

INTERNATIONAL GCSE

Business (9-1)

EXEMPLARS WITH EXAMINER COMMENTARIES

PAPER 1/1R

Pearson Edexcel International GCSE in Business (4BS1)



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Introduction

1.1 About this booklet

This booklet has been produced to support teachers delivering the Pearson Edexcel International GCSE in Business specification. The Paper 01/1R exemplar materials will enable teachers to guide their students in the application of knowledge and skills required to successfully complete this course. The booklet looks at questions 1, 2, 3 and 4 from the June 2019 examination series, showing real candidate responses to questions and how examiners have applied the mark schemes to demonstrate how student responses should be marked.

1.2 How to use this booklet

Each example covered in this booklet contains:

- Question
- Mark scheme
- Exemplar responses for the selected question
- Example of the marker grading decision based on the mark scheme, accompanied by examiner commentary including the rationale for the decision and where relevant, guidance on how the answer can be improved to earn more marks.

The examples highlight the achievement of the assessment objectives at lower to higher levels of candidate responses.

Centres should use this content to support their internal assessment of students and incorporate examination skills into the delivery of the specification.

1.3 Further support

A range of materials is available from the Pearson qualifications website to support you in planning and delivering this specification.

Centres may find it beneficial to review this document in conjunction with the Examiner's Report and other assessment and support materials available on the [Pearson Qualifications website](#).

1.4 Assessment objectives

This document references the assessment objectives, which are as follows:

		% in International GCSE
A01	Recall, select and communicate knowledge and understanding of business terms, concepts and issues	27–28*
A02	Apply knowledge and understanding using appropriate business terms, concepts, theories and calculations effectively in specific contexts	38–39
A03	Select, organise and interpret business information from sources to investigate and analyse issues	22–23
A04	Evaluate business information to make reasoned judgements and draw conclusions	11–12

* A maximum of 15% of total qualification marks will assess knowledge recall.

Question 1(f)

(f) Explain **one** way a business could increase its **gross profit margin**.

(3)

Mark scheme

Question Number	Answer	Mark
1 (f)	<p>AO1 - 3 marks</p> <p>Award 1 mark for identification of a way, plus 2 further marks for explaining how this way will affect a business for a maximum of 3 marks.</p> <ul style="list-style-type: none">• A business could negotiate deals with suppliers at a cheaper rate (1) this will keep costs as low as possible (1) meaning that the business can look to reduce the prices of their products/services to encourage more sales (1). <p>Answers that list three ways with no explanation will get a maximum of 1 mark.</p> <p>Accept any other appropriate response.</p>	<p>(3)</p>

Exemplar response A

A business could reduce its cost of sales to ~~get~~ increase its gross profit margin. It could reduce its cost by focusing on lean production which is reducing waste to save money by using less raw materials.

Examiner's comments:

This response was given 3 marks.

This response shows an understanding of how a business could increase gross profit margin by reducing the cost of sales. It continues to explain how this way can help a business to increase its gross profit margin by focusing on lean production leading to the use of fewer raw materials, thus gaining the full available marks.

Exemplar response B

A business can increase its gross profit margin by reducing cost of sales. Also, another way is to reduce unnecessary expenses of the business. And rising the price of products of the business. That way gross profit margin would increase.

Examiner's comments:

This response was given 1 mark.

This particular response gave three ways in which a business could increase its gross profit margin therefore limiting the marks awarded to 1. Had the candidate explained any one of these three ways, then they would have gained further marks.

Question 1(g)

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

(6)

Mark scheme

Question Number	Indicative content	Mark
1 (g)	<p>A02 = 3 marks A03 = 3 marks</p> <p>A02</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>A03</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).

Exemplar response A

If Backyard Shoez meets the demands of satisfying customer needs, they would make the customer to believe that Backyard Shoez's products, ^{eg shoes} are ~~are~~ very high quality and it builds trust links with their customers so that they're more loyal. As more customers are satisfied, ~~they~~ Backyard Shoez would gain popularity through spreading of the mouth of customers. They would help this business to build a good, well-known brand name. As more and more influenced customers coming in, Backyard Shoez, as a result would make more revenue and profit. Their costs are also decreased because Backyard Shoez got free advertising through their loyal customers. This again would help their total revenue to increase, although ~~there~~ there are lots of competitors nears the busy shopping centre.

