



Examiners' Report

June 2023

Int GCSE Business 4BS1 01R

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Introduction

Both paper 1 R and 2 R allow learners to apply theory to realistic contexts. This paper is based on the business Aude Rose in Paris, France which proved accessible to candidates. Many candidates understood that this is a business close to popular tourist attractions set up by Aude Anglaret in 2009 after she graduated with a qualification in floristry. Many candidates showcased evidence of their understanding of business from studying this course. Providing answers on the given scenario does still present some difficulty for some learners which restricted their entry to the higher levels or respond to the 'State' questions appropriately. Centres are encouraged to work closely with their learners to encourage them to revisit the scenario set and encourage them to practice 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. The time provided for the paper was sufficient and the paper differentiated well. Overall, learners responded well to the paper.

Question 1 (b)

This question saw around just over half of candidates correctly define the term economies of scale with some candidates confusing the term with diseconomies of scale.

This response scored 1 mark.

(b) Define the term **economies of scale**.

(1)

Reduction in average costs when the firm is producing in large quantities.



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Examiner Comments

This response shows a good example of a response demonstrating accurate knowledge of economies of scale.

Question 1 (c)

Around two thirds of candidates were able to correctly define the term stakeholders although some candidates took the route of providing examples of stakeholders which does not provide a clear definition so would not have gained the available mark.

This response scored 1 mark.

(c) Define the term **stakeholder**.

(1)

stakeholders are individuals or group of individuals who are interested in the managing business.



This response demonstrates accurate knowledge of a stakeholder.

Question 1 (d)

Generally candidates responded well to this question and were able to identify a benefit of just-in-time (JIT) production and add context in relation to Aude Rose in their response. Where candidates stated a benefit but no context they could not access the A02 mark.

This response scored 1 mark.

(d) State **one** benefit to *Aude Rose* of using just-in-time (JIT) production.

(1)

No excess stocks are produced so Aude Rose's
flower production will not be wasted.



This candidate has stated a benefit of 'no excess stocks are produced' and then further explained this with the use of context with the word 'flower' as this makes direct reference to a product Aude Rose sells.

Question 1 (e)

A well answered question where over two thirds of candidates gained the full marks for the correct calculation of how many bunches of flowers Aude Rose needs to sell in order to break-even. Some candidates found they could not access the question as they could not recall the formula for break-even; it is important that centres ensure they are aware of the formulas provided in the paper as well as those that are not.

This response scored 2 marks.

Aude Rose has fixed costs of €50 000 a year with a selling price of €50 and a variable cost of €10 per bunch of flowers sold.

- (e) Calculate how many bunches of flowers *Aude Rose* will have to sell to break-even. You are advised to show your working.

(2)

$$\begin{aligned} \text{Break even} &= \frac{\text{Fixed Cost}}{\text{Variable Cost} - \text{Selling price}} \\ &= \frac{50000}{50 - 10} \\ &= 1250 \end{aligned}$$

#

..... 1250 bunches of flowers



This is an example of how a candidate has responded well to the question, showing their working out and correctly answering the question.

This candidate has found it helpful to write down the formula to be used but this is not a requirement and will not gain the candidate any marks.

Question 1 (f)

A well answered question where candidates were able to explain one reason why a business might fail and then candidates have been able to develop their answers with an explanation of that reason to be able to gain full marks. As per the mark scheme, candidates who list more than one reason will only gain 1 mark. The reason must be developed to gain further marks. Common responses related to lack of cash, lack of finance, failure to adapt to changing markets and lack of competitiveness.

This response scored 3 marks.

(f) Explain **one** reason why a business might fail.

(3)

A business might fail if they are unable to innovate. This means that a business will rely on their product as it is instead of figuring out how to improve it, this causes their competitors to get a competitive advantage so the business will lose ~~to~~ customers as they will go to their competitors. As a result the business won't be able to earn enough revenue to cover their costs and generate profit.



