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Examiners' Report
June 2025

Int Advanced Level Business WBS12 01

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Introduction

A good awareness of business was shown by candidates taking unit 2 – Managing Business Activities.

The paper was the same structure as all the previous series; split into three sections. Sections A and B have a range of mark-tariffs and command words. Section C has one 20 mark essay-style question.

In general, candidates appeared to be well prepared for the topic areas covered by unit 2, although there are areas where work is needed around the requirements of particular command words and some topic areas which would benefit from further study.

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. The levels-based 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.

Question 1(a)

There were two parts to the definition of the term 'entrepreneur' and examiners were looking for references to a person starting a business (1) and taking a risk (1). It was necessary to provide both parts to gain two marks. Examiners accepted references to having an idea but did not accept vague references which could cover multiple alternative terms.

Examples were occasionally used by candidates but no marks are available for the use of these. Partial explanations were given one mark.

SECTION A

Read Extracts A and B in the Source Booklet before answering Question 1.

Write your answers in the spaces provided.

1 (a) Define the term 'entrepreneur'. (Extract A, line 4)

(2)

~~Ente~~ Entrepreneur is when a single person starts a business with financial risk.

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Examiner Comments

This response was given 2 marks as it has both parts required in the definition: Person starts a business (1) with risk (1). It doesn't need to specify the risk is financial.

ResultsPlus
Examiner Tip

The question will always have 2 marks available for a definition so ensure that your response is complete and not a vague attempt at explaining the term.

Question 1(b)

Many candidates were able to correctly construct a cash flow forecast and so were given the full four marks but some candidates did not understand how to transfer the closing balance from the previous month or how to arrive at the net cash flow. In the case of the latter, they often incorrectly calculated it by arriving at a positive figure.

Ovan used a simple monthly cash-flow forecast when he opened *Pancong Maleleh*.

In December 2023, total cash inflows were predicted to be exactly half that of November 2023.

(b) Using the data above and the table below, construct a simple cash-flow forecast for *Pancong Maleleh* for December 2023.

(4)

	November Rp 000s	December Rp 000s
Opening balance	10 000	10 850
Total cash inflows	4 200	2100
Total cash outflows	3 350	2 630
Net cash flow	850	(530)
Closing balance	10 850	10 320

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Examiner Comments

This response scored all 4 marks. It has correctly constructed the cash-flow forecast, with all four pieces of data being accurately provided in the response.

ResultsPlus
Examiner Tip

Quantitative skills are an important part of the specification. Candidates will be expected to be able to apply a range of quantitative skills.

Question 1(c)

Examiners were looking for responses to show either a definition or two separate limitations of using a cash-flow forecast for the knowledge marks.

Limitations could include but were not limited to things like external factors may influence the outcome, time, only an estimate, only focuses on the cash variable.

The limitations needed to be in the context of Pancong Maleleh to gain application marks and a cause/consequence given to be credited with analysis marks.

(c) Analyse **two** limitations of using a cash-flow forecast for a business such as *Pancong Maleleh*.

(6)

Cashflow forecasts are a form of a financial predictions about the movement of money in a Business

As Pancong is a relatively new business, only being set up in 2023, Ovan Naufal lacks substantial data to produce a highly accurate cashflow forecast. This could lead to errors which can hurt the business if Pancong Maleleh is unable to prepare for significant cashflow changes. Potentially causing bankrupcy.

Further-more as Ovan Naufal is the only worker at Pancong Maleleh, creating a cashflow forecast will be a significant and time consuming task. This could take away from making the Pancongs in the kitchen which means Ovan Naufal could miss out on potential customers travelling around his shop and the local train station. this means he could have ~~have~~ fewer sales and the ~~his~~ reputation of Pancong Maleleh could also suffer. leading to lower reveue and long term consequences.