Examiner's comments:

This response was given Level 3 – 6 marks.

This response has referred to the scenario given throughout the response, not just the business name, but added context in terms of the business activity.

The response shows detailed application of knowledge and understanding of the importance of satisfying customer needs. This candidate has outlined valid points and linked them well with logical chains of reasoning, as well as explaining the effects these can have on the business.

Exemplar response B

Satisfying customer needs is to search about what customers need and apply it into the business, the importance to Backyard shoes of satisfying customer need is customer will like the business therefore they will buy a lot of product from Backyard shoes ~~as a result the business~~ will Backyard shoes can attract customers by their needs because if the customer find ~~the~~^{their} need on a certain business they will go to the same business everytime and this is a benefit for Backyard shoes because ~~the~~^{the business} will gain more profit as a result the revenue will increase and the business may expand if they have enough cash.

Examiner's comments:

This response was given Level 1 – 2 marks.

This response is relevant to satisfying customer needs but the only reference made to the scenario is the name of the business. Comments are brief and could have been expanded to gain further marks. There has been some attempt, albeit limited, to connect the points made.

If this candidate expanded on the points made and linked them directly to impacting on the given business, they would have gained further marks. The candidate has been too vague with regards to 'the business' and 'products' – had this response been in context to the given scenario and maybe gone into detail on what the customer needs were, then it would have gained further marks.

This response is limited to the top of level 1.

Question 2(d)

(d) Explain **one** method of above the line promotion a business could use.

(3)

Mark scheme

Question Number	Answer	Mark
2 (d)	<p>AO1 - 3 marks</p> <p>Award 1 mark for identification of method, plus 2 further marks for explaining this method, for a maximum of 3 marks.</p> <ul style="list-style-type: none">• A business could use television advertising (1). This can be seen by large numbers of people raising awareness (1) resulting in an increase in sales for a business (1). <p>Answers that list more than one method with no explanation will get a maximum of 1 mark.</p> <p>Accept any other appropriate response.</p>	<p>(3)</p>

Exemplar response A

Above the line promotion is using the media. A television advert may be used in order to ~~in~~ advertise products and influence people to buy them. As a result the business can experience a rise in sales and revenue.

Examiner's comments:

This response was given 3 marks.

This response clearly states television as the method of above the line promotion. The first sentence is not needed in this response. The candidate has simply repeated the question, therefore wasting time and space. The candidate has then explained this method and how it can influence people to buy products and further developed this by explaining that this would result in the business experiencing a rise in sales and revenue, thus gaining the full marks available.

Exemplar response B

Social media can be used to promote its products. ~~For~~ For example: using platforms such as facebook and instagram to advertise your ~~product~~ products.

Social media can be used to promote its products. ~~For~~ For example: using platforms such as facebook and instagram to advertise your ~~product~~ products.

Examiner's comments:

This response was given 1 mark.

This response clearly states one method of above the line promotion a business could use. The candidate has then gone on to give examples of social media rather than develop on the given method, thus gaining only one mark for the method stated.

Question 2(f)

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)

Mark scheme

Question Number	Indicative content	Mark
2 (f)	<p>AO2 = 3 marks AO3 = 3 marks AO4 = 3 marks</p> <p>AO2</p> <ul style="list-style-type: none">• Option 1 – <i>Backyard Shoez</i> could give bonuses for the person who has achieved the highest shoes sales within a month.• Option 2 – <i>Backyard Shoez</i> could use job enrichment to give their employees greater responsibilities within the shoe shop. <p>AO3</p> <ul style="list-style-type: none">• Options 1 – The employees may be encouraged to work harder and compete against each other to gain the highest shoe sales for the bonus.• Option 2 – This will motivate employees as they can see they are being given the opportunity to use their abilities within the shoe shop as they are trusted by <i>Backyard Shoez</i>. <p>AO4</p> <ul style="list-style-type: none">• Option 1 – However, if an employee cannot continually achieve the highest shoes sales then they may become demotivated and this could have the opposite effect.• Option 2 – However, some employees may resent not being chosen for job enrichment as therefore may become demotivated.	(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).