A response which gained full marks. This candidate has been able to identify a clear reason why a business might fail and then been able to explain this reason.

Question 1 (g)

A question that candidates responded well to where they were able to show their understanding of the importance to Aude Anglaret of motivating her employees. Candidates must be reminded that there are no AO1 marks for this question, there are AO2 marks for this level-based question as often candidates would provide an extended answer but not apply this answer to the context of Aude Rose or back to the owner Aude Anglaret therefore not allowing themselves to move into the top of level 2. This series saw about one third of candidates move into the level 3 band due to development of their responses and the inclusion of context.

This response scored 6 marks.

(g) Analyse the importance to Aude Anglaret of motivating her employees.

(6)

Employee motivation is important to retain her employees. Since Aude sells high-quality flower arrangements, if talented and skillful workers are kept by her and she to retain them she must motivate them. If they leave then a new recruiting process will cost her more money. She needs to motivate her employees so that productivity is increased. If florists are motivated they will produce ~~higher~~ higher quality flowers in lower costs, this can increase profit and set off the high rental costs. If workers produce better arrangements then her business will appear in more magazines so more popularity, increasing its customers. Employee motivation is also needed to attract new workers once they see current satisfied workers. If when they take a look around the business, they will be attracted. So, talented and skillful workers can be attracted.



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Examiner Comments

Candidates took a number of routes to answer this question and could bring in their own knowledge of the subject to respond to this question. This response shows a good example of the importance to Aude Anglaret of motivating her employees ranging from retention through to attracting new employees.

Question 2 (a)

A 'State' question which saw just over one third of candidates gain the mark. Candidates often stated a fringe benefit but did not always apply this fringe benefit to Aude Rose. Common responses in context were discounts on flowers and a company car for the employees to get to the Parisian shop/ to deliver flowers.

This response scored 1 mark.

2 (a) State **one** fringe benefit *Aude Rose* could offer its employees.

(1)

*Company
Car ? for work then to drive*

Company car for the florists to drive around Paris



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Examiner Comments

This shows a good example where the candidate has been able to state one fringe benefit of a company car and used the context of Aude Rose in the response.

Question 2 (b)

Another 'State' question which was, again, only well answered by just over one third of candidates. Candidates were able to correctly identify why branding is important but did not always apply this way to Aude Rose. Candidates should remember that 'State' questions need to be in the context of the given business, a lot of candidates are currently being disadvantaged by not doing this.

This response scored 0 marks.

(b) State **one** reason why branding is important to Aude Rose.

(1)

Branding is important for Aude Rose because it
can increase the image of Aude Rose and may attract
customers.



This candidate has not quite understood how to respond to a 'state' question. Branding allowed candidates to bring in their own understanding of the importance of branding and this candidate chose to base their response around increase the image of the business to attract customers, unfortunately with no context no marks can be gained. To improve this response the candidate could've replaced the business name with the owners name of Aude Anglaret or added '[attract customers]' to the flower shop' which would bring the response into context.



Centres should remind candidates that 'state' questions have to have context in the response otherwise they will not gain the mark.

Question 2 (c)

This was a well answered question showing good knowledge on the impact of ineffective communication on a business. Candidates were able to identify an impact and then go on to explain this impact. Common responses included increase in costs and increase in mistakes.

This response scored 3 marks.

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

(3)

It can cause employees to be confused on the task they're told. The employee might not do the job properly which can lead to wastage of resources and time for the business. This can lead to unwanted loss for business which can continue if communication is not improved.



A good response which shows a clear impact and then this candidate has been able to expand upon this impact. This particular candidate has explained this impact with more than two links of reasoning so has wasted some time when there are only 3 marks available.

Question 2 (d)

This 'Explain' question has not been as well answered as 2c; this question saw less than half of candidates gain the full marks as they were not always able to correctly identify an advantage of a partnership. Where candidates did gain the full marks they were able to correctly identify an advantage of a partnership and go on to develop this answer.

