



Examiners' Report **June 2024**

Int GCSE Business 4BS101

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Introduction

Both paper 1 and 2 allow learners to apply theory to realistic contexts.

This paper is based on the business Posh Pets Spain (PPS), a pet hotel in Alhaurin el Grande, a village in Spain. This case study proved to be accessible to candidates. Many candidates understood the location of the business, understanding there were not many competitors nearby along with the various services the business offered.

Candidates responded well to the paper. The time provided for the paper was sufficient and the paper differentiated well.

Candidates showcased evidence of their understanding of business from studying this course. Candidates took many routes to provide context within their response but providing answers on the given scenario does seem to still present some difficulty for some learners which restricted their entry to the higher levels or respond to the 'State' and 'Outline' questions appropriately.

Centres are encouraged to work closely with their learners to encourage them to revisit the scenario set and encourage them to practise answering questions in the context of the scenario set.

Centres are advised to look at the command words outlined on page 31 of the specification as many learners are losing marks through their lack of understanding of these words.

To assist centres in their preparation for future examinations it is worth noting that the mark scheme does include the Assessment Objectives (AO) for all questions. The breakdown for each AO can be seen on page 7 of the 'Getting Started to Teach' guide. For analysis (AO3) and evaluation (AO4) responses candidates are asked to write an extended answer using the information provided within the paper.

Question 1 (b)

This question saw most candidates relate robotics to their use in the production process, although some candidates made generic reference to robots hence not accessing the mark.

This response scored 1 mark.

Many manufacturers make use of robots in their production processes.

(b) Define the term **robotics**.

(1)

Robenics are ~~technology~~ ^{machines} ~~machines~~ that help in

manufacturing or making the product in the production process.



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Examiner Comments

This response demonstrates accurate knowledge of the term robots.



ResultsPlus
Examiner Tip

For 'Define' questions candidates are required to show they have a clear understanding of the term.

Question 1 (c)

This question saw many candidates confuse the term capital intensive production with labour intensive production. In other cases, candidates defined the term 'capital.'

This response scored 1 mark.

(c) Define the term **capital intensive production**.

(1)

Where more machinery is used to
make products ~~or give~~ than labour



This response demonstrates accurate knowledge of capital intensive production.

Question 1 (d)

The first 'State' question of the paper. The command word 'State' requires candidates to provide a contextual response to gain access to the available one mark which is an AO2 mark. Therefore, for this question simply stating an extension strategy is not enough. It has to be an extension strategy in the context of PPS. Pet accessories would not suffice as context as it is part of the question.

This response scored 0 marks.

PPS has seen lower sales of its pet accessories.

(d) State **one** extension strategy PPS could use to extend the life cycle of the pet accessories.

(1)

PPS could use advertisement to attract more new customers.



ResultsPlus
Examiners' Comments

This response illustrates a candidate who has been able to name an extension strategy of advertising but it cannot be awarded the mark as it is not in context.



ResultsPlus
Examiners' Tip

Simply adding '... of the pet store' could have been enough context to gain access to the mark.

This response scored 1 mark.

PPS has seen lower sales of its pet accessories.

(d) State **one** extension strategy PPS could use to extend the life cycle of the pet accessories.

(1)

They could change the design of the dog coats.



This candidate has not only offered an extension strategy but added clear context with 'dog coats' thus gaining the mark.

Question 1 (e)

This is the first 'calculate' question of the paper. This question requires candidates to calculate the new hourly minimum wage after the increase of 3.5%. As the answer is in currency, the expectation is that candidates provide an answer to two decimal places.

This response scored 1 mark for the working out of the increase of 3.5%.

PPS is planning to take on additional employees. The hourly minimum wage in Spain is €7.45. The government is increasing this hourly minimum by 3.5%.

(e) Calculate the new hourly minimum wage after the increase of 3.5%. You are advised to show your working.

(2)

$$7.45 \times 1.035 = 7.71075$$

€



This candidate has provided a response to 5 decimal places, as this is not an accurate representation of depicting currency the second mark for the final answer cannot be awarded.



