

Question number	Indicative content
4(c)	<p><b>AO1 (3 marks)/AO2 (3 marks)/AO3 (3 marks)/AO4 (3 marks)</b></p> <p><b>AO1</b></p> <ul style="list-style-type: none"> <li>Home delivery would result in increased customer satisfaction.</li> <li>Home delivery could allow Haji Biryani to move into the takeaway market.</li> </ul> <p><b>AO2</b></p> <ul style="list-style-type: none"> <li>This is because customers can now place their orders over the internet and the food will be delivered to their homes.</li> <li>This market is bigger since customers no longer have to travel from inconvenient parts of Dhaka to eat Haji Biryani's food.</li> </ul> <p><b>AO3</b></p> <ul style="list-style-type: none"> <li>Therefore, this means customers no longer have to travel across Dhaka, wasting time. As a result, customers may be willing to pay more for the home delivery service, increasing the profits of the business.</li> <li>As a result, the potential demand will increase significantly, resulting in much higher potential revenues which should lead to higher profits.</li> </ul> <p><b>AO4</b></p> <ul style="list-style-type: none"> <li>However, Haji Biryani is a restaurant not a takeaway and, therefore, customers may enjoy dining in the restaurant, a luxury which they would not get from a home delivery service. As a result, the new service may simply increase costs but not improve revenues by as much, resulting in lower, rather than higher, profits.</li> <li>However, the takeaway market may be much more competitive than the restaurant market and, with many other restaurants also offering a home delivery service, the extra revenues generated by Haji Biryani may not be high. Therefore, with the extra costs of employing drivers to deliver the food, profits may be lower in the short term until customers start to become loyal to the new service.</li> </ul>

Level	Mark	Descriptor
	0	No rewardable material.
<b>Level 1</b>	1–4	<ul style="list-style-type: none"> <li>Demonstrates elements of knowledge and understanding of business concepts and issues, with limited business terminology used. (AO1)</li> <li>Limited application of knowledge and understanding of business concepts and issues to the business context. (AO2)</li> <li>Attempts to deconstruct business information and/or issues, finding limited connections between points. (AO3)</li> <li>Draws a conclusion, supported by generic assertions from limited evaluation of business information and issues. (AO4)</li> </ul>
<b>Level 2</b>	5–8	<ul style="list-style-type: none"> <li>Demonstrates mostly accurate knowledge and understanding of business concepts and issues, including appropriate use of business terminology in places. (AO1)</li> <li>Sound application of knowledge and understanding of business concepts and issues to the business context, although there may be some inconsistencies. (AO2)</li> <li>Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies. (AO3)</li> <li>Draws a conclusion based on sound evaluation of business information and issues. (AO4)</li> </ul>
<b>Level 3</b>	9–12	<ul style="list-style-type: none"> <li>Demonstrates accurate knowledge and understanding of business concepts and issues throughout, including appropriate use of business terminology. (AO1)</li> <li>Detailed application of knowledge and understanding of business concepts and issues to the business context throughout. (AO2)</li> <li>Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning. (AO3)</li> <li>Draws a valid and well-reasoned conclusion based on a thorough evaluation of business information and issues. (AO4)</li> </ul>