

Examiners' Report

June 2025

Int GCSE Business 4BS1 02R

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Introduction

Paper 2 allows learners to apply theory to realistic contexts. This paper is based on the business Rabanne, a Spanish brand founded by Francisco Cuervo. The brand carries ready-to-wear, accessories and fragrance, and is part of PUIG, a third-generation family-owned fashion and fragrance business based in Barcelona. This case study proved to be accessible to candidates. Many candidates understood the breadth of the global business, understanding their product range and the competition they face in their markets.

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. Many candidates provided a range of routes to demonstrate context within their responses. However, offering correct answers but failing to demonstrate application to a given scenario does seem to still present difficulty for candidates. This restricted their entry to the higher levels or ability to accurately 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 candidates 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 autonomy to a motivational technique used for employees, although some candidates made generic reference to freedom in the workplace or robots and an automated process hence not accessing the mark.

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

(1)

Allowing employees to make their own decisions.



This response scored 1 mark. As the candidate provided a correct definition of autonomy “to make their own decisions”.



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

Question 1(c)

This question saw most candidates relate qualitative data to opinions, attitudes and emotions to a product or service. Although some candidates described this data and made generic reference to research given in words and not numbers hence not accessing the mark.

(c) Define the term **qualitative data**.

(1)

data -that- represents in behaviour, attitude and emotions, -that- is written in words.



This response scored 1 mark, as the candidate provided a valid definition of qualitative data with reference to "to emotions and attitudes". Please note though that that "written in words" is not considered a definition.



The candidate provided a valid definition of qualitative data with reference to "emotions and attitudes". Please note though that "written in words" is not considered a definition.

Question 1(d)

This question saw most candidates offer valid reasons for Rabanne using test marketing for a new product, although some candidates made generic reference to this and did not apply this to the context of the question hence not accessing the mark.

- (d) State **one** reason why *Rabanne* may use test marketing when introducing a new product.

(1)

Rabanne may release its new handbags in a smaller market to get feedback on how to improve the handbag before releasing it into the real bigger market



This response scored 1 mark. The candidate provided a valid reason why Rabanne may use test marketing "get feedback on how to improve" and applied this to the context of Rabanne--"the handbag".



For 'State' questions candidates are required to show they have clearly applied their response to the business. Simply adding 'the perfume or the aftershave' could also have been enough context to gain access to the mark.

Question 1(e)

This is the first 'calculate' question of the paper. This question requires candidates to calculate the price of a handbag in US dollars. As the answer is in currency, the expectation is that candidates provide an answer to two decimal places.

In Europe a *Rabanne* handbag costs €1 590.00 (euro).

The exchange rate is €0.93 = \$1.00

- (e) Calculate, to two decimal places, the price of the handbag in US dollars. You are advised to show your working.

(2)

$$\frac{1590}{0.93} = 1709.67$$

\$ 1709.67



This response scored 1 mark. This response is a very rare example of what a 1 mark answer looks like. The candidate has given the wrong answer on the answer line of 1709.67. Thus, examiners cannot award 2 marks. Examiners will then go back and look at the workings. In this case we have £1590/0.93 = \$1709.67. The response scored 1 mark in total for the correct calculation, unfortunately the candidate provided the incorrect 2 decimal places for the second mark.

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- (e) Calculate, to two decimal places, the price of the handbag in US dollars. You are advised to show your working.

(2)

$$\begin{aligned} 1590 : x &= 0.93 : 1 \\ 0.93x &= 1590 \\ x &= 1590 \div 0.93 \\ &\approx \cancel{1709.68} \\ &\$1709.68 \end{aligned}$$

\$ 1709.68



This response scored 2 marks This candidate has provided the correct response, on the answer line, to two decimal places therefore both marks are awarded. This is a model approach to answering this type of question. It takes very little additional time in the examination to provide the workings and it also helps the candidate to focus and avoid errors.



If the answer is correct on the answer line, the examiner will automatically give 2 marks. The workings are only ever looked at if the answer on the answer line is incorrect. Thus, very few candidates ever get 1 mark. This only happens when the workings are right, but the answer on the answer line is wrong.

Question 1(f)

The first of the 'explain' questions in the paper. This question was answered reasonably well where candidates took a number of routes to explain one reason why an employer might use a letter to communicate with an employee. 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.

The first of the 'explain' questions in the paper. This question was answered reasonably well where candidates took a number of routes to explain one reason why an employer might use a letter to communicate with an employee. 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.

- (f) Explain **one** reason why an employer might use a letter to communicate with an employee.

(3)

a letter may be used for communication by an employee to discuss state some sensitive / personal information such as a formal letter that states the dismissal to the employee and it may not be appropriate to say it on text or other forms of communication.



