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# Examiners' Report
# June 2025

## Int Advanced Level Business WBS13 01

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# Introduction

The paper discriminated well, with candidates accessing a wide range of marks with some very good responses to the questions set. Candidates with sound business understanding did well, with some excellent and thoughtful responses, particularly for the longer questions. By contrast, there were also some very weak responses that showed little understanding of, or even familiarity with, the specification content. The main reasons for some students underachieving were the usual ones of not following the command words and not reading the questions carefully enough. Command words are still being ignored by a large number of candidates. Instructions to 'Assess' and 'Evaluate' were not followed by some candidates. Some of the students missed out on marks because they did not answer the question that was set. This was a particular problem for Q1c and Q3 where a failure to read the wording of the question carefully cost them valuable marks. It is worth reminding future students of the need to apply proper context to all responses. Repeating generic or stock answers or just copying the extracts will not access the higher levels of the mark scheme.

**Marking Levels – a holistic approach**

The IAL specification continues to use marking descriptors for all levels-based questions. It is essential that centres look at these and understand how these are different to the legacy specification. The levels-based mark schemes are applied in a holistic way rather than looking for individual Assessment Objectives. This means that a candidate who attempts evaluation with some context will not necessarily be placed in the top levels and may only achieve a maximum of level 2 if the evaluation is weak. Far too many candidates are simply copying out large sections of the extracts with an attempt at limited evaluation; this will only achieve lower levels.

# Question 1(a)

This question was marked by using a points-based mark scheme with 1 Knowledge mark, 2 Application marks and 1 Analysis mark. Often responses started with a definition of decentralised organisational structure which is not necessary as the Knowledge mark can only be awarded for a suitable advantage. Many advantages were rewarded and these included faster decision making, empowerment of employees and greater flexibility. Some responses only used one piece of Application and there must be two separate uses of context or data to be awarded both marks. If the response was generic and could apply to any business, then marks for Application could not be awarded. The Analysis mark was awarded for some sort of development of the advantage or for the consequence for LVMH.

**SECTION A**

**Read Extracts A, B, C, D and E in the Source Booklet before answering Question 1.**

**Write your answers in the spaces provided.**

**1** (a) Explain **one** advantage of a decentralised organisational structure for *LVMH*.

(4)

One advantadge of a decentralised organisational structure for LVMH is that it can help motivate the workforce and inspire innovation LVMH have six separate business devisions. it is regarded as a business that produces luxury goods that manages around 75 prestigious brands. Therefore, a decentralised organisational structure allows for the workforce of LVMH to use teamwork and can help the business foster a positive ~~work~~ ~~corp~~ corporate culture which can help motivate employees to work together and feel inspired to share their ideas. This is likely to provide the business with a ~~compet~~ better brand image which fosters innovative ideas leading to a competitive advantadge.

Total marks: 4 marks Knowledge: motivate the workforce OR inspire innovation Application:six separate business divisions Application: manages around 75 prestigious brands Analysis: Loads! teamwork = can help the business foster a positive corporate culture.....better brand image/competitive advantage

For the 'Explain' questions, do not define the key term. The Knowledge mark is for the reason/impact/advantage or disadvantage and not for any definitions. Always try to use two separate pieces of Application in your response as often there is only one piece of context used.

**SECTION A**

**Read Extracts A, B, C, D and E in the Source Booklet before answering Question 1.**

**Write your answers in the spaces provided.**

1 (a) Explain **one** advantage of a decentralised organisational structure for *LVMH*.

(4)

One advantage of decentralised organisational structure is that communication would be easier. This is because there is less hierarchy in the organization. Leading to a more efficient decision making and less delays in certain tasks. It can also allow for informal communication leading to high employee motivation.

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Examiner Comments

Total marks: 2 marks Knowledge: communication would be easier Analysis: Leading to a more efficient decision making and less delays in certain tasks. No Application and this could apply to any decentralised business.

ResultsPlus
Examiner Tip

Ensure you have 2 separate pieces of Application in your response. This could come from a variety of places and just saying the name of the business is not enough for Application. If the response could apply to ANY business, then it is generic and is lacking Application.

# Question 1(b)

Almost all candidates answered this question well and it was very pleasing to see fewer mistakes in terms of giving the final answer to two decimal places. Often candidates do not give their final answer to the correct decimal places, omit units or use incorrect units.

(b) Using the data in Extract B, calculate, to two decimal places, the percentage change in total revenue for *LVMH* between 2022 and 2023. You are advised to show your working.

