

Examiners' Report

June 2024

Int GCSE Business 4BS1 02R

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Introduction

Candidates appear to have found this paper accessible and were able to complete the paper in the given time allowed. For the majority of the questions candidates were well prepared and were able to apply their knowledge, application, analysis and evaluate their answer to the question. However, as mentioned in previous series there are still a large number of candidates who are still having difficulty with the 'State' and 'Outline' questions. The answer to these questions must be related to the scenario together with ensuring that they do not use phrases within the question as part of their answer.

Most candidates seemed to have gained a great deal of business understanding from studying the course and this was often found within their responses. Many of the questions were responded with realistic knowledge of the scenario and on this occasion it was Jimmy Choo, the manufacturer of clothes and shoes.

It is important that candidates read the question at least twice before attempting it to ensure that they fully understand what is being asked. If the question is on 'Analysis' then giving detailed knowledge is not going to gain the marks available. It is worth referring back to the specification as to what is required for each type of question, e.g. a 'Justify' question is looking for application of information, analysis and evaluation.

Another point to remember is that questions can be taken from any part of the specification, therefore candidates should ensure that all sections are covered so that they do not disadvantage themselves. From some of the responses seen, it appeared that some candidates had not covered the full specification.

Question 1 (b)

This question was not as well answered as expected with over half of the cohort not gaining the mark available. The question asked to define the term e-newsletter, using the word newsletter in the response does not help the definition. Candidates should be careful not to include the word or phrase from the question in their response.

(b) Define the term **e-newsletter**.

(1)

a news paper that is online



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Examiner Comments

From the response, the candidate has not given a clear definition of e-newsletter.

0 mark

(b) Define the term **e-newsletter**.

(1)

e-newsletter's are a piece of information, news and new products/ promotion of a brand that is shared digitally with the commmers



ResultsPlus
Examiner Comments

The response clearly understands what an e-newsletter is and how it is used.

1 mark

Question 1 (c)

Another definition question which was much better answered with over three quarters of the cohort gaining the mark available, showing exactly what the term minimum wage meant.

(c) Define the term **minimum wage**.

(1)

The lowest money that the business should pay for the employees as the center and government required.



ResultsPlus
Examiner Comments

A good response clearly defining the term minimum wage.

1 mark

(c) Define the term **minimum wage**.

(1)

Amount of

Salary that is paid for new employee.



ResultsPlus
Examiner Comments

Response is not a definition of minimum wage.

0 mark

Question 1 (d)

The first of the 'State' questions with just under half of the cohort gaining the mark available. Mentioning Jimmy Choo in the response is not beneficial as it is in the question. To develop the response candidates need to include additional phrases or words such as shoes or handbags. Thus showing context of gaining loyal customers.

(d) State **one** reason why *Jimmy Choo* would want loyal customers.

(1)
As, Loyal customers will likely shop regularly at jimmy choo buying their perfumes, wedding dresses, trainers and female shoes.



ResultsPlus
Examiner Comments

A 'State' question where the candidate has clearly referred to the scenario of perfumes, wedding dresses.

1 mark

(d) State **one** reason why *Jimmy Choo* would want loyal customers.

(1)
One reason because she wants her customers to focus on her Product.



ResultsPlus
Examiner Comments

The response is not in context and does not give a reason.

0 mark

Question 1 (e)

A calculation question where over two thirds of the cohort gained the full marks available by calculating the predicted value of recycled plastic. The question asked to calculate to **two** decimal places. Some of the responses seen had 'rounded up' the figure and therefore answered with one decimal place. Thus not gaining the two marks available. Check the question carefully before answering.

Many countries are concerned about the environment and the amount of plastic waste created. In 2018 the value of recycled plastic was \$41.73 billion (US dollars). Experts are predicting that this value will increase by 6.6% by 2027.

- (e) Calculate, to two decimal places, the predicted value of recycled plastic for 2027. You are advised to show your working.

(2)

$$41.73 \text{ B} \div 100 = 417300000$$
$$417300000 \times 6.6 = 2754180000$$

\$ 27.54 billion



Calculation is incorrect.

0 mark

Many countries are concerned about the environment and the amount of plastic waste created. In 2018 the value of recycled plastic was \$41.73 billion (US dollars). Experts are predicting that this value will increase by 6.6% by 2027.

