finance to buy new shoes/latest fashion. Option 2 – An overdraft allows <i>Backyard Shoez</i> a temporary facility to withdraw funds from its bank to buy the required amount of stock. <p>AO3</p> <ul style="list-style-type: none"> Option 1 – They could also pay the investors with products rather than a financial reward which could help cash flow. Option 2 – If <i>Backyard Shoez</i> chooses an overdraft it gives them flexibility and they only pay interest when overdrawn. <p>AO4</p> <ul style="list-style-type: none"> Option 1 – Crowdfunding is a high risk way of trying to obtain finance, this could result in <i>Backyard Shoez</i> not being able to raise sufficient funds to buy the additional stock required therefore impacting on its expansion plans. Option 2 – The bank can demand repayment at any time and interest rates on overdraft are usually high. 	(9)

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. (AO3) Makes a judgement, providing a simple justification based on limited evaluation of business information and issues relevant to the choice made. (AO4)
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. (AO3) Makes a judgement, providing a justification based on sound evaluation of business information and issues relevant to the choice made. (AO4)
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. (AO3) Makes a judgement, providing a clear justification based on a thorough evaluation of business information and issues relevant to the choice made. (AO4)

Taken from 4BS1_01 2019 Question 3(e)



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‘Justify...’ questions: Exemplar 1

In order to start selling shoes to men and children *Backyard Shoez* will need additional finance.

The owners are considering the following two options:

Option 1: crowdfunding

Option 2: overdraft.

(e) Justify which **one** of these options *Backyard Shoez* should use.

(9)

using overdraft would mean guaranteed finance straight away, it would get them going and is a quick and easy source of finance. using crowdfunding wouldn't guarantee you the amount of money you needed, it would take time and require people to give money to you for nothing. You ~~in~~ would have to give incentives for them to give money.

Taken from 4BS1_01 2019 Question 3(e)



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‘Justify...’ questions: Exemplar 1 marked

In order to start selling shoes to men and children *Backyard Shoez* will need additional finance.

The owners are considering the following two options:

Option 1: crowdfunding

Option 2: overdraft.

(e) Justify which **one** of these options *Backyard Shoez* should use.

(9)

AO3

using overdraft would mean guaranteed finance straight away, it would get them going and is a quick and easy source of finance. using crowdfunding wouldn't guarantee you the amount of money you needed it would take time and require people to give money to you for nothing. You would have to give incentives for them to give money

AO3

AO3

AO3

Taken from 4BS1_01 2019 Question 3(e)



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‘Justify...’ questions: Exemplar 1 marks

	Level 0	Level 1	Level 2	Level 3
Application (AO2)	✓			
Analysis (AO3)			✓	
Evaluation (AO4)	✓			
Overall Level		✓		
Marks Awarded (9)	2 marks			



Taken from 4BS1_01 2019 Question 3(e)

‘Justify...’ questions: Exemplar 2

In order to start selling shoes to men and children *Backyard Shoez* will need additional finance.

The owners are considering the following two options:

Option 1: crowdfunding

Option 2: overdraft.

(e) Justify which **one** of these options *Backyard Shoez* should use.

(9)

On the one hand, Crowdfunding is beneficial because there is no money the business needs to pay back which is especially useful if interest rates are high. It also shows public support for the business which is a sign of success. However, crowdfunding can be unreliable because the target can sometimes not be reached and the business won't have enough money.

On the other hand, a bank ~~loan~~^{overdraft} is a reliable method of funding because it is based on a set amount agreed by the bank, however it can be expensive to pay back if the business fails and doesn't make enough money, ~~if interest rates are high~~ which isn't ideal for a new business.

In conclusion, I believe that option 2 is the best because there will always be enough money for the business and it is a more reliable source of money.



‘Justify...’ questions: Exemplar 2 marked

In order to start selling shoes to men and children *Backyard Shoez* will need additional finance.

The owners are considering the following two options:

Option 1: crowdfunding

Option 2: overdraft.

(e) Justify which **one** of these options *Backyard Shoez* should use.

(9)

On the one hand, Crowdfunding is beneficial because there is no money the business needs to pay back which is especially useful if interest rates are high AO3

it also shows public support for the business which is a sign of success. However, crowdfunding can be unreliable because the target can sometimes not be reached and the business won't have enough money. AO4

On the other hand, ^{overdraft} a bank ~~loan~~ is a reliable method of funding because it is based on a set amount agreed by the bank, AO3 however it can be expensive to pay back AO4 if the business fails and doesn't have enough money. ~~if interest rates are high~~ which isn't ideal for a new business.