**(4)**

~~% change~~ $\frac{\text{new value} - \text{old value}}{\text{old value}} \times 100 =$

$\frac{€86\,153\text{m} - €79184\text{m}}{€79184\text{m}} \times 100 = 8.80\%$

**ResultsPlus**
**Examiner Comments**

4 marks for correct final answer with percentage sign and to two decimal places.

**ResultsPlus**
**Examiner Tip**

The question advises you to show your working so make sure this includes a formula and the calculation. Check the correct units are being used and that your final answer is to the correct decimal places.

(b) Using the data in Extract B, calculate, to two decimal places, the percentage change in total revenue for *LVMH* between 2022 and 2023. You are advised to show your working.

**(4)**

B

$$\frac{\text{New} - \text{old}}{\text{old}} \times 100 \qquad \frac{86{,}153 - 79184}{79184} \times 100$$

$$= 8.8\%$$

**ResultsPlus**
**Examiner Comments**

Total mark: 3 marks Incorrect final answer as 8.8% is one decimal place and not to two decimal places. 1 Knowledge mark for correct formula. 2 Application marks for correct placement of figures into formula.

**ResultsPlus**
**Examiner Tip**

It is essential that the final answer is given to the correct decimal place (usually this is to two decimal places). In this particular example, the candidate does provide an accurate formula for percentage change but if this was omitted, then only 2 marks could be awarded for Application.

(b) Using the data in Extract B, calculate, to two decimal places, the percentage change in total revenue for *LVMH* between 2022 and 2023. You are advised to show your working.

**(4)**

$$\frac{86153 - 79184}{79184} \times 100$$

$= 8.8\%$

## ResultsPlus Examiner Comments

Total mark: 2 marks Incorrect final answer (not to 2 decimal places) Cannot award the Knowledge mark because there is no formula. No implied Knowledge. 2 Application marks for correct placement of 86153 - 79184 and 79184

## ResultsPlus Examiner Tip

Always include a formula in your workings as this can be awarded 1 Knowledge mark with an incorrect final answer.

## Question 1(c)

Many candidates found this question to be a challenge with many responses not really understanding the impact of how changes in the euro might affect LVMH in terms of costs, revenue and competitiveness. Some candidates were able to use the data in the Extract C to help contextualise their responses, but some candidates could only provide a simple definition of an exchange rate and have a brief attempt at whether the euro appreciated or depreciated. Better candidates were able to consider wider factors such as the impact depends on PED and on how much LVMH imports or exports. As with all levels-based questions, marks were awarded holistically for the quality of the evaluation rather than the number of individual points being made.

*LVMH* manufactures in France and Italy, which both use the euro as their currency.

(c) Using Extract C, discuss the possible effects on *LVMH* of changes in the euro exchange rate.

(8)

The exchange rate can be defined as the value of one currency in relation to another. This is an important ~~ly~~ external economic influence that can determine their subsequent profitability in other geographical markets.

If the ~~exchange rate~~ value of the euro appreciates against other currencies, this can make ~~importing into~~ exporting to other countries more expensive. LMVH gain more than half of their revenue in Asia (31%) and the United States (25%). Therefore, if exports are more expensive for the business, this may result in a lower profitability due to a reduction in profit margin, as costs for the business increase. If the ~~exc~~ value of the euro depreciates, the opposite will occur and exporting will be cheaper, however imports will be more expensive. This can have an influence ~~of~~ on the demand for LMVH's products in non-european countries. Prices for their goods may rise which may subsequently reduce the demand for LMVH's plethora of products.

However, the change in exchange rates may not significantly affect the finances of LMVH. The business is regarded as a luxury goods business who manage prestigious brands, such as: Louis

Vuitton, Fenty beauty, etc. Therefore, consumers are likely to be less affected by price fluctuations. Luxury goods, such as LMVH's products are likely to be ~~demand~~ price inelastic. Therefore changes to their prices as a result of exchange rate fluctuations will not significantly affect the businesses overall profitability.

Additionally, in regards to revenue, a quarter of LMVH's revenue is still generated in europe who are not affected by exchange rate fluctuations. Therefore, the business is unlikely to see a significant affect in their revenue streams in europe.

**ResultsPlus**
**Examiner Comments**

Total marks: 8 marks (top of L3) This response has good use of context to support the chains of reasoning for the main argument. It explains how an appreciation can result in fewer exports and the impact of this in terms of profitability. The counter argument has several strands and considers the impact of a depreciation with use of relevant evidence. The response also considers how changes in the euro might not affect LVMH - depends on price elasticity and 1/4 of sales are generated in Europe. Holistically, a good response so looking at L3. Matches the level descriptors so awarded 8 marks at the top of the level.