- (e) Calculate, to two decimal places, the predicted value of recycled plastic for 2027. You are advised to show your working.

(2)

$$41.73 \times 1.066 = 44.48418$$

\$ 44.48418 billion



ResultsPlus
Examiner Comments

The candidate has not followed what the question asked, calculate to **two** decimal places and the working out is also incorrect.

0 mark

Question 1 (f)

This is the first of the 'Explain' questions. The question asked candidates to 'Explain **one** reason' Many candidates gave more than one reason why a business complies with equal opportunities legislation. Candidates should avoid using a definition of equal opportunities in their response. Over a third of the candidates gained the full marks available and just under a third did not gain a mark.

(f) Explain **one** reason why businesses comply with equal opportunities legislation.

(3)

Business have to comply with equal opportunities legislation. If not, business can be sued for this action by government which might lead to business having to shut down. This will cause business Failure.



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Examiner Comments

The response indicates why a business should comply with equal opportunities but does not develop the response.

1 mark

(f) Explain **one** reason why businesses comply with equal opportunities legislation.

(3)

Businesses may comply with the legislation to prevent the induction of fines from the government. This means that they can prevent an additional cost to their operations while maximising government and public satisfaction due to the public assistance nature of the legislation. Therefore, the business can ~~maintain~~ maintain profits and prevent damage to their brand image.



ResultsPlus
Examiner Comments

Response mentions that the government may fine a business, but then does not develop the response to gain the other marks. The mention about brand image is another reason.

1 mark

Question 1 (g)

An 'Analyse' question which tests two of the Assessment Objectives or AO's, Application (AO2) and Analysis (AO3) and a total of 6 marks. To gain the full marks available candidates need to ensure that they are applying the information and analysing. Half of the cohort were able to gain a Level 2 response mark, with only a very small percentage not gaining a mark at all.

Examiners will look at the response 'holistically', has the candidate applied their knowledge to the question and have they analysed the information. They will then make a decision as to where the response 'best fits' into the Levels.

Candidates must be aware that their response must be in the context of the scenario.

(g) Analyse **two** problems for Jimmy Choo if customer needs are not satisfied.

(6)

One problem is that the customers may start to buy shoes and wedding outfits from a different company. This will lead to Jimmy Choo losing ~~sales~~ the customers including the celebrities who purchase clothes from the multinational business. This leads to a decrease in sales which therefore decreases revenue and profit.

Another problem for Jimmy Choo is that the customers may start to spread negative reviews with one another. If they are not satisfied with the quality of the trainers it leads to them increasing negative word of mouth advertising. This will deter potential customers from purchasing the shoes by Jimmy Choo and ~~therefore~~ ^{lead to a} decrease ⁱⁿ the brand image of the clothing firm, therefore negatively affecting the popularity and high-status of Jimmy Choo.



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Examiner Comments

From the response the candidate has clearly given **two** problems for Jimmy Choo if customers are not satisfied, by going to a competitor or giving negative reviews. The comments on going to a competitor are not as detailed and justified.

Level 2 – 5 marks

(g) Analyse **two** problems for Jimmy Choo if customer needs are not satisfied.

(6)

It the need of customer are not satisfied
the the customer may ~~leave~~ leave Jimmy choo
Need is the ~~basest~~ first ~~the~~ and most needed ~~for~~
things of the customer if the first thing can't
or done how can the customer get ~~what~~ what
the want
other problems is less customer the ~~the~~ customer
may said something about this business can't
satisfy customer. and no customer will come



This response is very limited in its application and analysis of both problems.

Level 2 – 3 marks



Recognise what 'Assessment objectives' each command word is designed to test. This particular question is testing AO2 (Application) and AO3 (Analysis) unless there is evidence of both these within the response the score would be limited.

Question 2 (a)

Another 'State' question where candidates were asked to state one non-financial objective Jimmy Choo might have. As mentioned a 'State' question must have evidence of application or context within the response. Again, as mentioned previously candidates were able to give a non-financial objective but not in the context of Jimmy Choo and therefore did not gain the mark.

It is well worth practising these types of questions to ensure that candidates fully understand what is required.

- 2 *Jimmy Choo ensures that it meets all legal requirements of each country where it has factories or shops.*

(a) State **one** non-financial objective *Jimmy Choo* might have.