The expectation on all calculation questions is that candidates provide the response to two decimal places, centres should remind their learners of this requirement.

This response scored 2 marks.

PPS is planning to take on additional employees. The hourly minimum wage in Spain is €7.45. The government is increasing this hourly minimum by 3.5%.

(e) Calculate the new hourly minimum wage after the increase of 3.5%. You are advised to show your working.

(2)

$$\frac{3.5}{100} \times 7.45 = 0.26075$$

$$7.45 + 0.26 = 7.71$$

€ 7.71



ResultsPlus
Examiner Comments

This candidate has provided the correct response, on the answer line, to two decimal places therefore both marks are awarded.

Question 1 (f)

The first of the 'explain' questions in the paper. This question was answered quite well where candidates took a number of routes to explain one reason why many businesses have a human resource function from training and development to recruitment. In order to gain access to all marks candidates were required to identify a reason and then explain this reason for the further 2 marks.

This response gained 3 marks.

(f) Explain **one** reason why many businesses have a human resource function.

(3)

One reason why many businesses have a human resource function is to deal with recruitment and selection of new workers. The function will make a job opportunity known, will select appropriate members and carry out interviews. This is important as it will lead to the best suited employee to join the business and improve productivity, as the interview and process ensured that the employee is the best person for the job, which will reduce staff turnover.



ResultsPlus
Examiner Comments

This response shows the technique required for this command word applied well. This candidate has correctly identified a reason as recruitment and selection of new workers. This candidate has then been able to explain this reason with how the function will carry out recruitment and selection.



ResultsPlus
Examiner Tip

For this command word this is no requirement for candidates to add context.

Question 1 (g)

An 'analyse' question which requires candidates to analyse the usefulness of the gross profit margin. The Assessment Objectives being assessed for this command word are AO2 and AO3 so candidates are required to analyse in a contextual manner.

Examiner will place the response with the best fit level looking at how well the level descriptors have been met by candidates. Please bear in mind we are not looking for candidates to have a specific number of linked strands within their response, responses are marked holistically and then placed within the most suitable level.

Many candidates struggled to apply their response in the context of PPS or showed little understanding of the meaning of the gross profit margin so therefore could not access the question.

This response scored 6 marks.

Figure 2 is an extract of financial information from PPS.

Gross profit margin in 2022	25.6%
Gross profit margin in 2023	29.4%

Figure 2

(g) Analyse the usefulness of the gross profit margin to PPS.

(6)

The gross profit margin can be used by PPS to monitor the costs of selling dog coats and dog leads. By monitoring the cost of ~~sellin~~ selling these ~~dogs~~^{dog} products they will be able to ~~id~~^{see} if the cost of sales is increasing, and if it is ~~they can change the~~^{they can use this} information to increase profitability. This will lead to increased financial returns for Rachel Goutorbe. Additionally it can be used by Rachel Goutorbe to ~~assess~~ monitor the performance of PPS. The more dog leashes they sell means that the gross profit margin will increase. For example as shown by Figure 2, PPS's gross profit margin has increased from ~~202~~ 25.6% in 2022 and 29.4 in 2023 indicating that they have performed better in 2023.



This candidate shows they understand what the gross profit margin is and the links to costs of sales. They have contextualised their response by making reference to not only the type of products sold 'dog products' but also made use of the statistics provided in the stem of the question.

Question 2 (a)

A 'state' question where centres are reminded responses should be contextualised to gain access to the mark for this AO2 question.

This response scored 0 marks.

2 (a) State **one** advantage for PPS of keeping its customers loyal.

(1)

Will increase their sales as their loyal customers will continue to buy their products.



A good response but for the lack of context cannot access the AO2 mark available. Had this candidate replaced the term 'product' with an actual product PPS sells then they would have achieved the mark.

This response scored 1 mark.

2 (a) State **one** advantage for PPS of keeping its customers loyal.

(1)

Customers would engage in repetitive purchase of dog coats and dog leads.



A good response with clear context that directly links back to PPS.



Just one piece of context will suffice.

