

Examiners' Report/ Principal Examiner Feedback

Summer 2010

IGCSE

IGCSE Commerce (4340) Paper 2H

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PE Report On Examination Paper 4350/2H

General Comments

The overall performance of candidates in this examination continues to be encouraging, especially with an increasing overall entry for this examination. The marks for paper 2H were generally quite high across all the grade levels. Nevertheless, centres continue to appear to be selecting and entering candidates for the appropriate Tier.

The format of the examination paper was the same as in the last three years with no changes to specification content or assessment objectives. The demands made on candidates were also broadly comparable with those in previous series.

Candidates continue to cope well with the use of the question paper as answer book. There were not many occasions where candidates used space in addition to the answer lines, in order to complete their answers. Centres are again encouraged to work with their candidates to ensure that (most) answers are limited to these answer lines, the number of lines being a good indicator of the expected length of answer. The standard of written communication was generally good, and sometimes excellent.

A major factor behind candidates losing marks is that candidates do not always answer at the appropriate level of skill. IGCSE examinations measure a far wider range of skills than simply recall of knowledge. Candidates need to demonstrate analytical and evaluative skills as well.

The Mark Scheme contains much information that is relevant to centres, as follows.

Comments on Individual Questions

- Each question indicates the level(s) at which it is based:
 - o AO1 Demonstrate - this Assessment Objective tests candidates on their ability to demonstrate their knowledge and understanding of the commercial term, idea or concept featured in the question. Command words such as 'Give', 'Define', 'Describe', 'Name', 'List', 'State' and 'What is . . . ?' confirm the question is at this level.
 - o AO2 Apply - this Assessment Objective tests candidates' ability to relate their answer to the context. In this Series, candidates were required to use the information given about financial figures about a travel agency. Command words such as 'What was', 'How' and 'Give [an example in context]' confirm the question is at this level.
 - o AO3 Analyse - this Assessment Objective requires candidates to select, interpret or otherwise analyse some issue presented by the question. For example, Paper 2H Question 3 part (b) asked candidates to analyse the differences between informative and persuasive advertising. Command words such as 'Analyse', 'Compare' and 'Select' confirm the question is at this level.
 - o AO4 Evaluate - this most demanding Assessment Objective tests candidates on their ability to formulate some judgements. For example, Paper 2H Question 3 part (c) required candidates to evaluate why consumers might advertising undesirable. Command words such

as 'Evaluate', 'Explain why', 'Judge' and 'Suggest' confirm the question is at this level.

- Possible answers are provided as indicators of what is expected. It remains important for Centres to realise that the answers given in the Mark Scheme are **not** meant to be exhaustive. This is confirmed by the use of the statement 'Valid points could include', and by the use of the abbreviation 'e.g.'.
- The possible answers are structured using dashes and obliques ('slashes'). It remains the practice in this examination to use a dash in order to separate points that are worth **additional** marks, and an oblique to indicate an **alternative** way of making the same point.

Grade Boundaries - June 2010

4340 - Statistics

Option 3 - Higher tier paper (2H) and paper 03

Grade	A*	A	B	C	D	E
Grade Boundaries	82	72	62	53	40	33

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