(1)

To provide sustainable jobs for people who are passionate about their products, whether it be clothing, perfumes, or others.



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Examiner Comments

Response is in context mentioning clothing and perfume and the non-financial objective of sustainable jobs.

1 mark

- 2 *Jimmy Choo ensures that it meets all legal requirements of each country where it has factories or shops.*

(a) State **one** non-financial objective *Jimmy Choo* might have.

(1)

Jimmy Choo might have social objective



ResultsPlus
Examiner Comments

The response is not in context and therefore not worthy of a mark.

0 mark

Question 2 (b)

Another 'State' question where candidates were asked to state why Jimmy Choo complies with health and safety laws. As mentioned previously there must be application of context to gain the available mark. Again, as mentioned previously candidates were able to give a very valid reason but it was not in context. Nearly three quarters of the cohort did not gain the mark available.

(b) State **one** reason why *Jimmy Choo* complies with health and safety laws.

(1)

AS it allows for employee satisfaction to make sure employees avoid absenteeism and continue making clothing, perfumes, trainers, and wedding outfits



ResultsPlus
Examiner Comments

The response is in context and refers to employee satisfaction.

1 mark

(b) State **one** reason why *Jimmy Choo* complies with health and safety laws.

(1)

One reason why Jimmy Choo complies with health and safety laws is to maintain high productivity and allow themselves to win awards



ResultsPlus
Examiner Comments

Response is not in context. Mentioning Jimmy Choo does not count as it is in the question.

0 mark

Question 2 (c)

An 'Explain' question which does **not** have to be in context of Jimmy Choo. The AO being tested is AO1 (Knowledge). Candidates were asked to give **one** advantage to a country of being a member of a trading bloc. Over two fifths of the cohort gained the full marks for this question, giving only the one advantage and then developing their answer, with a third of the cohort gaining 1 or two marks. Care should be taken to ensure that only one advantage is given. It is advisable to read through the question and answer at least twice to ensure that the question has been answered.

(c) Explain **one** advantage to a country of being a member of a trading bloc.

(3)

A trade bloc is groups of countries coming together to together to abolish all trade barriers. By doing so, a country can trade freely without barriers making it easier for them to generate an increased revenue.



ResultsPlus
Examiner Comments

This particular response gives a description of what a trade bloc is and then develops the response with one point about how countries can trade freely.

1 mark

cannot see them and perhaps cost of paying for the goods is no more done
(c) Explain **one** advantage to a country of being a member of a trading bloc.

(3)

One advantage to a country being a member of a trading bloc is improved relationship with the other countries. This is because there is no tax barrier. This means that the costs of their exports may be reduced. This means that they may be able to generate more profit. This means they have more money for government to improve standard of living for their citizens.



ResultsPlus
Examiner Comments

This response clearly gives an advantage to a country of being a member of a trading bloc and is worthy of full marks.

3 marks

Question 2 (d)

Another 'Explain' question which as mentioned requires knowledge and does not need to be in context. This question asked for one way businesses support employees with disabilities. Most candidates understood how businesses can support employees with over a third gaining the full marks available. However there were a number that did not develop their response to gain the full marks available.

(d) Explain **one** way businesses support employees with disabilities.

(3)

businesses provide ~~boards~~ notice boards with braille so that blind people are able to read ~~certain~~ ~~text~~ where certain locations in a business are which is an efficient method ~~which~~ which reduces the amount of mistakes made by a business.



ResultsPlus
Examiner Comments

This response understood the reasons why businesses would include a notice board with braille on, but then reference to the location is not relevant to the question. The comment about reducing mistakes is.

2 marks

(d) Explain **one** way businesses support employees with disabilities.

(3)

By providing the employees with additional support such as providing a ramp for wheelchair users. This means that ~~the~~ the ~~business~~ business would become more popular with people who disabilities. Thus, there will be a positive reaction from the public.



ResultsPlus
Examiner Comments

This particular response clearly shows a way businesses can support employees. By providing a ramp for wheelchairs and making it popular with people who do have disabilities and also the reaction of the public.

3 marks

Question 2 (e)

Candidates seemed to understand this question and were able to give details of an impact which was then developed. With over half of the cohort gaining the full marks available. Perhaps candidates are aware of what might have happened in their location and the implications.