**ResultsPlus**
**Examiner Tip**

Discuss questions always require a two-sided argument. Many candidates still only provide one-sided responses for this question. A conclusion is not required.

# Question 1(d)

Many candidates were able to provide a balanced assessment of possible financial risks to LVMH of purchasing Tiffany & Co in 2021 with some good use of the data from the extracts. It was noted that the negative consequences of the takeover did tend to be slightly stronger with candidates referring to the cost of the takeover, difficulties in managing a different business, culture clashes and diseconomies of scale. There was some good use of business theory rather than a 'common sense' approach which is often seen by candidates who have not understood the business concepts. For the counter argument, any valid approach was accepted. Weaker responses did just paraphrase the information in Extract D without really adding much else. Better responses were able to use the data from the chart in Extract D to show the increase in brand value for Tiffany & Co to illustrate the financial benefits of the takeover. A conclusion is required for 12 mark questions and often this did not add anything and was a repeat of earlier points.

(d) Assess the possible financial risks to *LVMH* of purchasing Tiffany & Co in 2021.

**(12)**

LVMH purchased all Tiffany and Co shares for $16.1bn. Spending such a large ~~amount~~ sum of money posed a risk on LVMH's cash flow and could have put a drain on their resources. These financial risks posed a threat of business failure as LVMH owns multiple brands in different markets such as selective retailing which require strong cash flows. Since 2015 the brand value of Tiffany & co was falling, reaching a new low in 2020 of $4966m, a year before LVMH purchased it. There is a huge risk of purchasing an alreading declining business as it not only puts a drain on resources such as cash but also requires additional investment to recover and keep the jewelry business running. This posed a huge risk on LVMH's finances as they would need to now invest capital for Tiffany's marketing, R&D and various other costs. This could lead to LVMH overlooking their other 75 prestigious brands and put a stop on their growth as resources are being used for Tiffany. High capital costs could reduce LVMH's profitability and prevent them from growing much above $500bn.

However, LVMH owns an existing brand in the watches and jewelry market, Tag Heuer and so has expertise in the operations of a jewelry business. This reduces

threat of financial risks as LVMH will know how to recover Tiffany & Co. And evidently this can be seen as the brand value of Tiffany started increasing after 2021, reaching a new high of € 7031 m.
Purchasing Tiffany also gave LVMH to expand their presence in the US which in 2023 contributed to 25% of LVMH's revenue. This reduces financial risks as strategic decisions such as buying Tiffany allowed LVMH to reach € 86153 m in revenue, resulting in high profit margins. LVMH is a conglomerate with diversified business divisions, so they are unlikely to have cash flow problems as they have spread risk and generate revenue from each of the 6 divisions.
So in the unfortunate case of Tiffany's failure after LVMH purchased it, the situation would have had minimal financial risk on LVMH as they are fortunate to exploit risk bearing economies of scale.
In conclusion, there could have been some possible financial risks for LVMH in the short term after buying Tiffany shares for $16·1 bn, such as drain on resources, cash flow problem and reduced profit margins. But in the long term the strategic decision of buying Tiffany had financial rewards and minute risks.

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Examiner Comments

Total marks: 12 marks (Top of L4) This is an excellent answer that has plenty of business theory/concepts with developed chains of reasoning for the main argument as to why the takeover might result in financial risks to LVMH. The counter argument/balance considers why this takeover could complement LVMH's existing jewellery business and the increase in brand value of Tiffany & Co. The response also has developed chains of reasoning. The conclusion makes a supported judgement in terms of the long term strategic decisions. Does more than needed for 12 marks!

ResultsPlus
Examiner Tip

You are not required to define key terms for any questions on this paper in order to score full marks so do not waste time doing this and instead get straight to the point in your response.

# Question 1(e)

This question was the most popular question in Section A with many candidates being able to show the benefits of having a succession plan and how this could help to reduce uncertainty when the CEO Bernard Arnault finally retires. Many candidates illustrated how the family already knew the business and understood the corporate culture at LVMH from already working within the different divisions of the business. Some candidates pointed out that many of the existing employees would feel more secure if the family continued to manage the organisation. For the counter argument, many candidates discussed whether the children of Arnault were able to run such a large business, the lack of new ideas from outside the organisation and how some senior employees might feel demotivated from not being promoted. Examiners even saw references to nepotism and if the children deserved to run such a large business. Again, better answers used business concepts to support their assessment rather than paraphrasing the extracts.