Question 2 (b)

Another 'state' question where the command word requires candidates to provide a correct contextualised response, in this case a reason why PPS motivates its employees.

This response scored 2 marks.

(b) State **one** reason why PPS motivates its employees.

(1)

So that less ~~can~~ pet groomers leave, allowing PPS to spend less on finding posting job offers for qualified pet specialists.



A good response with clear context making reference to not only 'pet groomers' but also 'qualified pet specialists.'



It must be noted one piece of context is sufficient for a state question.

Question 2 (c)

A well answered question where candidates who gained the full marks for this question showed clear understanding of ineffective communication and were able to explain the impact of this ineffective communication.

This response scored 3 marks.

(c) Explain **one** impact on a business of ineffective communication.

(3)

One impact of ineffective communication is the ~~er~~ workers may ~~do~~ do mistakes as ~~they~~ the instructions are unclear to them. This means, once mistakes are done, there will be wastage. Revenue cost may increase and profit decreases.



This candidate correctly identifies the impact is 'workers may do mistakes' they have then gone on to explain this well with the links that 'instructions are unclear to them' and 'there will be wastage.'



Candidates are advised to refer back to the mark scheme to how explain questions should be answered. No context is required for explain questions but often we see candidates applying context unnecessarily.

This candidate has then unnecessarily further explained this one impact but as we can see from the mark scheme candidates can only gain 2 further marks for explaining this reason.

Question 2 (d)

This 'Explain' question was not as well answered as the previous one as it shows some gaps in the knowledge of candidates of a decentralised organisational structure. Those candidates who understood the concept of a decentralised organisational structure were able to identify one advantage to a business and then go on to explain this advantage therefore gaining the full available marks. Some candidates found it difficult to extend their answers beyond listing advantages and therefore were unable to gain full marks. Some candidates had no knowledge of this type of organisational structure and therefore gained no marks.

This response gained 3 marks.

(d) Explain **one** advantage to a business of having a decentralised organisation.

(3)

This will allow it to adapt to local tastes (needs or wants). This is important because it will increase sales of local food (example: McDonalds in ~~the~~ Sweden has vegetarian burgers) and popularity among locals. Therefore, increasing brand loyalty as customers see their needs met from end word of mouth might increase sales over time.



ResultsPlus
Examiner Comments

This is a good response where the candidate clearly understands this topic area. They have been able to identify the advantage as meeting the needs of locals better as they have the benefit of adapting to those local needs. A well thought out response.

Question 2 (e)

This question was not answered quite so well. Whilst some candidates had a clear understanding of seasonal employees, others confused them with either zero hours contracted employees or part time employees. In other cases candidates would state a benefit but then find it difficult to explain the benefit.

This response scored 1 mark.

(e) Explain **one** benefit to a business of using seasonal employees.

(3)

Seasonal employees are used depending on when the business ~~rest~~ needs of them which will have the benefit of less wages and also motivation for the employee



ResultsPlus
Examiner Comments

This candidate included their knowledge of a seasonal employee – this is not answering the question so therefore awarded no marks at this point. This candidate has identified the benefit as 'less wages' gaining the mark. To expand on this response the candidate could have explained why wages would be less.

Question 2 (f)

A 'justify' question which assesses the Assessment Objectives AO2, AO3 and AO4. There are no knowledge marks.

As with all levels based responses, examiners mark responses holistically to see how well the response matches the level descriptors on the mark scheme.

Candidates can choose to weigh up the advantages and disadvantages of one option and then provide a conclusion or they could choose to weigh up both options and then provide a conclusion, all must in the context of PPS.

More able candidates accessed level 3 by considering their chosen option carefully in the context of PPS and how this would improve the revenue, linking their points together and concluding their answer with balance and justification.

This response gained 9 marks.

PPS is looking to improve its revenue and is considering two options:

→ **Option 1:** trial a new brand of dog food in the shop

↳ **Option 2:** sponsor a local dog show.

(f) Justify which **one** of these two options PPS should choose.