This response scored 3 marks.

(d) Explain **one** advantage of a partnership.

Partners can work with their expertise⁽³⁾
~~losses can be shared so the impact~~
~~of the loss is reduced at the unlimi~~
~~ted~~ resulting in better management
of the business and firm control.
This is also result to many varia
tion of new ideas and plannings for
the business allowing them to
grow with a lower risk as
discussions can be made on opinions



This demonstrates a good response which shows a clear advantage and then this candidate has been able to expand upon this advantage. This particular candidate has chosen the advantage of expertise of partners and then explained this advantage well to gain access to all of the available marks.



Candidates should look at the mark scheme to see how explain questions should be answered. No context is required for explain questions but time and time again we see candidates applying context unnecessarily.

Question 2 (e)

A question which showed some gaps in knowledge of the product orientation. Those candidates who understood the concept of product orientation were able to identify one disadvantage to a business from using this marketing tool and go on to explain this disadvantage therefore gaining the full available marks. Some candidates found it difficult to extend their answer beyond listing disadvantages and therefore were unable to gain full marks. Over half of candidates showed no knowledge of this whatsoever so gained no marks.

This response scored 3 marks.

(e) Explain **one** disadvantage to a business of product orientation.

(3)

One disadvantage of product orientation is that customers needs are not met, since the business will focus more on eg: product packaging, customers needs may not be met such as how useful the product is, hence they may choose to buy from rival firms, therefore less sales for the business.



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Examiner Comments

This proved to be one of the more challenging questions and some candidates failed to show any understanding of product orientation. This response demonstrates a good example of where a candidate understands that product orientation does not meet customers needs and then they have gone on to explain this disadvantage to gain the full marks available.



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Examiner Tip

Candidates should revisit areas of the specification which can appear to be more difficult to understand to embed their learning.

Question 2 (f)

For this question candidates were asked to choose between Aude Rose sponsoring a local event such as a flower show or advertise using leaflets around Paris in order to increase its sales. Those candidates who gained no marks on this response simply showed knowledge of one or both options with no application, analysis or evaluation. Candidates working at level 1 showed good knowledge of both options, making statements on one or both options with some relation to Aude Rose but this was not always expanded upon in their answer. Around half of candidates accessed level 2 by expanding on their answers but often missed balance and a conclusion to their thoughts. More able candidates accessed level 3 by considering their chosen option carefully in the context of Aude Rose and how this would impact on them increasing their sales, linking their points together and concluding their answer with balance and justification.

This response scored 9 marks.

Aude Rose is looking to increase its sales. It is considering two options:

Option 1: sponsor a local event such as a flower show

Option 2: advertise, using leaflets around Paris.

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

(9)

Sponsoring a local event may be a good option for Aude Rose in order to increase its sales. This is because large amount of customers may pass by or attend the event, and become more aware of Aude Rose. This may encourage customers to visit Aude Rose, and as it is already recognised for its high quality flower arrangements, customers may be more satisfied; therefore, purchase other flowers once the visit the flower shop as well. This means that Aude Rose may have a larger customer base, and customers may be more attracted to Aude Rose rather than other flower shops. However, this entirely depends on the success of the local event, and whether it was held effectively or not, meaning that Aude Rose may not be able to increase its sales if the number of attendants of the local show is low.

On the other hand, one might argue that advertising using leaflets around Paris may be a better option. This is because more people may see the leaflet and come to purchase the flowers. As Paris is usually visited by tourists as well, then Aude Rose may also attract tourists from overseas to her business, and

its brand awareness may increase by word of mouth. However, leaflets may be ignored by the customers and may be vandalised as well.

In conclusion, I believe that sponsoring at a local event is better for Aude Rose (Total for Question 2 = 20 marks) in order to increase its sales. This is because leaflets may be ~~expensive~~ hard to modify and alter once printed, and may require Aude Rose to have experience in graphics and presentations, or it may have to ~~at~~ hire specialists to create the leaflets in an attractive way, which is expensive. Moreover, despite sponsorships being expensive, if ~~these~~ the local event was successful, then the costs may be covered easily.