Arnault's five children are being prepared to manage the business when he retires.

(e) Assess the benefits of implementing a succession plan at *LVMH*.

(12)

Succession planning is the process of identifying and ~~preparist~~ preparing potential employees to occupy key roles in an organisation of the business. Arnault has been preparing his 5 children to take over of LVMH by having them working in a variety of roles. This strategy would benefit LVMH in employee adaptation to a new board at LVMH, as well as smooth transition in the internal structure, resulting in no distrubtions in LVMH's operations and decision-making.

Succession plan can benefit LVMH's employees by allowing them to adapt to a change in the business gradually. Arnault nominated his sons Alexandre, 31, and Frederic to join the board at LVMH, as well as extending the time he could remain as CEO, this means that ~~employees~~ ~~on~~ LVMH's stakeholders ~~are likely~~ ~~to~~ are not likely experience resistance to change and transformative leadership can benefit the organisation in giving more motivation to employees from new CEO.

Additionaly, LVMH's operations and decision making will not experience disruptions as his sons ~~are~~ were prepared and trained in advance. As his 2 sons jointed the board in 2024 and these board nominations are subject to a vote at the company's Annual General Meeting in April, which means the headquarter will adapt to new potential CEO before his new position, and operations will not be distrubted due to the smooth transition. Therefore, internal worforce ~~ca.~~ might feel valued and consultated due to the success ion planning by

LVMH, and future of the company is not likely experience uncertainty due to the gradually transition in LVMH's managment.

On the other hand, LVMH's internal workforce might experience dismotivation and lack a carrer growth due to the fact that Arnault's sons will take a CEO position and other main roles in different business divisions at LVMH. As Arnault's family own about 48% of LVMH shares and nearly 64% of voting rights, headquarter might feel lack of consultation and not feeling like taking a part in decision making due to the high levels of power from LVMH's family. Therefore, it can result in poor work performance and commitment from managerial level due to the lack of career growth.

Additionally, succession plan cannot consider external influences that can occur in the future and ~~future~~ potential CEO will not be prepared to deal and manage future uncertainties. As Arnault is one of the original founders of the business and has deep knowladge of each business divisions owned by LVMH, he might have more power and decision-making skills in uncertain situations, while a transformative leadership will lack the core knowladge in the short term, resulting in a still disrubtions in operations in the future. Therefore, succesful planning cannot fully prepare potential leaders for all external collapses and emergencies, leading to a big uncertainty influencing all stakeholders.

In conclusion, LVMH would benefit from implementing a successful plan in order to make a change softer, and provide less impact on business's operations in the future. Though any change in key roles will result in a resistance to change by the

**(Total for Question 1 = 40 marks)**

~~workforce and a short-term risks that will impact the speed of the decision~~ making.

**TOTAL FOR SECTION A = 40 MARKS**

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Examiner Comments

Total marks: 11 marks (Mid L4) This is an excellent answer that has plenty of business concepts and application of relevant evidence. There are developed chains of reasoning throughout. The candidate considers the benefits in terms of avoiding resistance to change, a smooth transition and reducing uncertainty. The counter argument/balance considers the impact on existing employees and how succession planning cannot cope with all external influences. There is an attempt at a conclusion. The response is slightly descriptive in places and hence the midpoint of the level.

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Examiner Tip

Try and provided a balanced evaluation for this question. The marks are awarded for the quality and depth of the response rather than for the number of points being made.

# Question 2

CSR is always a popular question, and this was no different with most candidates being able to evaluate the benefits by using the extracts to illustrate how different businesses do this. Candidates did not have to refer to all 3 businesses in their evaluation and could in fact use their own examples. Benefits were wide ranging with some focusing on different stakeholder groups including gaining a competitive advantage, appealing to ethical consumers, attracting more investment, motivating employees and being able to charge higher prices. The counter argument tended to centre around the cost of being ethical and the trade-off with profits from having a CSR strategy. Some candidates suggested that for many businesses this was just 'greenwashing' and a PR stunt rather than businesses having a genuine concern for its stakeholders. The higher levels were awarded for use of business concepts rather than describing the businesses in the extracts. A conclusion was required, and examiners were looking for some sort of judgement as to the extent to which CSR does benefit a business.