ResultsPlus
Examiner Comments

Two clear limitations, both applied and analysed. Analysis on the 1st limitation is a bit weak but it is a consequence and as there's only 1 mark per limitation, it's acceptable second limitation has a stronger link. Both were well applied. Total = 6 marks

ResultsPlus
Examiner Tip

Although a definition is acceptable to gain knowledge marks, it is better to give advantages/reasons/ways as required by the question. This is because these need to be given in context and with a cause/consequence to access all 6 marks.

(c) Analyse **two** limitations of using a cash-flow forecast for a business such as *Pancong Maleleh*.

(6)

Cash-forecast is a forecast of cash inflows and outflows over a period of time in a business, usually yearly

A cash flow forecast is not always exact because it is FORECASTED ~~to the~~ It forecasts the future, so there can be mistakes in the forecast and the cash inflow or outflow can be higher or lower than expected (a higher inflow is more favourable). For example the entrepreneur had to hire employees and rent premises, which increased the costs and in December the cash flow forecast was lower. However, Ovan can't exactly tell if it will be true and accurate. So far this business has no employees and if the business gets bigger, it will need employees and employees need wages, which will add to the costs.

An entrepreneur can't be focused only on the cash-flow forecast. Many entrepreneurs are only focused on the cash-flow forecast and not on the profit, which can make the business fail. It has to focus also on buying premises, on costs and views of employees. Since Pancong was able to look at the views of employees and use a cheap indonesian snack to attract them, it was going quite well for him. However, Ovan was focusing on premises and probably cash flow forecasting so much that employees were not hired yet making the job more stressful for him and since it is a popular business it most likely has money to pay wages but there is a chance that Ovan prefers to work alone.

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Examiner Comments

This response scored all 6 marks as it met all the criteria required by the AOs in the mark scheme – 2 x AO1 knowledge, 2 x AO2 application and 2 x AO3 analysis. The knowledge is given in the context of Maleleh using the extracts, not just copying them. A cause/consequence is then given for each limitation to gain both analysis marks.

ResultsPlus
Examiner Tip

The 'analyse' question requires two factors/reasons/limitations and so only giving one will not allow access to all the marks.

Question 1(d)

This question was marked using the levels-based mark scheme. For an eight-mark question, there are three levels.

Examiners read the whole of the 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 to the top of the level and this approach is used for all levels-based questions on the paper.

There were some excellent discussions regarding factors which could affect efficiency but some were undeveloped or some failed to give a counterargument.

Use of extracts was generally quite good but some generic responses were presented.

(d) Discuss the factors that could affect efficiency at *Pancong Maleleh*.

(8)

One factor that can effect efficiency would be the number of employees. ~~that par~~ As seen pancong Maleleh ~~Maleheh~~ currently has no employees in his business. This would mean that Ovan is currently doing all the work on his own and has only a few friends to make the pancong. As a result his efficiency is more likely to be slow as he has to prepare all the ingredients and fillings by himself causing him to require more time to produce the pancongs. However if Ovans friends are skilled in making pancongs then his efficiency would be much more ~~hoor~~ higher as they can produce the pancong's ~~output~~ much more quickly leading to an increase in efficiency.

Another factor that could effect efficiency the use ~~use~~ of machinery in the production of the pancongs. As seen the pancong requires many ingredients such as flour, coconut milk, eggs and sugar. If Ovans uses a higher quality of blenders and other electrical cooking appliances ~~to~~ Ovans can produce the pancongs much more quickly and reduce the lead times for providing the customers with their food orders. As a result Ovans could keep his customers much more happy due to the quick service attracting customer loyalty and ~~and would also help pancong~~ would ~~also~~ also help pancong to reduce average costs due to the high output. However if Ovans focuses too much on efficiency to increase the speed of ~~rate~~ production the quality and ~~and~~ taste of the pancongs may suffer resulting in customers ~~customers~~ to be ~~distot~~ disatisfied and could reduce competitive advantage as customers would ~~pet~~ prefer to buy their ~~pancongs~~ pancongs from firms in the Indonesian market resulting in lower market share and reduce customer ~~loyalty~~ loyalty of Pancong Maleleh.

