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Examiners' Report Principal Examiner Feedback

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Pearson Edexcel International Advanced
Subsidiary and
International Advanced Level In Business
(WBS12 01)

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General

The consistent structure of the paper meant the questions in this series were split into 3 sections as in all previous series for this qualification. Sections A and B each had five questions, ranging from 2 to 10 marks and Section C had one 20 mark question. Once again, it was evident many candidates had used papers from previous series to practice their responses and especially pleasing to see, note had been taken of many of the points in previous examiner reports.

In general, candidates appeared to be well prepared for most of the topic areas on this paper. However, there were some topics where that did not appear to be the case. The ability of the most able candidates was shown through relating their knowledge and understanding to the evidence presented, whereas those struggling with such concepts typically answered questions with a more generic approach and/or inaccuracies. The levels of response questions required understanding to be developed and applied to the relevant evidence. Although this approach was adopted by some, there were instances where a more basic understanding was demonstrated, thus limiting the attainment of higher levels. There did not appear to be many issues with the length of time students needed to complete all questions set.

Report on individual questions

Section A

Question 1a

There were 2 parts to the question to define the term 'capacity utilisation' and examiners were looking for references to 'percentage of maximum output' and 'actually achieved' or equivalent. Candidates had to provide both parts to gain 2 marks. Examples were occasionally used by candidates but, as in always the case with 'define' questions, no marks are available for these.

The formula was accepted for two marks but definitions of over- or under-utilisation did not define the term requested.

Partial explanations scored 1 mark. Although many candidates provided an accurate definition, others were too vague, meaning the required knowledge was either only partially, or not demonstrated at all.

Tip: Unlike with higher mark tariff questions, reference to information in the extract(s) is **not** required for 'define' questions.

Question 1b

Many candidates were able to calculate the correct decrease in revenue and so scored 4 marks. Marks could be gained for showing workings, but these were not necessary if the correct answer was shown. Candidates scored full marks for a correct final answer whether shown in dollars or as a percentage.

Some candidates were able to show knowledge of the formula and/or apply the correct figures meaning some marks could be awarded for accurate knowledge and/or application.

Tip: It is important to give the answer using the correct units. By doing this, full marks can be achieved.

Question 1c

Good responses were able to analyse two possible advantages for Green Tortoise of having limited liability. The advantages could relate to owners only being liable for money paid for their shares, being protected against legal claims or any other suitable response. However, the question did not ask about the advantages of being a private limited company, so responses that attempted to answer with such did not score the mark.

Advantages given were not necessarily applied and/or analysed appropriately. Stating a part of the extract in isolation is NOT application. It must be applied to the advantage, for example, 'As Green Tortoise has experienced a reduction in the number of repeat customers, Lyle Kent isn't risking his own assets if the company ends up failing'.

To analyse this point, a cause or consequence is needed. 'Analyse' questions do not have any AO4 (evaluation) marks.

Tip: There are 2 knowledge marks, 2 application marks and 2 analysis marks for analyse questions. Although the knowledge marks can be given for an appropriate definition instead of stating 2 ways/advantages/reasons etc., it is not possible to apply or analyse the definition and so marks are likely to be limited with this approach and students should focus on stating, then applying and analysing the two ways/reasons/advantages etc.

Question 1d

This question was marked using the levels-based marking grid. For an 8 mark 'discuss' question there are three levels. Examiners read the whole response and decide which level is the best match. If a response is lacking certain characteristics, examiners move towards the bottom of the level. If it is a strong match they will move towards the top and this approach is used for all levels of response questions on the paper.

There was a range of discussion about the importance of developing customer loyalty for a company such as Green Tortoise. Stronger responses presented chains of reasoning based on the evidence in the extracts. Some students failed to achieve a higher level because the response was limited to just a reference to the generic factors and/or without presenting developed chains of reasoning.

Tip: The command word 'discuss' requires a two-sided argument. If a candidate doesn't provide a two-sided argument or presents a generic answer, they would be unlikely to reach the higher levels. A conclusion is not required for an 8 mark discuss question.

Question 1e

This was a levels-based question with 4 levels. Although many candidates showed a good understanding of the rationale for not increasing price, they were not always able to provide developed chains of reasoning in their assessments.

Analysis and assessment of how both increasing or not increasing prices could cause problems was often effective and sometimes included PED arguments, but some responses presented were generic and/or failed to fully answer the question. Therefore, reducing progression through the levels.

The question did not ask about the positive and negative effects of reducing the capacity and so chains of reasoning relating to this were unlikely to progress through the levels.

Similarly, attainment of higher levels requires developed chains of reasoning, in context, in order to assess the points made. Without this, the higher-level descriptors are not matched, meaning only a low-level mark is likely to be achieved. For applied responses, examiners were looking for evidence from the extract to be used and not simply be stated without being relevant to the point(s) being made.

Tip: The command word 'assess' will always require a more in-depth development and some evaluation of the arguments compared to the command word 'discuss'. Candidates are encouraged to use a range of relevant evidence throughout the response to highlight their points and NOT to simply list (generic) factors without developing chains of reasoning or providing an assessment.