(e) Explain **one** impact on a business of an increase in interest rates.

Business may ~~have~~ produce lower product. Because ⁽³⁾ increase in interest rates means ~~the~~ ^{some} consumer may use ~~higher~~ more money to buy the products. So needs may decrease and supply may decrease. The business may produce lower product. Because the consumer decrease.



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Examiner Comments

The response is slightly repetitive but does include one impact that consumers might not be buying because of the increase in interest rates and therefore they will not need to produce as much goods. Always ensure that when answering this type of question it is one impact and the impact is developed.

2 marks

(e) Explain **one** impact on a business of an increase in interest rates.

(3)

~~Business will ha~~ The business will has fewer demand before the interest rates increased. Because if the interest rates ~~decreased~~ increased, people will be more willing to save money and store them to the bank, this means that they will have more interests than before. Rather than spend money on consumption, so the demand for the business will be decreased. So business will also stores their money on bank and be unwilling to invest on product goods or services.



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Examiner Comments

A well developed answer clearly showing the impact on the business of an increase in interest rates.

3 marks.

Question 2 (f)

The first question where candidates have to choose between two options. Most candidates understood that they had to 'Justify' why they have chosen one option as opposed to the other. Candidates should avoid giving detailed knowledge about both options as there is no AO1, Knowledge marks.

The 'Justify' questions are marked in the same way as the 'Analyse' questions. Candidates do not have to consider both options in their response. Full marks can be achieved by considering only one.

Most candidates achieved a Level 2 mark for this question.

There are times during the year when *Jimmy Choo* needs additional employees to manufacture its products. It is considering the following two options:

Option 1: casual employees

casual

Option 2: part-time employees.

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

(9)

Jimmy Choo should choose Option 1 which is casual employees. The reason of choosing casual employees is ^{this} ~~it~~ is more suitable for *Jimmy Choo* because it only need some times in the year when production of its shoes, perfume, clothing and wedding outfits. By calling casual employees, *Jimmy Choo* will need to give lower ~~&~~ wages ~~to~~ than other types of workers. So, *Jimmy Choo* can have less expense and it will get higher profit in the year. In addition, *Jimmy Choo* do not need to wait for the employee to apply for the jobs and casual employees ~~and~~ ~~cost~~ can call easily. This could lead *Jimmy Choo* to lower the recruitment cost and less expenses in ^{the} year. However, *Jimmy Choo* need to train its casual employees to get high ~~a~~ standard products. If it is not, ^{people will think that} *Jimmy Choo* cannot maintain it awards such as 'Designer of the Year' and 'Ace brand of the year'. So, it will get bad reputation between other multinational companies and in the fashion industry. Because of the bad reputation, people will not buy its product and it will get lower revenue. ~~It~~ ~~is~~ If the employees are well trained, ~~and~~ the Option 1 would be the best for *Jimmy Choo*.



This response has a clear understanding of the options of casual employees and part-time employees and how they could affect the manufacturing of Jimmy Choo products. Relevant comments about casual employees are made which are then developed showing application of knowledge and understanding with interconnected points and chains of reasoning.

Level 3 – 8 marks



Candidates should be encouraged to give effective conclusions when answering a 'Justify' question. It could allow them to gain the AO4 marks available.

There are times during the year when *Jimmy Choo* needs additional employees to manufacture its products. It is considering the following two options:

Option 1: casual employees

Option 2: part-time employees.

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

(9)

At times where *Jimmy Choo's* might require additional employees, casual employees are suitable. This is because they can be called to work whenever they are required which gives them a more flexible work schedule and gives JC more flexibility with their work force. Furthermore, when there is no requirement of ^{additional employees} ~~the workers~~ they can be layed off very quickly. This will result in lower costs for ~~the~~ *Jimmy* as he will only need to pay the workers for only the amount of time they worked.

However, due to the flexibility, the casual employees can easily become redundant. Furthermore, ~~the~~ *Jimmy Choo's* may not retain as many employees as part time due to them looking for other work ie new jobs. However, part time workers are required to be paid for the work they did even when the additional employees were not required. In my opinion, *Jimmy Choo's*

must use casual employees for additional ~~work~~ aid because they can be called and are ready to work any time.



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Examiner Comments

The response gives a sound application of knowledge and understanding of casual employees, but does not develop the points and provide justification to move it into Level 3.