(9)

trialing a new brand of dog food in the shop and advertising it can make customers interested and loyal because you are introducing a new brand of dog food, and the pet owners might be interested in buying it because they will be curious if they're pet likes it and if it is better than their current one. Therefore, because of this profit increases and so does the revenue as customers are kept interested. But, this may also be bad because PPS would have to invest money in advertising, manufacturing and how it looks and that would bring revenue down.

sponsoring a local dog show can increase the amount of pet owners that come into PPS because a lot of people that have dogs and like them watch dog shows, therefore, this would mean that more people come into ~~the~~ PPS to try its products as they have seen them, this may increase profit but since it is above-the-line promotion it will cost the business a lot more and that will reduce revenue greatly.

In my opinion, given the business situation of PPS the best choice is introducing a new dog food brand because it increased brand image greatly.



This response shows what is expected from candidates in order to gain the full marks for this type of 'justify' question. This candidate has chosen to look at both options which is acceptable. They have shown detailed understanding of both options, they have included context throughout their response with logical chains of reasoning and have made a good judgement about their choice with a thorough evaluation.

Question 3 (a)

A question where candidates have been asked to define the term diseconomies of scale. Candidates who did not gain the mark lacked knowledge of diseconomies of scale, candidates are reminded that all areas of the specification can appear in the examination papers no matter how discrete they are.

This response gained 1 mark.

3 (a) Define the term *diseconomies of scale*.

(1)

When the cost per unit rises as the business has become too big.



ResultsPlus
Examiner Comments

This candidate provides a good response to the question showing clear knowledge of the term diseconomies of scale.

Question 3 (b)

An 'outline' question that assesses AO2. To score 1 mark candidates must identify a method of primary market research that PPS could use to gain feedback on its services, to score the 2 marks the response has to link back to the context of the question. Without a contextualised response candidates cannot access the full marks.

This response scored 1 mark.

(b) Outline **one** method of primary market research that PPS could use to gain feedback on its services.

(2)

By arranging focus groups, PPS can meet up with customers to find out and analyse customer feedback in order to see what products customers enjoy or don't enjoy.



This shows a typical example where candidates have been able to answer the question, in this case with the method of 'focus groups' but due to the lack of context are not able to access the full marks. Simply omitting the word 'products' with a service PPS provides would suffice.

This response scored 2 marks.

(b) Outline **one** method of primary market research that PPS could use to gain feedback on its services.

(2)

One method is to use questionnaires and ask how the pet grooming service has helped the customers' pet ~~over time~~ ^{after it finished}. They can ~~send~~ give these questionnaires during the payment after the service finished.



This candidate provides a relevant primary market research method of 'questionnaires' and has contextualised the response well with good links to PPS.

The second sentence is surplus to requirement as the candidate has already gained the 2 marks from the first sentence.

Question 3 (c)

A 'calculate' question where candidates are required to recall the formula for the closing balance in order to correctly substitute the numbers into the formula.

This response scored 1 mark.

Figure 3 is an extract of financial information from a PPS monthly cash flow forecast.

	€
Opening balance	16 000
Cash inflow	22 000
Cash outflow	20 000

Figure 3

(c) Calculate the closing balance. You are advised to show your working.

(2)

cash inflow - outflow =

$22000 - 20000 = 2000 \rightarrow$ closing balance.

$16000 - 2000 = 14000$

\rightarrow ~~the~~ opening balance - closing balance

€ 14000



ResultsPlus
Examiner Comments

This is a good example of why we encourage centres to remind candidates to show their working out. Whilst this candidate has not got the final answer correct, due to their working out, and as per the mark scheme, they have gained access to 1 mark.

This response scored 2 marks.

Figure 3 is an extract of financial information from a *PPS* monthly cash flow forecast.

	€
Opening balance	16 000
Cash inflow	22 000
Cash outflow	20 000

Figure 3

(c) Calculate the closing balance. You are advised to show your working.

(2)

$$16000 + 22000 = 38000$$

$$38000 - 20000 = 18000$$

€ 18000



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Examiner Comments

This candidate has good recall of the formula for the closing balance, has identified the correct answer therefore gains access to the full available marks.