Exemplar response A

Backyard Shoes should use job enrichment to motivate workers. Firstly, job enrichment is a cheaper way to motivate employees than bonus payments, because they don't have to pay anything to the workers. Therefore it helps to save the money for the business Backyard Shoes. In addition, job enrichment can motivate workers in long-term because superiors can give different jobs everytime to the employees. For example instead of just selling the handbags and shoes, the business can let them involve in marketing, promotions maybe to make their job more interesting. Whereas for bonus, Backyard Shoes can only give one or two bonus per year, and not everyone can get it, so some workers that didn't get it might be de-motivated because they might think they did a good job selling handbags and shoes, but still can't get one. Also for the people who got the bonus, they won't be motivated for very long because they know within a year there is not going to be another bonus. Therefore, workers might not be motivated again. Backyard Shoes will always have different work to do such as importing goods like handbags or shoes, also doing promotions. So they always have jobs that they can give to subordinates to enrich their job. So the workers will be motivated for longer. So job enrichment is the one they should use.

Examiner's comments:

This response was given Level 3 – 7 marks.

This response clearly shows an understanding of the two motivational methods. The candidate has shown detailed application of knowledge and understanding of business concepts throughout the response. This response shows detailed interconnected points with logical chains of reasoning. There is good justification of why each method should or should not be used by the business.

The candidate has started to make a judgement based on both options, which moves the response into level 3. Had this candidate provided a thorough evaluation of the information presented, then they would have gained further marks.

This response is limited to the bottom of level 3.

Exemplar response B

Bonus payments may be better, as staff will feel rewarded for any additional hard work, and will have more disposable income. If staff have more disposable income, they can treat themselves, causing them to be generally happier and more motivated. They will also want to work harder, as they know they will be rewarded for doing so. Job enrichment may not be for everyone. Not everyone is in it for promotion, and they will be unable to reward every member of staff, as they can not promote everyone. Some people are generally financially motivated, and will definitely be willing to work harder and better in order to receive their bonus.

Examiner's comments:

This response was given Level 2 - 4 marks.

This response shows an understanding of both methods of motivation. The candidate has gone on to explain the impact each of these methods can have on the business as well as the employee being rewarded.

Some justification of each method of motivation been given albeit with some inconsistencies.

There is no attempt to make any judgement or evaluation of either method.

To move towards level 3, this response would require application to given business in the scenario with regards to their business activity and how either method would impact this activity. Each point made needs to be fully developed. This candidate would also need to make a clear decision on which method they would advise Backyard Shoez to use.

Examiner's comments:

This response was given Level 3 – 9 marks.

This response shows detailed application of the candidate's knowledge throughout the response. There is a great understanding of business concepts and the issues the business might face for when deciding between each option with clear context of the business throughout.

The candidate has shown a well-balanced argument between the two finance options and how this will impact on the business.

This response demonstrates detailed points with logical chains of reasoning.

This candidate has shown they are able to make a judgment with clear justification.

"Backyard Shoez" should use option 1 - crowdfunding.

In crowdfunding all people can donate a small amount of money to invest in the business.

"Backyard Shoez" can organise this fund in the internet and use the above-like promotion to advertise and "stimulate" people to invest in their business. Sometimes the amount of money donated can be very little, however with the good ^{marketing} ~~promotions~~ more ~~people~~ ^{people} and more ^{people} will be aware of your crowdfunding and will spread ^{this info.} across the social media/internet really quickly.

However, crowdfunding might be really time consuming ~~and~~ as many people will invest only a small amount of money. And it might ^{take} too long to get the needed amount of money to start selling shoes. Whereas, when you take an overdraft you can ~~not~~ get the sum of money that you need immediately, however no your business will have a debt and the owners have to pay it back, every month or so. This will directly affect its profit on the negative side.

Examiner's comments:

This response was given Level 1 - 3 marks.

This candidate has spent time outlining how the business might crowdfund. This is not what the question is asking. A number of responses seen have demonstrated knowledge of both options; there are no knowledge marks available for this question.

