

# **Delegate Booklet**

## **International GCSE Business (9–1) Online Part 1**

### **Understanding assessment and Improving delivery**

**191F01/01**

## **Aims and Objectives**

Delegates will:

- be introduced to the idea of assessment objectives: what they are and how they are used in examination papers,
- learn which types of question match the different assessment objectives,
- consider each assessment objective, looking at how questions in these areas have been answered by looking at feedback from the previous exam series,
- discuss strategies for teaching to try and ensure students can access questions targeting different assessment objectives,
- review the support Pearson offers for the qualification,
- network, discuss best practice and share ideas with other teachers.

## **Session Agenda**

- Welcome and brief overview of Pearson Edexcel
- International GCSE Features
- International GCSE in Business (9-1) - Points based teaching and marking
- Support and questions

# Activity 1

## Application/Context – A02 -

Backyard Shoez (2019, paper 1 – small business)

*Backyard Shoez* is a retail business located in Nairobi, Kenya. It sells a wide range of shoes, handbags and accessories for ladies only. *Backyard Shoez* has three shops in Nairobi. The shops are located in a busy shopping centre where there are other shoe shops.

Write down as many application/context words as possible that relate to *Backyard Shoez*: think about the market it operates in, who is customers/competitors are ...

Tata Motor Company (2019, paper 2 – large business)

*Tata Motor Company* began trading in 1868, and is now part of a large group of companies that is estimated to be worth \$100 billion. *Tata Motor Company* manufactures a wide range of cars, buses and trucks. It is India's largest maker of vehicles with manufacturing centres in many countries including Korea, Italy and the UK.

One of the main aims of *Tata Motor Company* is to produce goods that the public want and need. It is currently working on electric cars that are more environmentally friendly. *Tata Motor Company* plays an active role in community development such as building schools, houses and investing in the health and welfare of local people.

Write down as many context words as possible that relate to *Tata Motor Company*, : think about the market it operates in, who is customers/competitors are ...

## Marking Activity 1

Mark the following responses

2 Backyard Shoez is now planning to sell shoes to men and children as well as ladies.

(a) State **one** fringe benefit that Backyard Shoez can offer its employees.

(1)

Increased bonus based on <sup>personal</sup> sales numbers and ~~customer~~ ~~satisfaction~~ satisfaction

2 Backyard Shoez is now planning to sell shoes to men and children as well as ladies.

(a) State **one** fringe benefit that Backyard Shoez can offer its employees.

(1)

Discount on shoes for employees.

(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 ~~main~~ car factories.

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

(1)

The employee may have been rude to ~~customers~~ clients.

Mark the following **Calculate** responses – need A02

- 4 Backyard Shoez buys children's shoes for 2 400 Ks and sells them for 3 200 Ks.

(a) Calculate the markup on these shoes. You are advised to show your working.

(2)

$$\text{Profit} = \text{Revenue} - \text{cost}$$

$$2400 - 3200 = -800.$$

$$\frac{\text{Profit per item}}{\text{cost per item}} \times 100$$

$$\frac{-800}{2400} \times 100 = -0.3$$

-0.3 %

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(a) Calculate the markup on these shoes. You are advised to show your working.

(2)

$$\text{markup} = \frac{\text{Profit per item}}{\text{Cost per item}} \times 100$$

$$= \frac{800}{2400} \times 100$$

33.33 %

Mark the following **Outline** responses – need A02

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

(2)

to raise additional finance quickly so fix cashflow problems

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

(2)

An overdraft allows Tata motor to buy resources and operate even if they don't have any money. This means no income is lost while awaiting payment and the business can therefore make more sales and revenue.

Mark the following **Explain** responses – only need A01

(c) Explain **one** reason why many businesses have a human resource functional area.

(3)

~~Human area resource functional area is the place who control the employees of business.~~

Human ~~area~~ resource functional area can ~~can~~ control the recruitment of ~~any~~ employees. They help find higher quality ~~to~~ employees.

(c) Explain **one** reason why many businesses have a human resource functional area.

(3)

To make hiring employees easier. By having people specialise in hiring, or ~~by~~ making the workplace a better environment for them, making them more likely to want a job. They will also handle training, meaning other staff and owners won't have to worry about it, which makes hiring the employees easier on everyone.

(c) Explain **one** reason why many businesses have a human resource functional area.

(3)

Many businesses have a human resource functional area because they can hire a right ~~peep~~ person for the company. Also they can help the company to train the trainee employees to do the right jobs.



Backyard Shoez wants to motivate its employees. It is considering two options:

**Option 1:** bonus payments

**Option 2:** job enrichment.

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

(9)

~~Job enrichment would allow the business to use non~~  
~~financial~~ A lot of staff will increase their motivation when money is involved. Using bonus payments is rewarding their staff for their efforts, this will increase their workrate and the staff will be happier when working as they know they can get bonuses. Some staff may not be happy with job enrichment as it is changing their job to make it more stimulating and challenging and this could have a reverse effect to what they were intending as staff could struggle.