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.



Candidates do not need to consider both options. Candidates need to make a clear choice out of the two options and be able to balance out their response as to why the business should or should not choose that option. Candidates are then expected to provide a clear overall judgement to evaluate their decision.

Question 3 (a)

A question where candidates were asked to define the term variable costs. Just over half of candidates showed clear knowledge of the term. Where candidates did not gain the mark either gave examples of variable costs, did not understand the term or simply stated 'costs that change' which is not a sufficient definition as costs can change for a number of reasons.

This response scored 1 mark.

3 (a) Define the term **variable costs**.

cost that change when level of output
change. (1)



This is a good example of how we would candidates to respond to this question, this candidate has provided a thorough definition of variable costs.



For 'Define' questions candidates are required to show they have a clear understanding of the term, where candidates have given examples of variable costs that a business may incur they have not gained the mark.

Question 3 (b)

The response for an Outline question requires candidates to answer in the context of Aude Rose to gain the full available marks. Some candidates did well to identify a way to extend the product life cycle, those who achieved full marks were able to identify a way and explained this in the context of the given scenario of Aude Rose. Those candidates who did not gain the marks either did not understand extension strategies or they incorrectly assumed it meant the shelf life of the product.

This response scored 2 marks.

(b) Outline **one** way Aude Rose could extend the product life cycle of one of its products.

(2)

Aude Rose can change the packaging by adding extra ribbons to it or changing the colour of the wrapping paper so that people are still likely going to buy the ~~prod~~ flower bunches.



This is the only outline question in the paper and requires candidates to outline a way that Aude Rose could extend the product life cycle of one of its products. 'Outline' questions require candidates to use context within their responses and this shows how we would expect candidates to respond to this type of question as this has achieved the full available marks.



Centres are encouraged to remind candidates how to respond to the command words in order to access all of the available marks.

Question 3 (c)

A calculation question where the over one third of candidates have gained all of the marks available. The formula for percentage decrease is not given in the exam paper so candidates are expected to recall this themselves. Candidates also need to be aware that 'Calculate' questions often ask for the response to two decimal places, any more or any less will not give them access to the full available marks.

This response scored 1 mark.

Figure 1 shows the retained profit for *Aude Rose*.

2021	€16 260
2022	€12 594

Figure 1

- (c) Calculate, to two decimal places, the percentage decrease in retained profits from 2021 to 2022. You are advised to show your working.

(2)

$$\frac{\text{Old Value} - \text{New Value}}{\text{Old Value}} \times 100$$
$$= \frac{16260 - 12594}{16260} \times 100$$

22.5 %



This response shows how the candidate has fully recalled the formula required in order to answer this question. The candidate has then correctly carried out the working out which gains one mark. Thereafter, the candidate cannot access the second mark as they have not fully read the question stating 'to two decimal places' and this candidate has provided their final answer to one decimal place. This is why centres are encouraged to remind candidates to write their working out for all of the calculate questions – without this working out this candidate would not have achieved any marks but because of this working out they have gained a mark even though the final answer is to one decimal place.

1 mark.

Question 3 (d)

A question where candidates who accessed level 3 carefully considered the impact of using retained profits for Aude Rose to introduce a wider range of flowers. Candidates were disadvantaged when they did not apply their answer to Aude Rose as they will not be able to move into level 3 without any application. Candidates who did not gain the marks either lacked knowledge of retained profits or misread the question and took a route of analysing if Aude Rose should introduce a wider range of flowers which did not answer the question.

This response scored 6 marks.

Aude Rose is considering introducing a wider range of flowers for sale.

(d) Analyse the impact on Aude Rose of using its retained profits for this proposed development.