Question 3 (d)

A question where candidates who accessed level 3 carefully considered the importance of reliable market research for PPS. Candidates were disadvantaged when they did not apply their answer to PPS as they cannot access the top of level 2 without any application. Common responses included reducing the risk of failure and targetting customers better.

This response scored 6 marks.

PPS wants information on its customers' spending patterns.

(d) Analyse the importance of reliable market research to obtain this information.

(6)

Reliable market research could reduce the risk of failure to PPS. If PPS has reliable information about the customer's spending patterns, PPS would be able to accurately evaluate how to price the pet accessories, and grooming services. Furthermore, PPS would be able to identify which products should continue to be sold, and which products could cause losses.

Secondly, reliable market research is important to decrease the cost and expenses of PPS. If PPS does not have reliable information, PPS could cause mistakes regarding which products to sell, and during the ~~development~~ development of new products such as dog beds. This could cause high expenses due to wastages, decreasing the profit for PPS. This would prevent any money from being available for the research & development of more products.



This candidate shows a good response where they have been able to analyse the importance of reliable market research with a well contextualised response.

Question 3 (e)

The second of the 'justify' questions in the paper. For this question candidates were asked to consider two sources of finance for PPS to build another eight kennels with CCTV.

Many candidates understood both sources of finance showing good application and analysis. Those who did not reach the top of level 3 often lacked an evaluative comment as to why their choice was the most appropriate.

This response scored 9 marks.

PPS is looking to build another eight kennels with Closed-circuit television (CCTV) in its pet hotel. To do this it will need €7 500.

PPS is considering two options:

Option 1: using Rachel's personal savings

Option 2: taking out a small bank loan.

(e) Justify which **one** of these two options PPS should choose.

(9)

PPS should use Rachel's personal savings to build 8 kennels with CCTV. Doing so would minimise ~~the~~ debt for PPS, as ~~they don't~~ ^{Rachel doesn't} have to pay back the money ~~and neither~~ with interest (or even at all ~~as she is the owner~~.) This allows PPS to enjoy reduced average costs for each night stay at the pet hotel. Hence, they will ~~make more~~ ^{be able to} break ~~even~~ faster and generate more profit from the bookings of the pet hotel kennels. This means Rachel can make ~~the~~ ^{her} money back faster (if she wants the money back). Additionally, personal savings are readily available. So, Rachel and her ^{team} employees at PPS can start building the eight kennels with CCTV immediately. This means they can start selling bookings for ~~the~~ a night at the kennel earlier, which ~~so~~ speeds up the rate of business growth for PPS.

However, Rachel may not have up to €7500 in personal savings. Hence, ~~the~~ PPS would not have adequate funds to start building the new kennels. This slows down the expansion process for PPS and therefore, hinders the growth of the business. This can lead to Rachel becoming disinterested, and her team of specialists becoming demotivated.

In conclusion, Rachel should use her personal savings to build the kennels with CCTV. However, ~~if she doesn't have enough finance, this it would be wise~~ this depends on how much personal savings she has available. If it's not

up to €7500, she may have to reduce the number of kennels she builds until the BPS generates enough profit that can be reinvested into the business to build the remaining kennels.



This response shows what is expected from candidates in order to gain the full marks for this type of 'justify' question. This candidate has shown detailed understanding of the choice they have made, they have included context throughout their response with logical chains of reasoning and has made a good judgement about their choice with a thorough evaluation.



This response varies from the one provided by the candidate for 2f where they have looked at just one option, this is also acceptable as candidates can take either route to respond to a 'justify' question.

Question 4 (a)

A 'calculate' question that required candidates to recall the break-even formula. Those who could recall the formula were able to successfully access the available 2 marks whereas some candidates struggled to recall the formula.

Centres are reminded that not all formulas are provided to candidates.

This response scored 2 marks.

- 4 PPS is planning to introduce a new line of dog treats. **Figure 4** shows some financial information for this product.

	€
Monthly fixed costs	1 000
Variable cost per unit	3.25
Selling price	4.50

Figure 4

- (a) Calculate the break-even level of output for this new line of dog treats. You are advised to show your working.