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Examiner Comments

This response scored Level 3 – 8 marks. It provides a two-sided argument and uses some relevant evidence in the answer, developing points appropriately. It fully matches the level descriptors for level 3 and so scores at the top of the level.

ResultsPlus
Examiner Tip

The command word 'discuss' requires a two-sided argument. If a candidate does not provide a two-sided argument or presents a generic answer, they may restrict their marks as the full level descriptors for eight marks would not be met. A conclusion is not required for an eight-mark question.

Question 1(e)

This was a levels-based question with four levels. Many candidates were able to assess the significance of PED to Pancong Maleleh when making pricing decisions but not all provided a two-sided argument. For a high level four response, examiners needed to see evaluation as well as a balanced awareness of competing arguments, leading to a supported conclusion.

Ovan is considering introducing a pancong filled with durian fruit and selling it at a higher price of Rp 13 000.

(e) Assess the significance of price elasticity of demand (PED) for *Pancong Maleleh* when making decisions about the pricing of a pancong filled with durian fruit.

(10)

The price elasticity of demand ~~(P~~ (PED) refers to how much the demand varies of the change in price.

For a food business like Pancong Maleleh, the PED is usually less than -1, meaning that if the price of the product increases, its demand decreases by a factor greater than 1. This is because Pancong, which is a sweet snack, is not a neccessity. Thus when setting the price for the pancong filled with durian fruit, Ovan should account for the potential decrease in demand, and increase the price only as needed.

However, on the contrary, some customers themselves asked Ovan to introduce the durian topping knowing that it is very healthy. Thus since Ovan only plans to increase the price of the Pancong with durian topping, it might ~~b~~ not affect the demand much because there is alredy a demand for that topping and people understand that it is healthier and more expensive.

Furthermore, since the business is located in a small town of Kualuh, there might not be enough competition to affect the demand of Pancong Maleleh. Thus eventhough the PED of food businesses is < -1. In case of a ~~dr~~ ~~durian~~ durian filled Pancong, the PED might not have a huge effect on demand due ~~to~~ to its healt benefits and lower competition.

ResultsPlus
Examiner Comments

Accurate and thorough knowledge and understanding, supported throughout by relevant and effective use of the business behaviour/context. A coherent and logical chain of reasoning, showing cause/effect. Assessment is balanced but perhaps not wide ranging supported judgement is lacking. Therefore the response does not achieve the full 10 marks available. Total marks = 9 (mid L4)

ResultsPlus
Examiner Tip

The command word 'assess' will always require a more in-depth development and evaluation compared to the command word 'discuss'. Candidates are encouraged to use a range of relevant evidence throughout their response to highlight their chains of reasoning. A supported judgement is also required.

Question 2(a)

There were two parts in the definition of the term 'private limited company' and examiners were looking for references to a type of business ownership where the sale of shares cannot be advertised.

Any other appropriate response were accepted but the definition needed two parts to gain both marks.

SECTION B

Read Extracts C and D in the Source Booklet before answering Question 2.

Write your answers in the spaces provided.

2 (a) Define the term 'private limited company (Ltd)'. (Extract C, line 5)

(2)

Private limited company is a ~~form~~ structure of a business in which the shares are sold to relatires and friends only. And not on the stock market.

ResultsPlus
Examiner Comments

This response was given 2 marks for the definition with both parts required. It is a good match to the mark scheme where any appropriate response is accepted by examiners.

ResultsPlus
Examiner Tip

The question will always have two marks available for defining the term so make sure your response is fully developed and is not a vague attempt at a definition. There are no marks available for examples so do not rely on an example to lift an imprecise definition.

Question 2(b)

The correct answer was calculated by many candidates to receive full marks, however some failed to calculate the percentage decrease as was required by the question. As with all four-mark, calculate questions marks were given for showing correct workings but these were not necessary if the correct final answer was shown.