↳ answer / answer line

(6)

Aude Rose can use its retained profits from the previous year. This reduces cost as retained profits are the cheapest form of funding as Aude Rose won't need to borrow money from the market (e.g. bank) which will gather interest. This means Aude Rose can offer a much larger variety without the risk of having to pay debts.

Aude Rose's owner Aude Anglaret may however feel demotivated as she would receive less money for her hard work. This may impact the ~~the~~ performance of the new range of flowers and Aude Anglaret's guidance will be sought in the selling process and she may be less dedicated or energized to provide advice.

Aude Rose's retained profits may however be not enough to introduce a large variety of high quality flowers. Thus they may have to compromise on lower quality flowers or smaller variety which can limit the potential for Aude Rose's sales.



This candidate shows how we expect candidates to respond to an 'analyse' question. This response shows detailed application of knowledge and understanding of business concepts with context throughout as well as interconnected points with logical chains of reasoning. This response shows that the candidate has thought about the impact of using retained profits on Aude Rose.

Question 3 (e)

For this question candidates were asked to choose between Aude Rose handing out questionnaires to customers visiting the shop or using the internet to research new trends so it can keep up with changes and trends in the flower market. Candidates working at level 1 showed good knowledge of both options, making statements on one or both options with some relation to Aude Rose but they did not always expand upon their answer. More able candidates accessed level 3 by considering their chosen option in the context of Aude Rose and how this would impact the business when deciding which method to choose, they have linked their points together and concluded their answer with balance and justification.

This response scored 9 marks.

Aude Rose is always looking to keep up with changes and new trends in the flower market. It is anticipating that this year there may well be many changes in the industry and it wants to do some research.

Aude Rose is considering two options:

Option 1: handing out questionnaires to customers that visit the shop

Option 2: using the internet to research new trends.

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

(9)

Using the internet to research on trends is a better way as they are provided with more information than questionnaires. The internet is also easily accessible as long as there is a suitable device connected to the network. The internet will also allow users to filter their searches which will make their search quick and accurate. Trending topics will be easiest to spread as the internet is accessible from almost all parts of the world which means ~~france~~ countries that are ahead of them such as Australia, will provide the trends happening there which may also be starting in Paris. As a result, Aude Rose can already properly plan and expect changes needed if the city starts to take a liking to the new trends.

However, the internet is also generalised sometimes so it is possible that they won't find trends about flowers. The internet is also filled with a lot of false information as the posters can choose to be anonymous which could make Aude Rose prepare for the wrong trends. If they start

to make changes for something wrong or false, it will be waste of resources and time. It could also bring down the image of Aude Rose as people may start spreading the news of Aude Rose not being able to properly ~~sell~~ satisfy their needs.

In conclusion, they should still proceed to using the internet as since it is a **(Total for Question 3 = 20 marks)**

place of large sources, they can also fact check their findings with other websites to prevent them following false information. It is also a better choice as questionnaires given to customers who visit the shop may not be into the latest trends. It could be shoppers looking to get flowers for special occasions such as ; birthday, anniversary or other firms of proposals.



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Examiner Comments

This response shows what we would expect from candidates when responding to a 'justify' question. This candidate is considering both the benefits and drawbacks of using the internet to research new trends. This candidate has also offered a conclusion which offers an evaluation gaining the full available marks.

Question 4 (a)

A calculation question which has been generally well answered by candidates. The formula for gross profit margin is given at the start of the exam paper and it is pleasing to see more candidates making use of this and applying it to the relevant questions.

This response scored 2 marks.

4 **Figure 2** is an extract from *Aude Rose's* Statement of Comprehensive Income.

Sales	€62 400
Gross profit	€45 024
Cost of sales	€17 376

Figure 2

(a) Calculate, to two decimal places, the gross profit margin. You are advised to show your working.

(2)

$$\frac{\text{Gross profit}}{\text{Revenue}} \times 100$$
$$\frac{45024}{62400} \times 100$$
$$= 72.15\%$$



This is a good example of how a candidate has shown their working out in order to provide the right answer.