Level 2 – 5 marks

Question 3 (a)

Another 'Define' question, where candidates were asked to define the term 'person specification'. Approximately half of the cohort gained the mark available. Most candidates seemed to confuse person specification with job description. Again as mentioned previously using the word in the response from the question will not gain a mark.

- 3 One aim of *Jimmy Choo's* is to ensure that all its employees are well motivated and fully trained to carry out the jobs they are employed to do. This is to reduce the number of employees leaving the business.

(a) Define the term **person specification**.

(1)

Requirements that the company is looking for : skills, credentials, etc.



ResultsPlus
Examiner Comments

Response is valid for a definition of person specification.

1 mark

- 3 One aim of *Jimmy Choo's* is to ensure that all its employees are well motivated and fully trained to carry out the jobs they are employed to do. This is to reduce the number of employees leaving the business.

(a) Define the term **person specification**.

(1)

An individual who is proud of what they have achieved.



ResultsPlus
Examiner Comments

The response does not give a definition of person specification.

0 mark

Question 3 (b)

An 'Outline' question which is similar to a 'State' question, where candidates have to put their response in the context of the business, 'Outline' questions are AO2 (Application) questions. To score the two marks available there must be development in the response as well as it being applied to the scenario. In most cases candidates gave a correct response but not in the context of the scenario. Over a third of the cohort gained a mark and nearly a fifth did not gain a mark.

(b) Outline **one** reason why branding is important to Jimmy Choo.

(2)

Branding it can let Jimmy Choo's customers to make a different with them competitors because branding it means give a symbol and a name for a business. And it can let them customers be loyalty for Jimmy Choo.



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Examiner Comments

The response does not give a reason for 'branding' or why it is important.

0 mark

(b) Outline **one** reason why branding is important to Jimmy Choo.

(2)

one reason why branding is important to Jimmy Choo is to make the Business known and a high end clothing/shoe store which allows the Business to have a unique difference than other Business which will attract customers and also allow Jimmy Choo to start trends.



ResultsPlus
Examiner Comments

This response clearly gives a reason why branding is important and it is applied to Jimmy Choo.

2 marks

Question 3 (c)

A calculate question where candidates should be encouraged to show their workings. If candidates do not get the correct answer they might get a mark for the calculation. Candidates should also be encouraged to write their answers on the dotted line at the bottom of the box, so that examiners can clearly see what their answer is. Again, it is also worth reiterating to candidates that they should take care to ensure that their figures are easily recognisable, thus avoiding any confusion.

The question was well answered with nearly half of the cohort gaining the marks available.

A *Jimmy Choo* handbag costs \$1 590 (US dollars) to manufacture. It sells for \$2 450.

- (c) Calculate, to two decimal places, the percentage increase on this *Jimmy Choo* handbag when it is sold. You are advised to show your working.

(2)

$$\begin{array}{r} 1590 \times 100 \\ \hline 860 \end{array} \quad 2450 - 1590 = 860$$
$$184.88 \%$$



ResultsPlus
Examiner Comments

Although the answer given on the dotted lines is incorrect. The working out at the top right hand corner is correct.

1 mark

A *Jimmy Choo* handbag costs \$1 590 (US dollars) to manufacture. It sells for \$2 450.

- (c) Calculate, to two decimal places, the percentage increase on this *Jimmy Choo* handbag when it is sold. You are advised to show your working.

(2)

$$2450 - 1590 = 860$$

$$\frac{860}{1590} \times 100 = 54\%$$

54 %



ResultsPlus
Examiner Comments

Again, the answer on the dotted lines is incorrect as it is not to 2 decimal points as the questions asks, but the working out is correct.

1 mark

Question 3 (d)

Another 'Analyse' question were candidates had to analyse why Jimmy Choo asks all candidates applying for a vacancy to complete an application form. To gain the full marks candidates need to apply the information and then analyse it. Nearly two fifths of the cohort gained a Level 2 mark with a fifth not gaining a mark.

As mentioned examiners will look at the response 'holistically'. Has the candidate applied their knowledge to the scenario and have they analysed the information? They will then make a decision as to where the response 'best fits' into the Levels. Again, there are no knowledge marks for analyse questions.

(d) Analyse why Jimmy Choo asks all candidates applying for a vacancy to complete an application form.