This response shows the technique required for this 'command' word applied well. This candidate has correctly identified a reason: "A letter can be sent to state some sensitive/personal information". This candidate has then been able to develop this reason with "it may not be appropriate to say it on text or other forms of communication". There is no further development for the third mark.



This response gained 2 marks. For this command word there is no requirement for candidates to add context.

Question 1(g)

An 'analyse' question which requires candidates to analyse two benefits to Rabanne of being a global business. The Assessment Objectives being assessed for this command word are AO2 and AO3 so candidates are required to analyse in a contextual manner.

Examiners 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 failed to apply their response in the context of Rabanne or showed little understanding of the benefits of a global operation so could not access the question.

An 'analyse' question which requires candidates to analyse two benefits to Rabanne of being a global business. The Assessment Objectives being assessed for this command word are AO2 and AO3 so candidates are required to analyse in a contextual manner.

The 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 failed to apply their response in the context of Rabanne or showed little understanding of the benefits of a global operation so therefore could not access the question.

(g) Analyse **two** benefits to *Rabanne* of being a global business.

(6)

The two benefits to Rabanne are:

Rabanne has access to larger market where it can sell its clothing and jewellery to different country and generate more income. In different countries people may like different kinds of products so Rabanne will get access to more customers and it can be a competitor for the businesses within the countries.

Rabanne can lower costs by employing skilled labour from different parts of world. The taxes will be reduced and if one store of Rabanne fails to generate profit in a country, the other store can cover it up. Rabanne will get access to cheap raw materials from different countries and it can lower costs.



This response gained 2 marks. The candidate has provided some detailed application of knowledge and understanding with context. They have deconstructed the business information with interconnected points complemented with logical chains of reasoning. They have contextualised their response by making reference to the type of products sold 'clothing and jewellery'.



It sounds very obvious, but make sure to read the question carefully before answering. Many candidates skim read questions and then provide answers that do not fully answer the question that has been set.

Question 2(a)

This question saw most candidates offer a valid reason for Rabanne ensuring that all of its employees have job enrichment opportunities, although some candidates made generic reference to this and did not apply this to the context of the question hence not accessing the mark.

T

- 2 Rabanne aims to be the best provider of fragrances for men and women throughout the world. Therefore, it uses a range of methods to make sure it will achieve this aim.

(a) State **one** reason why Rabanne ensures that all its employees have job enrichment opportunities.

(1)

To keep ~~the~~ the employees motivated so they
to ~~not~~ consistently keep making high quality ~~products~~ fragrances
to retain market share and remain competitive.



This response scored 1 mark. Here the candidate has stated one reason ("employees motivated") and with context in place ("making high quality fragrances"). A good response with clear context that directly links back to Rabanne.



Just one piece of context will suffice for the mark here.

Question 2(b)

This question saw most candidates offer a valid way Rabanne could measure its success as a business. Profits, market share, sales and customer reviews demonstrated good understanding of the concept, although some candidates made generic reference to this and did not then apply this to the context of the question, hence not accessing the mark.

(b) State **one** way Rabanne could measure its success as a business.

(1)

Rabanne could use profits to measure success by comparing it to their competitors, this shows Rabanne whether the firm has a ~~bc~~ covered cost and succeeded.



This response scored 0 marks. Here the candidate has stated one measure of success “use profits, compare to their competitors” but with no context they do not receive the mark. Had they stated that their competitors were Gucci, Chanel, Prada then they would have achieved the mark.



A description of success is not awardable here or why measuring success is important, a method is needed as to how to measure success. Candidates need to be reminded to answer the question rather than simply discuss what they know about the key terms.

Question 2(c)

The second of the 'explain' questions in the paper. This question was answered very well where candidates took a number of routes to explain one reason why a business may fail. 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.

(c) Explain **one** reason why some businesses fail.

(3)

Business fail because they ~~fail~~ fail to innovate this can lead to new trends in the market and the business are using there old products that are no longer what people are looking for this will result in the product to decline and profits to decrease.



This response gained 3 marks. This response shows the technique required for this command word applied well. This candidate has correctly identified a reason: "failure to innovate". This candidate has then been able to develop this reason with "old products no longer what people are looking for". With a second linked development for the third mark "product and profits decline".



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.

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 the use of online targeted advertising. Those candidates who understood the concept of online targeted advertising were able to identify one reason why a business would adopt this strategy 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 one reason for its use and therefore were unable to gain full marks. Some candidates had no knowledge of this type of online targeted approach and therefore gained no marks.

(d) Explain **one** reason why a business would use targeted advertising online to promote itself.

(3)

Targeted advertising saves on costs for marketing as it specifically targets people who want or need their products so there is a guarantee that they would buy from the business. And the business is more likely to make sales. They can choose to target a specific demographic based on income or lifestyle to increase their chances. Like Rabbane would target people who have an interest in its products based on past purchases.