Section B

Question 2a

There were 2 parts to the question to define the term 'partnership' and examiners were looking for references to 'ownership' and 'more than one person/individual' or equivalent. Candidates had to provide both parts to gain 2 marks. Examples were occasionally used by candidates but, as in the previous 'define' question, no marks are available for these. Partial explanations were awarded 1 mark.

Tip: This question will always have 2 marks available for a definition so ensure that your response is fully developed and is not a vague attempt at explaining the term.

Question 2b

The correct number of 25 kg sacks of potatoes ordered each week was calculated by many candidates. Therefore, they scored all 4 marks. Marks could be gained for showing workings, but these were not necessary if the correct answer was shown.

Some candidates were able to show knowledge of the formula and/or apply the correct figures meaning some marks could be awarded for accurate knowledge and/or application.

Tip: It is always a good idea to show your working, as, although an incorrect answer won't score full marks, if the formula and/or application is accurate, some marks can still be attained.

Question 2c

More able candidates were able to analyse two reasons for business failure due to the government legislation indicated. A good use of application was seen in many responses but sometimes a part of the extract was simply stated separately, rather than used in the analysis. This does not allow access to the application marks.

Analysis of having to close and thereby lose custom/demand/revenue were often successful in scoring higher marks. Examiners also accepted reasons relating to the good reputation of Golcar Fisheries meaning competitors couldn't retain custom once they reopened.

Tip: Make sure the extract is USED to apply the knowledge, not simply copied directly into a stand-alone sentence.

Question 2d

Like 1d, this was marked using the levels-based marking grid and consisted of 3 levels. Candidates were generally able to provide a response which discussed the drawbacks of holding buffer stocks, with many providing suitable application and development to progress through the levels.

However, there was some misunderstanding of the term 'buffer stocks' and some candidates mistakenly thought that being able to simply give away food before it became out of date meant there were no negative implications for the business, thus leading to inaccurate responses.

Better answers were able to apply evidence from the extracts when providing developed chains of reasoning. These were able to achieve a mark in the top level.

Tip: The command word 'discuss' requires both sides of an argument. Some candidates only look at one side, thus reducing the chance of attaining a mark in a higher level, due to not providing an awareness of competing arguments.

Question 2e

As with 1e, this was a levels-based question with 4 levels. Many candidates were able to provide a good understanding of ways businesses compete but not all were able to provide a developed assessment regarding the effectiveness for Golcar Fisheries.

A list showing quality, community care and giving away food was only likely to lead to a low-level because it offered no development to answer the question. Examiners were looking for a balanced assessment of developed and logical chains of reasoning, relating to the effectiveness of ways Golcar Fisheries compete to progress a response to the top level.

Tip: As with 1e, the command word 'assess' will always require more depth and development of the concept and chains of reasoning compared to the command word 'discuss'.

Section C

Question 3

This is the highest mark question on the paper, worth 20 marks and with 4 levels. However, although the understanding demonstrated by candidates was often reasonable for JIT in particular, some candidates struggled to apply the extracts appropriately or provide balanced arguments. Rewriting the extracts to state the information provided to candidates in the first place, rather than answering the question, did not enable the candidate to progress through the levels.

Some candidates lacked understanding of factoring and so ignored that part of the question or incorrectly guessed at what it might be. Others presented a response showing just advantages and disadvantages of JIT and/or of factoring but failed to evaluate these in relation to improving EIZO's liquidity. None of these approaches answered the question fully, meaning the response was unlikely to provide a strong match to the higher-level descriptors.

Any area of the specification can be targeted by any of the questions on this paper. It is therefore important to give sufficient teaching and learning time to all topics on the specification.

Tip: This is an 'evaluate' question meaning that ideas needed to be developed and presented with understanding of the significance of competing arguments. To achieve the top level, amongst other things detailed in the mark scheme, an effective conclusion is sought.

Summary

Candidates are offered the following advice and reminders:

- Questions 1a and 2a are worth two marks each and so will need two parts in the definition of the term to attain both marks. Examples are not rewarded.
- Be careful to read the whole of the question. Certain requirements are given which are not always acted upon by some candidates, e.g. only providing **one reason** in 'explain' questions or **two advantages/reasons etc.** in 'analyse' questions.
- Candidates need to understand the requirements of the command words in the questions. This will allow them to access marks requiring each of the four assessment objectives.
- Quantitative Skills will be tested throughout the paper. These may be in the form of diagrams/graphs, calculations or using the data in the Extracts to provide the application in the questions.
- Application marks will not be awarded for simply repeating evidence in the extracts. The evidence needs to be **used** in the response.
- The command word 'Discuss' requires a two-sided argument in order to achieve full marks.
- There may be more answer space provided than you need to write your responses. This is also indicated on the front cover of the question paper.
- The specification for WBS12 states that questions may require students to draw on their knowledge from WBS11.
- The use of relevant evidence is required throughout, and this can be from the Extracts provided or, often, from candidates' own knowledge. The Extracts are there for a reason – so please use them!