(Total for Question 2 = 20 marks)



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**Option 1:** bonus payments

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

(9)

Backyard shoes can go for job enrichment. It means giving people the opportunity to use their ability. This will boost employee morale and gives them feel responsible towards the company. In order to be considered "job enriched" these factors such as supervision, making them feel responsible and direct feedback can be used. Eg: An administration employee can also be given some financial work if the employee is good at numbers. This will make them feel responsible towards the job and they also feel motivated.

(Total for Question 2 = 20 marks)



(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)

primary market research is very important to Backyard Shoez because it lets them know what customers are looking for, therefore allowing them to cater for customers needs. If customer needs are met as a result of market research then the business is likely to succeed and begin to make profit as a result. However, ~~the~~ primary research isn't everything Backyard Shoez should ~~carry~~ carry out. As important as customer needs are, they should also research the market itself and how competitive it is because if another company that has been running longer and meets customer needs with good prices then why would customers go to a new business with less credibility? However, if primary market research is carried out extensively, then the business could find more specific customer needs and cater to those as well as more prominent ones therefore increasing how many potential customer's needs are met which in turn means the business is likely to make more profit. In conclusion, I think primary market research is very valuable to businesses such as Backyard Shoez.

(Total for Question 4 = 20 marks)

**TOTAL FOR PAPER = 80 MARKS**



P 5 9 0 0 5 R A 0 1 5 1 6

- (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)

Primary market research involves getting information straight from the consumer. It is directly linked to the product you are selling and you are able to get in depth detailed information about your customers and their opinions. You can use surveys, questionnaires, interviews, demonstrations, sampling. It can allow customers to try and test out your product and be able to get feedback from them and you can ask follow up questions that can be directly linked to their feedback. It allows the company to get a feel of their customers exact needs and wants.

(Total for Question 4 = 20 marks)

**TOTAL FOR PAPER = 80 MARKS**



P 5 9 0 0 5 R A 0 1 5 1 6

## Analyse example

(6)

Secondly, Backyard Shoez will ~~get~~ more sales because customers loyal to ~~the~~ 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 ~~gain~~<sub>set</sub> their loyalty.

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## Justify example

Backyard Shoez wants to motivate its employees. It is considering two options:

**Option 1:** bonus payments

**Option 2:** job enrichment.

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

(9)

Firstly, Option 1, bonus payment will be paid when workers are achieve business's objectives or goals. This will encourage workers to work harder to achieve their business's goals. then they will get reward as bonus payment. Backyard Shoez may use this method to motivate its workers to increase sale and when the workers can do that, Backyard Shoez will give bonus money to their workers. This will make workers want to work ~~more~~ harder to get more money to do their things and Backyard Shoez also get more sale as it wants. However, if bonus payment is not high enough to motivate workers, this method won't work.

Secondly, job enrichment is to give workers more tasks to do. Workers may think it challenge themselves, so they will do more work and what they get is self esteem which is motivation according to Maslow's theory. Labours may like to learn new skills and do something to challenge themselves, so this method will motivate worker and also Backyard Shoez will ~~may~~ get more output as workers are productive. However, ~~some~~ some labours may don't like to do additional task. They may feel too tired, so this method won't work for some workers.

(Total for Question 2 = 20 marks)

In conclusion, I support option 1 because I think money is the important, so it will motivate better. Also, I think most people ~~may~~ work because they need money not to challenge themselves and option 2 may make



## Evaluate example

- under pressure is  
First hand U.
- (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)

Backyard shoez should use primary research as it ~~is~~ is first hand data and only they will have it. By the business only having the data it will ~~allow~~ give them more chance of meeting customer needs before ~~the~~ their competitors do, which will bring in loyal and new consumers, meaning the profits will go up, allowing ~~the~~ the business to ~~at~~ carry on providing products that meet customer needs. Primary research can also be ~~given~~ given to an employee, allowing them to understand what the consumer is saying/wanting. However, primary research may also be false as the consumer may answer ~~a~~ a survey but may feel under pressure and ~~to~~ lead them to saying what they think the business wants to hear. Primary research is also time consuming and can be expensive therefore they may take to long asking consumers <sup>and lose profits</sup> while ~~to~~ their meant to be working. Primary research is important as ~~the~~ the business can meet and understand <sup>what</sup> ~~the~~ customers are saying they would like, allowing them to be able to meet customer needs and 'come above their competitor, and bring in more profit.

(Total for Question 4 = 20 marks)

**TOTAL FOR PAPER = 80 MARKS**



P 5 9 0 0 5 R A 0 1 5 1 6