(2)

$$\frac{1000}{4.50 - 3.25} = \frac{1000}{1.25}$$
$$= 800$$

800 dog treats



This candidate correctly recalled the formula, showed their working out and correctly calculated the break-even level of output for the new dog treats.

Question 4 (b)

This 'analyse' question requires candidates to analyse the importance of cash. As per the specification, candidates could take a number of routes to respond to this question from paying suppliers etc to preventing business failure. Overall, a well answered question.

This response scored 6 marks.

(b) Analyse the importance of cash to PPS.

(6)

PPS would need cash to buy raw materials like soap^{combs} and sponges to wash customers' dogs. PPS doing this would allow them effectively run their ~~dog washing~~ pet grooming service effectively, which would increase customer satisfaction and generate more revenue. PPS would also need cash to pay suppliers of leather and leashes, and pay their pet specialists. This would keep the employees happy and motivated, which could overall lead to dog leashes or leather being delivered on time, or pet specialists working harder or better with customers' pets.



ResultsPlus
Examiner Comments

This candidate provides a good example of where they have been able to identify why cash is important for a number of reasons and contextualised the response well.



Without a fully contextualised response candidates will not meet the level descriptors in level 3 to gain access to the top marks.

Question 4 (c)

Centres are reminded that this is the only level-based question in the paper which is equally weighted across all four assessment objectives; AO1 – knowledge, AO2 – application, AO3 – analysis and AO4 evaluation. It is pleasing to see that most candidates made an attempt at this question – although some only managed a few lines, maybe there is a need for those individuals to plan their time better.

Candidates at level 1 made some attempt at the question and were able to make basic statements about marketing, often with very little or no context. Those candidates who accessed level 3 considered the importance of marketing in the context of PPS and the impact this can have on the business, they have then successfully linked their points together in a logical order and been able to conclude their answer with a well-balanced and justified argument .

This response scored 12 marks.

Another pet business is about to open a rival pet hotel in the village. This is the first time PPS has faced competition.

(c) Evaluate the importance of marketing to PPS so it can keep its market share. You should use the information provided as well as your own knowledge of business.

(12)

Marketing is the use of advertising to influence a customer into making a purchase. Marketing is very important for PPS to keep its market share. This is because PPS can use strategies such as above-the-line promotion to display pet grooming ~~advertisements~~ ^{advertisements} all over Alhaurian el Grande. This will increase the amount of new pet owners who decide to use the pet hotel and grooming services. Therefore, PPS can still maintain and even increase their market share in pet enthusiast industry.

However this marketing technique can be disadvantageous for PPS. This is because the increased demand from new customers may force Rachel to hire new ^{overnight} pet specialists as the current fees may be too overwhelmed. This will lead to a surge in monthly expense at PPS. Therefore, PPS may receive a lower profit margin for a high and more sustainable market share.

Alternatively, Rachel could implement primary market research on current pet owners of PPS. This could be done with focus groups and questionnaires.

after a stay at the pet hotel. This means that PPS can start producing ~~ex~~ the pet toys and services that their customers exactly need. Therefore, increasing brand loyalty and maintaining pet industry market share.

Overall, marketing is crucial for PPS to keep its market share as this is the first time they face a competitor. PPS should implement market research to create better suited cat toys while doing television adverts to bring new pet owners. This depends on how much the television time costs and the quality of market research. This may negatively affect PPS in the short term but in the long term PPS will be benefited as remaining market leader.



This example shows that the candidate has clearly understood how marketing impacts upon PPS. They have been able to counter balance their argument well with plenty of context throughout the response. There is well thought out consideration that marketing is important to PPS. Finally, there is a conclusion that adds value to the response and effectively uses the 'it depends rule'.

Paper Summary

Based on the performance in this paper candidates and centres are offered the following advice:

- Not to spend time repeating the questions – this is not necessary and simply wastes time
- Understand what the financial terms mean
- 'State' and 'Outline' questions must have context in order to gain the full available marks
- 'Explain' questions require no context but a full explanation of the point being made
- 'Justify' questions do not need to consider both options

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