## SECTION B

**Read Extracts F, G and H in the Source Booklet before answering Question 2.**

**Write your answer in the space provided.**

**2** Evaluate the likely benefits for a business of having a Corporate Social Responsibility (CSR) strategy.

**(20)**

Corporate Social Responsibility is when a business aims to operate ethically with environmentally friendly practices. This allows them to build a 'green' reputation among consumers and stay ahead of government regulations.

Multinational brands such as Heiz which sell products all over the world have the largest incentive to have CSR strategy. this is because they operate in a global market with many eyes and critics on them. the main benefit of acting ethically and going green is that it buids a strong reputation with customers, especially as sustainability has been a growing trend in recent years. Heinz appeals to this growing maket demographic by their preject of findin 'the ketchup bottle of tomorrow'. It plans to produce packaging that is 100% sourced from sustainably soured wood-pulp. This ethical and ~~or~~ eco-friendly venture is highly in demand. It cements Heinz's strong brand loyalty as users of their product feel good about themselves while using Heinz products. For this reason, Heinz' gains a global competitive advantage in the highly saturated and competitive food and beverage industry by building a strong and positive brand image. Associating itself with green movements and leading the way such as Heinz as does by planning on being the first ever sauce brand to have entirely new renewable packaging, is a great strategy for a business to increase demand for its products and garner strong brand loyalty.

However, this initiative ~~is~~ can become highly costly especially if there is a full transformation as with Heinz. Research and development costs are expensive for finding new sustainable packaging solution. For a big brand like Heinz this may not be an issue but smaller businesses may find this difficult to implement as plastic for example is much cheape. This can lead to high production costs which would lower profit margins or having to raise prices which may deter demand. ~~the~~ Although it can be argued that sustainability gives enough added value that charging higher prices for it is justified but that is only if the target market is environmentally conscious. there ~~to~~ revenue going into R & D ~~can~~ could be used to give employees a bonus, give shareholders dividends or invest in marketing, all improving performance of the business. On the other hand, Lidl has implemented a strategy that would mitigate some of the risks associated with going green. Its refilling old bottles scheme is a trial at 10 stores. this allows

Lidl to conduct market research before fully commiting to this strategy. It can assess whether its aim to reduce plastic consumption will be profitable or not. ~~It~~ also gives discounts for refilling incentivising ~~ce~~ customers to come and ~~refilling~~ refill their bottles. By doing so they attract customers who ~~we~~ may not care about such schemes and maintain demand and reduce the risk of losing out on its customer base. This reduces the risk of financial loss in the future while still benefiting from the improved brand image.

Another benefit is that by self implementing green and ethical strategies business stay ahead of regulations. Henz with it 2025 vision, Lidly with plan to reduce plastic by 30%. These strategies reduce the risk of governments intervening and adding taxes or laws which would hinder with the businesses' operation and increase operation costs. Moreso, a company like Toms is built on a social impact model. It charitable donations to underprivellaged communities allows it not only gain favour with its consumers but also with the local government. by ~~be~~ contributing to the local wellfare (100 million shoes). This allows them to expand into other counties more easily as they would be welcomed and reduce the difficulties of starting operations in a foreign country. this makes growth easier However, this is only beneficial if all or most companies in an industry adopt this CSR strategy otherwise governments may still implement laws and taxes making these efforts less beneficial.

In conclusion, CSR strategy is greatly beneficial particularly due to its impact on consumers' perception of the business. while it is costly in the short-term it has immense opportunities in the future for growth in terms of finance and brand image. However it still depends on which industry the business is operating in and what the views of the target audience are.

**(Total for Question 2 = 20 marks)**

**TOTAL FOR SECTION B = 20 MARKS**

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**Examiner Comments**

Total marks: 18 marks (Mid L4) This response does demonstrate accurate and thorough knowledge and understanding. It considers several strands on each side of the argument and has effective use of context. There are coherent chains of reasoning on both sides of the argument with good use of business theory and use of context throughout the response. The candidate has considered the size of the business in the evaluation rather than just the normal evaluation we often see. The conclusion is good and not just a repeat of previous points - considers the type of industry and views of target audience.

**ResultsPlus**
**Examiner Tip**

Make your conclusion count. Do not just repeat or summarise your previous points but add some sort of judgement.

## Question 3

This was a very open ended question in terms of the business theories and concepts that could be used, and many candidates did refer to Ansoff and product development as part of their evaluation. Other business concepts that were seen included the product life cycle and extension strategies and how these impacted on revenue and market share. Some candidates looked at how the new drink could help to increase Coca-Cola's customer base and how the new drink could potentially help to spread risk in a very competitive marketplace. For the counter argument, any valid approach was accepted such as the cost of developing a new drink in such a short time period, the risks if taste changed and the impact on market share if the drink was unpopular. Better responses did use business concepts, and this question was probably the one which had the most descriptive responses on the paper with some candidates showing very little business theory from the specification.