Examiners gave only three marks if the units (%) were missing.

(b) Using the data in Extract C, calculate to 1 decimal place, *Wilko's* percentage decrease in gross profit from 2021 to 2022.

(4)

Gross profit = Revenue – Total Costs.

$$\frac{\text{old} - \text{new}}{\text{old}} \times 100.$$

$$\frac{525.7 - 501.5}{525.7} \times 100$$

$$= 4.6\%.$$

ResultsPlus
Examiner Comments

This response scored all 4 marks because it has a correct answer of 4.6%. Although not necessary because a correct final answer has been given, had the examiner needed to review the workings, the formula offered would have scored the knowledge mark (1) and the figures used in the calculation would have scored the application marks (2).

ResultsPlus
Examiner Tip

As with any question with the command word 'calculate', full marks can only be given if correct units are shown. Although full marks can be gained by just showing a correct final answer, it is advisable to show full workings. This is because it may still be possible to pick up marks if an incorrect final answer is given.

Question 2(c)

This question required two possible reasons why Wilko's suppliers may have offered trade credit in order to gain the knowledge marks. The reasons needed to be in context to gain the application marks and a cause/consequence given for each reason to gain the analysis marks.

A variety of reasons were offered by candidates and anything valid was credited.

(c) Analyse **two** possible reasons why *Wilko*'s suppliers offered trade credit to *Wilko*.

(6)

Trade credit in this example is when ~~Wilk~~ Wilko buys a product from a wholesaler but pays them later on in time.

A reason why Wilkos suppliers may have offered Wilko trade credit is that they saw that Wilko had a very high ~~annual~~ annual revenue for example over ~~£~~ one billion in 2021/22. Seeing this Wilko's suppliers saw security giving Wilko trade credit as they were making so much revenue, meaning the would be able to pay it all back.

Another reason I think Wilko was able to get trade credit is they have alot of assets and if the supplier was not paid back they will be able to be repayed through these assets being ~~so~~ sold.

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Examiner Comments

1st reason - financially successful business (1 x knowledge mark for the reason), applied (1 x application mark) and analysed (1 x analysis mark). 2nd reason - business has assets (1 x knowledge mark for the reason), analysed - 'these can be sold' (1 x analysis mark) but the reason is not applied. The response would have scored both knowledge marks for the definition but it already scores these for the two reasons. Total marks = 5

ResultsPlus
Examiner Tip

Just as with Q01(c), although a definition is acceptable to gain the knowledge marks, it is better to give advantages/reasons/limitations, as is required by the question. This is because these need to be given in context and with a cause and/or consequence to access all 6 marks. The analyse questions ask for two reasons/factors/limitations etc. and so only giving one will not allow access to all the marks.

Question 2(d)

Like Q01(d) this was marked using the levels-based marking grid and consisted of three levels. Candidates were generally able to provide a two-sided response which focused on the causes of Wilko's business failure.

However, some were generic in nature instead of using the evidence to put the response in the context of Wilko. Equally, some were weak in terms of evaluation.

(d) Discuss whether the causes of *Wilko*'s business failure were likely to have only been external.

(8)

Business failure is when the business lacks cash to pay off it's short term debt's. Wilko's cause of business failure was caused by market conditions, rising costs of living and increases in the rate of interest. The causes of Wilko's business failure were likely to have been external due to the market conditions. This may be because Wilko's competitors may have had more control over the household and garden product market. This may mean that Wilko's competitors were able to change their prices frequently whilst maintaining customer loyalty. This would mean that Wilko may have been forced out the market due to market conditions and the actions of competitors. The rising cost of living may have also contributed to business failure this is because likely wages would have risen meaning that Wilko's cost would have risen this may have lead to insolvency, even though they generated an annual revenue over over £1Bn in 2021/22. This may have lead to external business failure.