This response shows limited application of their knowledge of both finance options. Some limited connections are made between the points this candidate has made with little judgement.

To move further, the candidate could have applied each option directly back to Backyard Shoez and how the need for finance to launch their new products will affect them. The candidate could have then provided a judgement for which option they would suggest to Backyard Shoez with a justification based on the business information.

This response is limited to the top of level 1.

Question 4(b)

(b) Analyse the usefulness of profitability ratios to *Backyard Shoez*.

(6)

Mark scheme

Question Number	Indicative content	Mark
4 (b)	<p>A02 = 3 marks A03 = 3 marks</p> <p>A02</p> <ul style="list-style-type: none">• <i>Backyard Shoez</i> can use the information to work out how much profit they have made from buying and selling shoes and compare it to previous years.• Profitability ratios can help <i>Backyard Shoez</i> see if there is a need to take out any short term sources of finance. <p>A03</p> <ul style="list-style-type: none">• By using profitability ratios <i>Backyard Shoez</i> can see their financial position before they are set to expand to work out whether it is the right business decision to make or not.• Profitability ratios give investors the crucial information they need to weigh up the amount that they will receive from their investment compared to the risk they are going to take.	(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).

Exemplar response A

Profitability ratios help assess the performance of Backyard shoes, respective of its profits. It helps to see how profitable is a business. Backyard shoes can make use of ~~gross~~ profit for the year/ operating profit to check its cost analysis and bring down its expenses under control if it has exceeded the gross profit margin. Profitability ratios ~~also~~ help ~~Back directors~~ owners at Backyard shoes know how ~~much~~ they receive in return for the capital employed if the ROCE is high, owners may be better motivated to launch new shoes of better quality at Backyard. This aids in investment decisions for Backyard. Moreover, it provides a useful method to increase prices or reduce purchase of stock (shoes to be sold) for Backyard, based on the Gross profit and operating profit. They can be used to make comparisons with ~~to~~ the previous year, and make improvements and set new targets to achieve ~~for~~ in sales for Backyard shoes.

Examiner's comments:

This response was given Level 3 – 6 marks.

This response outlines the main profitability ratios and what impact they can have on the business. Throughout this response, there is detailed application of the knowledge demonstrated as well as a clear understanding of business concepts. This candidate is able to analyse how useful these profitability ratios will be to the business and what the business can do with the information gathered on these ratios.

This response gained all available marks for this question.

Exemplar response B

Profitability ratios helps Backyard Shoez to analyse ~~where~~ which areas are costly for them. ~~The~~ Backyard Shoez can then ~~work~~ work on reducing these costs where necessary, for example, switching to cheaper suppliers. This can help Backyard Shoez to maximise their profits ~~to~~ and to invest it in ~~a~~ new potential products.

Banks may also require these profitability ratios. If Backyard Shoez ~~has~~ has a good profitability ratio then it ~~can~~ will encourage banks to provide less collateral due to their likelihood of paying the loan back.

Examiner's comments:

This response was given Level 1 – 2 marks.

This response shows some very valid comments but a pity that these have not been developed. This candidate has not been able to apply their knowledge to the business clearly, whilst there are loose references to suppliers. If these references were in the context of Backyard Shoez, such as shoe/accessory suppliers, it would have helped the candidate move out of level 1.

To move further, this candidate needs to add context and expand on the points made with logical chains of reasoning.

This response is limited to the top of level 1.

Question 4(c)

- (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)

Mark scheme

Question Number	Indicative Content	Mark
4 (c)	<p>A01 = 3 marks A02 = 3 marks A03 = 3 marks A04 = 3 marks</p> <p>A01</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 chose to use other methods that suit their business like focus groups. <p>A02</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>A03</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>A04</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). • Makes a judgement, providing a simple justification based on limited evaluation of business information and issues relevant to the choice made (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). • Makes a judgement, providing a justification based on sound evaluation of business information and issues relevant to the choice made (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). • Makes a judgement, providing a clear justification based on a thorough evaluation of business information and issues relevant to the choice made (AO4).