Centres are reminded to encourage candidates to read the question carefully to fully understand what is required and therefore being able to access all of the available marks.

Question 4 (b)

A question that required candidates to draw upon their knowledge of measuring success in business. Where candidates have answered this well they have been able to analyse various factors that Aude Rose might consider when measuring the success of its business. Those who were successful added context to their response where able to take information out of the case study given and information in the paper including calculations they have made. Candidates were disadvantaged when they did not apply their answer to Aude Rose as they cannot access the top marks without any application. Common responses included revenue, market share in the flower industry, the satisfaction of Aude Anglaret as well as the satisfaction of her employees, profit and growth.

This response scored 6 marks.

(b) Analyse factors that Aude Rose might consider when measuring the success of its business.

(6)

Aude Rose may use market share to measure the success of its floral shop. If market share has increased since Aude Rose moved to a larger premises in the centre of Paris, then Aude Anglaret can consider it successful. This is because it proves the right choice was made and that Aude Rose is making more sales than competitors, hence, taking a part of their share in the market. Since florist shops are also quite niche, Aude Rose should aim to dominate.

Aude Rose may also use revenue to measure the success of the business floral shop. This is because an increase in revenue will show Aude Rose is selling more flowers and roses at the same price or selling the same amount of bouquets at a higher price. Either way, revenue will quantitatively prove Aude Rose is becoming more or less successful and it does not require Aude Anglaret to hire a specialist to evaluate. Therefore cost of research will be kept low.



Another good example of how we expect candidates to respond to an 'analyse' question. This response shows detailed knowledge and understanding of business concepts with context throughout the response as well as interconnected points with logical chains of reasoning. This candidate has considered the market share and revenue of Aude Rose when measuring its success.

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.

This question asks candidates to evaluate the usefulness of financial documents to help Aude Rose when deciding to open a second shop. It is clear to see that candidates could not always recall the information related to particular financial documents, a common mistake seen was reference to profit when discussing the cash flow forecast.

Candidates at level 1 made some attempt at the question and were able to make basic statements about what financial documents were but often without any understanding of how Aude Rose could use these when deciding to open a second shop.

Those candidates who accessed level 3 considered the impact of using various financial documents in the context of Aude Rose and how this can impact the business. Candidates 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 4 marks.

- (c) Evaluate the usefulness of financial documents to help *Aude Rose* when deciding to open a second shop. You should use the information provided as well as your own knowledge of business.

(12)

Financial documents helps Aude Rose when deciding to open a second shop because it shows the cash inflow and cash outflow of the business. This means that it will show Aude Rose if they are able to open a second shop, if their inflow is more they may be able. As a result, they will be able to view the risks that might be taken.

Another advantage to Aude Rose is that the financial document will show them ~~the~~ what cost to cut in order to generate more profit to be able to open a second shop without having the risk of failure.

However, their financial documents may not have very accurate data. This means that the assets shown may be wrong putting their business in a huge risk of failing.



This shows a typical level 1 response. The candidate has shown some elements of knowledge, drawing on cash flow and how the business may be able to view the risks that might be taken – showing some understanding that cash flow is a future forecast. This candidate is then showing some limited connection between points and starting to make a basic judgement. This candidate provides a response which can take them to the top of level 1 but not enough to move into level 2.



To add to this response we would like to see how else the cash flow forecast could be used in decision making, some application directly to Aude Rose would also be needed. Where the candidate is making reference to profit we would have liked to have seen them referring back to the Statement of comprehensive income and how that can help with decision making. And to conclude, this candidate could have referred back to the question to summarise if they felt that financial documents were useful when deciding to open a second shop or if other factors should be taken into account as well.

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 formulas mean as opposed to just working them out
- 'Justify' questions do not need to consider both options
- 'State' and 'Outline' questions require context in order to gain the full available marks
- 'Explain' questions require no context

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