## SECTION C

**Read Extract I in the Source Booklet before answering Question 3.**

**Write your answer in the space provided.**

3 Evaluate the possible impact on *Coca-Cola* from its strategic decision to launch Coca-Cola Spiced.

(20)

~~Market pene~~ Product development is part of the Ansoff's matrix used to identify and manage strategies. Coca-Cola's spiced beverage is product development as it is a different product in the same food and beverage market.

The main reason why Coca-Cola is going forward with this launch is due to the ongoing trend of spicy foods. It follows the actions of Cheetos and Starburst to create a 'spicy' version of their famed drink. Coca-Cola wants to get younger drinkers excited about their products. In 2022 they launched limited-edition cola flavours in attempt to do the same. Creating a new version of the same product is an effective way for Coca-Cola to extend its product life cycle and bring in more consumers especially young ones who are always looking for something new and unique. Coca-Cola's experience in the ~~foo~~ beverages industry gives them a significant edge when it comes to knowing the industry and the market allowing them to make informed decisions in terms of flavour and marketing. If the lauch is successful, Coca-Colas customer base will increase. It already dominating market share will further grow allowing to increase their sales and revenue. However, Coca-Cola area implementing this launch based on a trend. Trends often ~~go~~ die down quickly in a matter of years especially with the younger generation. So, having Coca-Cola spiced as a permanent product in its portfolio may be too optimistic and investing heavily in its development may lead to financial loss in the long run, although it could be compensated by the gain in brand awareness with its initial launch hype. Even if the product fails, the awareness and attraction it will create will invite customers. They could make use of analysis tools such as decision trees and invest appraisal techniques to make better informed decisions by knowing the risks. ~~The~~

Their development has been only for seven weeks instead of their usual one year. While this reduces the extent ~~risk~~ of financial loss if the product fails, it could also affect the quality of the drink as it is hastily launched. This can create a negative impact on Coca-Colas brand image if the launch a poor quality product for the sake of following trends. Giving rivals such as Pepsi an advantage. The drink also does not have a lot of heat despite being named otherwise. This could have a positive effect for when the spicy trend dies down keeping the product on shelves longer, however initially consumers may feel decieved ~~th~~ by the lack of spice and again ruin the brand's image.

In conclusion Coca-Cola Spiced seems like a good way to create awareness for the brand only as a limited product. Long term is too risky considering the dynamic nature of trends in the industry. Coca Cola can use influencers and social media to effectively market to the younger customer base however risk analysis needs to be carried out to ensure minimal financial and reputational loss. Another option Coca Cola could pursue is market development, targetting foreign markets to increase its customer base rather than just its North American market.

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Examiner Comments

Total marks: 16 marks (Low L4) This response does use business theories (Ansoff, product life cycle, product portfolio) demonstrating accurate and thorough knowledge and understanding. There are several strands on each side of the argument with good use of context. The response is descriptive in places but does try to link to business theory. There are coherent chains of reasoning on both sides of the argument with good use of business theory and use of context throughout the response. The conclusion perhaps does not add anything further to the main evaluation. Started at the Midpoint of L4 and moved down slightly due to not fully matching against the last descriptor in the level. However, this is still a very good response.

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Examiner Tip

The information in the extract is there for a reason so use this to contextualise your response rather than just copying out large chunks of it. Data can be used in a variety of ways and often can be used as evidence on both sides of an argument.

# Paper Summary

There are several points which could raise performance in future sittings. Based on their performance on this paper candidates are offered the following advice:

- Do read the question carefully and answer the question that is set.
- Do check units and decimal places are correct for calculate questions.
- Do use two separate pieces of Application for the Explain questions.
- Do not give a one-sided answer for the Discuss question.
- Do watch out for command words such as Assess or Evaluate.
- Do use examples to illustrate your argument.
- Do use the language of the subject and avoid generalities or common sense responses.
- Do watch your timing and do not spend too long on one question.
- Do write concisely (and neatly please!)
- Do add a relevant conclusion to the longer questions.
- Do not use additional sheets – there is more than enough space to answer each question as marks are awarded for quality not quantity.

# Grade boundaries

Grade boundaries for this, and all other papers, can be found on the website on this link: https://qualifications.pearson.com/en/support/support-topics/results-certification/grade-boundaries.html

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