However, Wilko's causes of business failure may not have been fully external. Competitors selling similar discounted products did not experience the same problem's and continued to trade. Internal factors may have caused business failure such as overborrowing, overtrading or poor cash flow management.

Wilko owed over £147m in trade credit prior to its closure in October 2023. This may have meant that Wilko was overborrowing as they had large sums of money to be paid. This means that, Wilko would have faced a high amount of debt due to overborrowing with large payments having to be paid that may have potentially affected Wilko's cash flow and therefore causing internal business failure. In addition to this poor marketing campaigns may have ~~affected~~ caused internal business failure, this is because other competitors also sold discounted household products. This may have been that Wilko could have poorly advertised its discounted products, causing their sales to fall, leading to the closure of high-street retail shops and business failure.

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Examiner Comments

Accurate and thorough knowledge and understanding, supported throughout by relevant and effective use of the business behaviour/context. Logical chains of reasoning, showing cause/effect.

Assessment is balanced and well contextualised and shows an awareness of competing arguments/factors. Well balanced and explained. Total marks = 8 (Top L3)

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Examiner Tip

The command word 'discuss' requires a two-sided argument. If candidates only look at one side, full marks are unlikely to be gained because the response will not fully match the level descriptors in the mark scheme. A conclusion is not required for an 8-mark 'discuss' question.

Question 2(e)

As with Q01(e) this was a levels-based question with four levels. Many candidates were able to assess the benefits of operating an online business for The Range. However, some failed to develop the points offered, to put their response in context or to offer a counter argument.

(e) Assess the benefits for *The Range* of operating an online business.

(10)

An online business is one that does not operate in store but only through an online website. There can be several different advantages of The Range operating online as well as in person.

There can be varying benefits to the Range of operating online, the first one being a broader consumer base as not all individuals shop in person, as it has hundreds of products available on the website it caters to the needs of consumers that cannot shop in person which can increase demand for the Range, as it would have consumers shopping in the store and through the website, the next day delivery appeals to customers and this can increase demand and potentially increase sales, leading to more revenue and providing the Range with higher chances of success, due to the larger customer base both in store and online.

Another advantage could be reduced operating costs, having an online store can reduce operating ~~costs~~ costs for the range as it won't have to pay for overheads to be able to operate in another way. This allows it to sell well known brand products such as Wilko without paying more costs to open another store. These saved costs can increase profit margins and be utilised towards social media marketing to attract new customers especially to ~~the~~ the online store, this can result in increased sales and therefore revenue.

However there can be disadvantages too, one of them being increased ~~$~~ employment costs as the Range hired 36 new technicians to make the online website better, this would increase operating costs which can reduce overall end profit.

In conclusion, having an online business benefits the range as it allows access to a broader customer base online and selling well known brands such as Wilko would have likely increased demand and market share, however operating the website could be expensive as Range has to pay wages to the IT technicians responsible for handling the website and its marketing.

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Examiner Comments

Accurate and thorough knowledge and understanding, supported in part by effective use of the business. Coherent and logical chains of reasoning, showing cause/effect. Assessment presented but not wide ranging. Some context but not supportive of the response throughout. Total marks = 8 (Low L4).

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Examiner Tip

As with Q01(e) questions with the command word 'assess' will always require more depth and development of the concept and chains of reasoning compared to the command word 'discuss'. Candidates are encouraged to use a range of relevant evidence throughout their response and also, to demonstrate their chains of reasoning, causes and/or consequences.

Question 3

This is the highest mark question on the paper, worth 20 marks and with four levels.

The understanding demonstrated by candidates was strong in terms of interest rates but less so inflation.

The evidence was sometimes narrated rather than actually used in the response.

This was an evaluate question, meaning that ideas needed to be developed and presented with an understanding of the significance of competing arguments rather than stated as separate points.

SECTION C

Read Extracts E, F, G and H in the Source Booklet before answering Question 3.

Write your answer in the space provided.