(6)

Jimmy Choo asks candidates to complete an application form to be able to assess their skills ~~in~~ before being interviewed. This means that Jimmy Choo could ensure ~~whether~~ ^{whether} candidates are suitable for manufacturing clothes and have the skills to aid with designing a new collection. By doing so, Jimmy Choo could arrange ^{the most suitable} application forms ~~for the most~~ and put them up for interviews. Therefore, ensuring that employees carry out the job they are ^{employed} ~~supposed to~~ to do. In addition, Jimmy Choo could pick the most ^{attracting} ~~motivating~~ application forms and ensure that the ~~emp~~ potential employees are motivated enough to ~~remain~~ ^{maintain} ~~Jimmy~~ the business's high reputation with celebrities and analysts.



ResultsPlus
Examiner Comments

This response clearly shows sound application of knowledge and understanding, with some justification.

Level 3 – 5 marks

(d) Analyse why Jimmy Choo asks all candidates applying for a vacancy to complete an application form.

(6)

All candidates applying for a vacancy are asked to complete an application form to be able to know the candidates qualifications, previous employment, experience in manufacturing the products that Jimmy Choo sells. This is also done to make sure that the ~~person~~ candidates qualification meets the person specification. Jimmy Choo then checks if the candidate is suitable for the vacancy.



This response is very basic and gives details of what is included in a person specification. There is no development of the information given.

Level 1 – 2 marks

Question 3 (e)

The second option question where candidates have to 'Justify' which one of the two options would be more appropriate for new employees in the manufacturing of Jimmy Choo products. As in question 2 many candidates described both methods of training and then give the advantages and disadvantages. Some candidates did confuse the methods of training. Over half of the cohort gained a Level 2 response with a small percentage gaining a Level 3. It may help candidates to gain the higher level if they actually gave evaluative comments to their chosen option and why it would be more suitable.

Jimmy Choo employs people in many countries to produce its shoes, handbags and perfume. To ensure that its new employees have the best start possible the following two training options are being considered:

Option 1: induction training - know co-worker, workplace - get used to work quickly - time saving
- healthy and safety - easy to organise

Option 2: off-the-job training. - some can't be learn through off - cost ↑
- time consuming

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

(9)

Jimmy choo should choose option 1.

Option 1 involve the use of induction training. By providing it, new employees can know what their workplace, coworker be on their new job. Therefore they can get used to work quickly. Induction training also include some health and safety training which also help preventing accident to occur. It is time saving as it won't last an entire month and ~~really~~ it is easy to organise.

Option 2 is to use off-the-job training. This is ~~more~~ to take courses out of job time. It is time consuming as courses might take months to complete. The cost will be higher as ~~the business~~ Jimmy choo have to pay for ~~ch~~ courses. Most importantly something can't be learn through the course.

Consider all the factors, Option 1 will benefit Jimmy choo more.



Candidates need to develop their responses, and not to repeat the question in their response. Very little application and analysis is given and there are no real evaluative comments made.

level 2 – 4 marks

Jimmy Choo employs people in many countries to produce its shoes, handbags and perfume. To ensure that its new employees have the best start possible the following two training options are being considered:

Option 1: induction training

Option 2: off-the-job training.

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

(9)

Jimmy Choo should choose option 1: induction training, meaning that employees would be trained on the first day of their job. Because Jimmy Choo is such a big business, it is important for the workers to be able to familiarise themselves with the key values of Jimmy Choo and feel comfortable around the work environment. This means that workers will be able to work more efficiently without any concern and make less mistakes. As a result Jimmy Choo would be able to work more efficiently due to new staffs and less returns because of the less pressure and value understanding.

However this could be very time consuming to the old workers, having to train these employees rather than working on their task. This means that the task old employee has have to be waited while training. As a result the task ~~now~~ that could be finished quicker isn't done and can cause frustrations to old employees.

Overall, having workers familiarise themselves with Jimmy Shoo's facility makes them be able to work good. More importantly covering over the task that the old employee has to wait to train them.



ResultsPlus
Examiner Comments

The candidate has given some valid comments with regard to induction training and the benefits of having this type of training. There is some valid analysis but not sufficiently detailed to move it from a Level 2.