In conclusion, I believe that option 2 is the best because there will always be enough money for the business and it is a more reliable source of money.



‘Justify...’ questions: Exemplar 2 marks

	Level 0	Level 1	Level 2	Level 3
Application (AO2)	✓			
Analysis (AO3)			✓	
Evaluation (AO4)		✓		
Overall Level		✓		
Marks Awarded (9)	3 marks			

Taken from 4BS1_01 2019 Question 3(e)



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‘Evaluate...’ questions:

- Always **worth 12 marks**.
- Extended writing designed to **test Knowledge/Understanding, Application, Analysis and Evaluation (AO1, AO2, AO3, AO4)**.
- A **‘levels-based’ mark scheme** is used.
- Will **only appear in Question 4** (the final question on each paper).
- ‘Interconnected points’ means **at least two linked strands**.
(Level 2 AO3 descriptor)
- ‘Detailed interconnected points’ means **at least five linked strands**.
(Level 3 AO3 descriptor)



‘Evaluate...’ questions: Mark scheme

Question Number	Indicative Content	Mark
4 (c)	<p>AO1 = 3 marks AO2 = 3 marks AO3 = 3 marks AO4 = 3 marks</p> <p>AO1</p> <ul style="list-style-type: none"> Market research can be conducted by the business itself in the form of a questionnaire. The business could choose to use other methods that suit their business like focus groups. <p>AO2</p> <ul style="list-style-type: none"> <i>Backyard Shoez</i> could question customers in the mall on their needs and wants for shoes. <i>Backyard Shoez</i> will be able to speak directly to customers who buy their shoes who will then feel valued. <p>AO3</p> <ul style="list-style-type: none"> Therefore, using primary market research <i>Backyard Shoez</i> can find out exactly what they need and work out ways of meeting those needs. Focus groups will give <i>Backyard Shoez</i> qualitative data which can help with the design of new shoes. <p>AO4</p> <ul style="list-style-type: none"> However, it can be time consuming to find out what customers' needs are and if these are already being met by the competitors in the local area then no amount of market research will help them to target their new audience. However, without doing secondary market research as well then <i>Backyard Shoez</i> cannot find out wider research such as information on competitors and suppliers. 	(12)

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–4	<ul style="list-style-type: none"> Demonstrates elements of knowledge and understanding of business concepts and issues, with limited business terminology used. (AO1) 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. (AO3) Draws a conclusion, supported by generic assertions from limited evaluation of business information and issues. (AO4)
Level 2	5–8	<ul style="list-style-type: none"> Demonstrates mostly accurate knowledge and understanding of business concepts and issues, including appropriate use of business terminology in places. (AO1) 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. (AO3) Draws a conclusion based on sound evaluation of business information and issues. (AO4)
Level 3	9–12	<ul style="list-style-type: none"> Demonstrates accurate knowledge and understanding of business concepts and issues throughout, including appropriate use of business terminology. (AO1) 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. (AO3) Draws a valid and well-reasoned conclusion based on a thorough evaluation of business information and issues. (AO4)

Taken from 4BS1_01 2019 Question 4(c)



‘Evaluate...’ questions: Exemplar 1

(c) Evaluate the importance of primary market research to *Backyard Shoez*. You should use the information provided as well as your own knowledge of business.

(12)

The importance of a primary market is to have a few shops located in a busy shopping centre. Primary markets are always at the introduction where you start building up your own business and then comes growth where you sell and open up shops. Afterwards come maturity where the business is going good you are starting to invest in other businesses or having charities funding. Lastly comes decline where people aren't interested in the product anymore.

Taken from 4BS1_01 2019 Question 4(c)



Pearson
Edexcel

‘Evaluate...’ questions: Exemplar 1

	Level 0	Level 1	Level 2	Level 3
Knowledge & Understanding (AO1)	✓			
Application (AO2)	✓			
Analysis (AO3)	✓			
Evaluation (AO4)	✓			
Overall Level	✓			
Marks Awarded (12)	0 marks			



Taken from 4BS1_01 2019 Question 4(c)



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Marking Activity 2:

Find the level:

- You will now read some more sample student responses to ‘Analyse...’, ‘Justify...’ and ‘Evaluate...’ questions. These can be found on pages 11-22 of the Delegate Booklet.
- The samples are from the 2019 Paper 2 (4BS1_02 and 4BS1_02R).
- Use the mark scheme to decide upon **the overall level** for each response.
- Use the polls to enter each level after reading each response.





Any questions?

ALWAYS LEARNING