3 Evaluate whether the rate of inflation or interest rates is likely to have a greater effect on *Slovnaft BAjk* (*SB*).

(20)

Inflation is a sustained increase in a country's price level over a period of time.

One reason why the rate of inflation might have a greater effect on Slovnaft BAjk is due to the market the business operates in. Because bycicles are likely to be more attractive to students that have lower income levels, ~~[illegible]~~ Slovnaft BAjk's PED may be more elastic. This means that an increase in the rate of inflation may increase the prices of renting from 2k€, which may make students resort to other methods of transport in Bratislava as they can no longer afford it. This may lead to SB's sales decreasing in proportion to the Slovakia'n rate of inflation increasing between september 2022 to February 2023. Therefore, SB will have lower profits which may force the business to cut back on development of their app, for example.

However, because SB also ~~[illegible]~~ targets tourists, the business may not be as affected by the increase in 2% in prices from September 2022 to February 2023.

This is because the business's conveniently placed bikes may still be the cheapest form of transport to get to city landmarks. This may lead to sales even possibly increasing, as the price for substitutes like taxi will also rise, and SB may be the best substitute. Therefore, the business may have increased revenues which may be reinvested into increasing the amount of docking stations from 128.

Interest rates is the percentage that must be ~~paid~~ back to lending institutions when repaying a loan.

Interest rates may ~~have~~ have a greater effect on SB because it will increase the business's costs. Because Slovakian interest rates rose by 4.5% from May to September 2023, if SB took out any loans they might have to pay more interest on top of that back to the bank. This may lead to the business ~~by~~ reducing the number of docking stations in hopes to maintain profit margins. Therefore, the customer experience may decline when using SB services, which may reduce the repeat purchase of ~~bike~~ bicycle hiring through the smartphone app, and customers may switch to competitors, resulting in SB losing market share.

However, ~~the~~ we don't know if Slovnaft BAjk took out any loans in 2022-23. This means that the business may not have decreased costs as a result of rising interest rates. This may lead to the business ~~no~~ not having to cut back on spending, which may allow them to invest more funding into making the app more convenient to users. Therefore, the brand might have a competitive advantage over other bycicle rentals in Bratislava, which may increase their market share.

Overall, interest rates might be more important than inflation. This is because inflation will also affect competitors, and SB may not see a change in sales. However, interest rates may only be more important if SB has taken out any loans in the past ~~two~~ years, where Slovakian interest rates have risen. In the ~~long term~~ short term, inflation is not to be worried about as it has decreased by 7% in the 7 months. However in the long term, interest rates may stop the business from expanding their rentals to other cities in Slovakia as lending might be too expensive.

(Total for Question 3 = 20 marks)

TOTAL FOR SECTION C = 20 MARKS
TOTAL FOR PAPER = 80 MARKS

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Examiner Comments

This response achieved 17 marks (level 4). It shows an excellent two-sided argument which matches many of the level 4 descriptor requirements. Having decided the response is a closest match to the level 4 descriptors, examiners used the standard marking method for levels-based questions and started at the mid-point within the level of 18 marks. It did not move up in the level because the response doesn't offer a full awareness of the validity and significance of competing arguments/factors. However, it moved down slightly because, although the use of business context was effective this was not throughout the response.

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Examiner Tip

This question is worth 25% of the marks on the paper and so it is essential to ensure enough time is spent on it. It is important to remember that examiners are looking for an awareness of how significant competing arguments are. It is advisable to look at the descriptor table in the mark scheme when practising essays.

Paper Summary

Based on performances from this exam, candidates are offered the following advice:

- Q01(a) and Q02(a) are each worth two marks 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 were not acted upon by some candidates in this series, eg when answers are required 'to two decimal places'.
- 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 credited for simply repeating the 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.
- As is indicated in the specification, WBS12 questions may require students to draw on their knowledge from Unit 1.
- There may be more space provided than you need to write your responses. This is also indicated on the front of the question paper.

Grade boundaries

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