Exemplar response A

Primary ~~research~~ research means that gathering data that do not exist in the market. So that Backyard Shoes could able to ~~get~~ collect up to date information with latest changes in ~~consumer~~ consumer or taste and fashions of its customers so that Backyard Shoes could make decision on availability those latest designs of shoes and clothes so that it would attract customers and improve sales revenue. Also doing primary market research it would provide ^{accurate} information only data Backyard shoes and it would result in Backyard do perform well ~~being~~ being more competitive with its rivals in shopping centre leads to gain more market share.

on the other hand, primary market research would be an expensive methods to ~~the~~ shoes leading cost to rise and so that prices of its retailing products prices would go increase leading lower revenue as customers would find its rivals ~~store~~ retailing shops close in the shopping centre so market share would lower. Also conducting primary research it would take time to collect information about market so that it would be time wasted and other decision making would be inefficient and lead shoes perform ineffective to market.

However, ^{effectiveness of} primary market research data would ~~depend~~ ^{effective} depend on the accuracy of data collected by shoes and from how many customers the data was collected in the market, more customer, more accurate data.

(Total for Question 4 = 20 marks)

Examiner's comments:

This response was given Level 3 – 10 marks.

This response demonstrates clear and accurate knowledge of primary market research throughout. The candidate understands different business concepts and issues using primary market research. This response shows good application to the business scenario presented to the candidate. Context is shown through terms such as 'designs of shoes and clothes' and 'rivals in shopping centre.'

This response shows the counterargument of the initial arguments presented in the first part of the answer. The points made by this candidate show logical chains of reasoning to each point presented.

This candidate has started to make a judgement with some justification based on the evaluation of the business information given.

To move further into level 3, this response needs to have a thorough evaluation placing importance, or not, on primary market research to Backyard Shoez.

This response is limited to the middle of level 3.

Exemplar response B

Primary market research is research done in person or face to face. Knowledge gained by asking or seeing in person.

Primary research is important as it would help Backyard Shoez in making decisions.

It would help them know what to improve, how to improve, new development ideas. Primary

research can be done by questionnaires. They can interview their loyal and frequent

customers. It will help Backyard Shoez to improve their ^{customer} services and production. Backyard

Shoez can conduct primary market research before ~~dropping~~ ^{launching} their new product eg the

shoes of men and children. The research will provide them answers about whether it

will be a profitable idea or result in loss.

It will surely help the business for their new product launch.

Therefore primary research would be quite important to Backyard Shoez.

Examiner's comments:

This response was given Level 1 – 4 marks.

This response provides plenty of knowledge of primary market research through the use of questionnaires and interviews. There is very limited analysis throughout this response with little reference to the business, therefore showing limited application of the knowledge shown. There is a very basic judgement made at the end of the response.

To gain further marks, this response would need to have more context other than the reference to the launch of the new products. Each point made about the importance of primary market research needs to be expanded upon with chains of reasoning, referring back to the point made. It would also be helpful if a sound evaluation was provided to summarise how important primary market research would be to a business, like Backyard Shoez.

This response is limited to the top of level 1.

Exemplar response B

Customer satisfaction is when a customer that uses the service provided by Lavender is happy and ~~content~~ ^{satisfied} with product. It is important as the customer will keep on buying the product, as they like the output produced; Increasing the revenue made by Lavender and ~~making gross profit margin~~, making improvements and modifications to their business easier. Another benefit would be that Lavender's reputation will be better. As more customers will be happy, the word will get around through various means, and create a positive image. This will encourage customers to buy and use Lavender's services and multiple businesses, generating more revenue and profit.

(Total for Question 1 = 20 marks)

Examiner's comments:

This response was given Level 2 – 3 marks.

The above response represents many of the responses seen. The candidate has demonstrated the effects of customer satisfaction on a business but unfortunately there is no context throughout this response. Had the candidate replaced terms such as 'product' with 'food', it would have helped them move further into level 2 with the potential of a level 3 response.

This candidate has outlined two valid points of why customer satisfaction would be important and has been able to show logical chains of reasoning.

To gain further marks, candidates must write in the context of the business scenario set.

This response is limited to the bottom of level 2.

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