Level 2 – 6 marks

Question 4 (a)

The third calculation question, and as previously stated, candidates should be encouraged to show their workings on all calculation questions, they can gain a mark for the calculation if the actual answer is incorrect. Again, it is worth reiterating to candidates that they should take care to ensure that their figures are easily recognisable, to avoid any confusion.

The question was well answered by candidates with over two thirds of the cohort gaining the full marks.

4 Jimmy Choo has many shops around the world.

Figure 2 shows the number of *Jimmy Choo* shops in some locations.

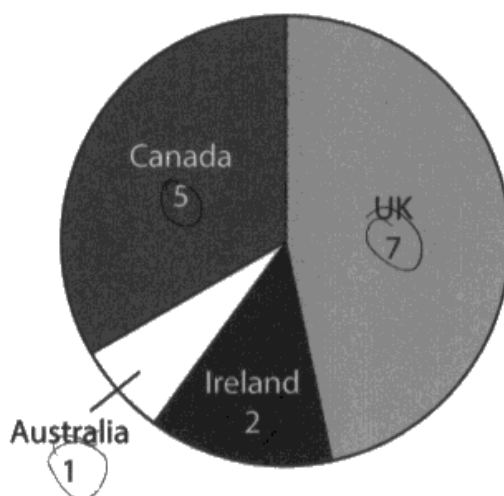


Figure 2

- (a) Calculate, to two decimal places, the percentage of *Jimmy Choo* shops in the UK. You are advised to show your working.

(2)

$$7 + 2 + 1 + 5 = 15$$

$$15 = 100\%$$

$$7 = x$$

$$x = \frac{7 \times 100}{15} = 46.67$$

$$46.67\%$$



The answer is correct, however care should be taken on ensuring that the figures written are easily readable.

2 marks

Question 4 (b)

This question was not well answered by the majority of candidates with nearly a quarter of the cohort not gaining a mark. From the responses seen a number of candidates did not understand what share capital was and how it would fund the growth of Jimmy Choo. It is worth reiterating that all parts of the specification should be covered to enable candidates to complete the paper.

(b) Analyse the benefit to Jimmy Choo of using share capital to fund its growth.

(6)

Since Jimmy Choo is a large multinational business, its shares are more likely to be sought after. Therefore, when they need to raise funding to build a new factory or etc, then it can use its popularity and demand to its favour by selling shares, which would also be sold at a higher price due to the massive size of the business. This would allow Jimmy Choo's to raise a lot of finance quickly, which is beneficial as if they were in debt they would be able to pay it off quickly, without massively affecting the cash flow of the business.



The response has an understanding of what share capital it is and how it can benefit Jimmy Choo. However, the candidate could have developed the comments on how Jimmy Choo could use the funds more along with analysis of the comments made.

Level 2 – 4 marks

(b) Analyse the benefit to Jimmy Choo of using share capital to fund its growth.

(6)

Firstly, there are no interests if Jimmy Choo using share capital. So that Jimmy & Choo doesn't need to worry the debts that it need to pay. And it will be more likely to ~~TV invest~~ invest. Then Jimmy Choo will be more likely to earn more money.

Secondly, it may be easier to have large amount of money for Jimmy Choo to grow. Because there may a lot of people want to buy the shares of Jimmy Choo. So that the businesses may ~~can earn more profits~~ have a lot of cash.



ResultsPlus
Examiner Comments

Some valid points made in this response, but they were not developed to allow the candidate to move into a higher level.

Level 2 – 3 marks

Question 4 (c)

This is the only 'Evaluate' question and carries the most marks. Therefore candidates are encouraged to plan their time so that they can complete this question. From responses seen some candidates do not complete it in detail. The question is marked in exactly the same way as the 'Justify' question, although it is worth pointing out that this question does carry the most marks, therefore allow sufficient time to answer it. All four of the AO's are being covered. Candidates should be encouraged, not to label their paragraphs or use bullet points when answering the question. The question asked what points would Jimmy Choo have to consider when making a decision to locate his next factory. Well over half of the cohort gained a Level 2 mark showing sound knowledge of the points to be considered when locating a factory. However, a number of candidates did not evaluate their responses to gain the higher levels.

Jimmy Choo is supplied by a number of different businesses. There are some factories that Jimmy Choo has a large financial interest in. The majority of the manufacturing businesses are located in Italy with a few in Spain and China.

Jimmy Choo is considering investing in another clothing and shoe factory and will require skilled employees.

- (c) Evaluate the factors Jimmy Choo would have to consider when making decisions on the location of a new factory. You should use the information provided as well as your own knowledge of business.

(12)

The location of a ~~bus~~ factor is ~~very~~ important it can help company save some cash on rent.

First, they should consider about the rent of the factory, they can find a low price place to produce ^{clothing} so they can ~~save~~ save more cash.

Also they should ~~can~~ ^{consider} consider about the distance between the physical store and the factory, if ~~is~~ ~~near~~ they are close ~~to~~ they can save the ^{cash} ~~money~~ of delivery.

Also they should discuss the ~~population~~ population around the factor. If there are lot of ~~to~~ consumer around factory, it also can attract some customer.

Finally, they should consider about the people around the ~~comp~~ factor. Because Jimmy Choo want find skilled employees,

So the employees should be smart, If the distance are far from the factory, the skilled employee might not want to ~~work~~ work in the factory.

In addition they should consider about the laws in the region to avoid ~~penal~~ do some illegal things.

In conclusion It is important to
① Choose a nice place to be factory.
Jimmy Choo can produce more ~~pe~~ clothes and ~~save~~ save more cash and get more customers to increase the profit.



ResultsPlus
Examiner Comments

From the response the candidate has made some very valid comments about locating the factory, including the cost of renting and distance. However these points were not developed to gain the higher level marks.

Level 2 – 6 marks

Jimmy Choo is supplied by a number of different businesses. There are some factories that Jimmy Choo has a large financial interest in. The majority of the manufacturing businesses are located in Italy with a few in Spain and China.

Jimmy Choo is considering investing in another clothing and shoe factory and will require skilled employees.

- (c) Evaluate the factors Jimmy Choo would have to consider when making decisions on the location of a new factory. You should use the information provided as well as your own knowledge of business.

(12)

The ^{factors} location of ~~a new factory~~ ^{location} means the factors to be assessed to aid the growth and the efficiency of the business such as competitors and distance from trade fairs etc.

One factor Jimmy Choo will have to consider is skilled labour in the vicinity this means that Jimmy Choo must check if the location contains possible employees skilled in shoe making or dress making ^{therefore,} with past experience to provide their factory with high quality and efficiency. As a result, the business under the control of Jimmy Choo will increase Jimmy Choo's market share in the clothing industry.

Another factor Jimmy Choo will have to consider is distance to competitors - this means how far is the biggest competitor clothing factory as it might have taken all the skilled shoe makers therefore distance from other factories or closeness for access to materials ^{such as leather} and facilities. As a result, increasing the profit margins for Jimmy Choo.

lastly another factor to consider is trade routes, this means how far is the clothing factory from the nearest airport, train station or port as to transport the clothing and deliver to Jimmy Choo's shops easily therefore spending less money on transportation of the fashion items as a result, increasing the speed and profit to Jimmy Choo.

In Conclusion, it is very important to focus on factors of location for the new factory to Jimmy Choo as it will aid production and sales if decided properly. This will increase Jimmy Choo's profit.



ResultsPlus
Examiner Comments

The response includes valid points and these are developed, such as skilled labour to make the products and that the factory should be located near to where they live. The response does demonstrate accurate knowledge and understanding but there are limited business concepts and issues and no thorough evaluation.

Level 3 – 9 marks

Paper Summary

Candidates are offered the following advice:

- Avoid repeating the question in the first line of their response – it takes up space and also wastes valuable time.
- Ensure that when completing the calculation questions all working out is included in the space provided and that the final answer is written on the dotted line at the bottom of the box. Check the question carefully before finally answering – what is it asking? two decimal points, or currency.
- Check that 'State' and 'Outline' questions include information from the scenario and not just repeating the information in the question.
- Aim to develop answers using linking words, such as 'thus', 'therefore', 'because' this helps to expand the comments made in the response.
- The two 'Justify' questions do not require consideration of both options, but evaluative comments on both options is acceptable.
- All questions are marked to the Assessment Objectives (AO's) it is worth checking the first word of the question to ensure you know what AO's are being asked, e.g. 'Explain' is AO1 Knowledge, 'Analyse' is AO2 and AO3 which is Application and Analysis.

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>