This response gained 3 marks. This candidate has given one reason: "specifically targets people who want or need their products, specific demographics", with a linked development of "so there is a guarantee that they will buy from the business" with a second linked development of "likely to make more sales"



Always read the question and remain focused on it to ensure the response given meets

what is being asked for.

Question 2(e)

This question was not answered quite so well. Whilst some candidates had a clear understanding of statements of comprehensive income, others confused them with either a cash flow or statement of financial position. In other cases, candidates would state a benefit linked to profit and loss being known but then find it difficult to explain the benefit to a business.

(e) Explain **one** reason why businesses use statements of comprehensive income when making decisions.

(3)

The statement of comprehensive income shows the profits and losses a business makes over a period of time, profits such as the gross and operating profits. This could help indicate a business where costs are too high or where profit is very good to then make a decision on how to lower costs, increase sales or on how to continue sustaining that profit, areas of great profit could also provide business investment for growth or other reasons.



This response scored 3 marks. Here the candidate has provided one reason "shows the profits", with a linked development of "where costs are too high" and then a second linked development of "makes a decision to lower costs, increase sales"



Candidates should be reminded that from the mark scheme they can only gain 2 further marks for explaining the reason. Do not waste time in the examination with longer responses than necessary.

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 be in the context of Rabanne. More able candidates accessed level 3 by considering their chosen option carefully in the context of Rabanne and how this would help to improve communication for them, linking their points together and concluding their answer with balance and justification.

Rabanne is finding that communicating with its employees around the world is becoming more difficult. Employees are also finding problems in communicating with each other.

Rabanne is considering the following two options to help improve communication within the business:

Option 1: communicate all information through text messaging/email

Option 2: hold weekly meetings. —

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

(9)

Rabanne should hold weekly meetings to improve communication amongst employees around the world either online or in person. This is because holding weekly meetings creates & improves personal relations between manufacturers & costume designers. Holding weekly meetings gives an opportunity for ~~emp~~ managers & manufacturers to directly communicate their opinions & problems they face. This means that manufacturers & designers & employees feel heard & understood. This leads to a sense of belonging amongst designers in Rabanne, ~~for~~ ultimately, increasing motivation to deliver high quality perfumes & handbags whilst minimizing miscommunication.

Rabanne should not communicate all information via email & messaging as not every manufacturer will have the time to check their emails. This means that valuable pieces of information gets lost amongst managers & manufacturers. This ~~leads~~

~~to~~ can lead to falling behind on business objectives whilst making ^{perfume/handbags} & manufacturers feel disconnected with employees around them.

In conclusion, Rabanne should hold weekly meetings as it gives employees this sense of belonging as their opinions are physically heard. Whereas communication via messages can get lost in inboxes which leads to

(Total for Question 2 = 20 marks)

~~the~~ manufacturers missing important business objectives & announcements. However, the success of this depends on how ~~at~~ much employees get to voice their own concerns in businesses.



This response gained 9 marks. This response shows what is expected from candidates in order to gain the higher marks for this type of 'justify' question. This candidate has chosen to look at both options which is acceptable. They have shown an understanding of both options, they have included context throughout their response with logical chains of reasoning and have made a reasonable judgement about their final choice of option.



Context can be a range of statements as shown here: fashion, handbags, costume design, perfumes.

Question 3(a)

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

3 (a) Define the term **just-in-time (JIT)**.

A method of lean production where stock is bought ⁽¹⁾ only when needed to avoid waste materials/resources.



This response gained 1 mark. This candidate provides a good response to the question showing clear knowledge of the term Just in time (JIT).



Practise with candidates defining the terms rather than describing what they are. No marks can be awarded for a description of the term in a define question.

Question 3(b)

An 'outline' question that assesses AO2. To score 1 mark candidates must identify one reason why Rabanne uses different methods to advertise job vacancies. To score the 2 marks the response has to link back to the context of the question with a linked development. Without a contextualised response candidates cannot access the full 2 marks.

(b) Outline **one** reason why *Rabanne* uses different methods to advertise job vacancies.

(2)

To reach a higher ~~ex~~ audience, so they have more people that have the skills to produce items like jewellery and clothes from.



This response scored 2 marks. This candidate identifies one reason "reach a higher audience" and thinks this to "have more people that have the skills" and is in context "produce items like jewellery and clothes"



Without a contextualised response on the outline question, the candidate cannot access the full 2 marks.

Question 3(c)

A 'calculate' question where candidates are required to recall the formula for a percentage decrease in current assets.

Figure 2 shows the current assets for *Rabanne* in 2021 and 2022.

Year	Current Assets
2021	\$8 527
2022	\$5 952

Figure 2

- (c) Calculate, to two decimal places, the percentage decrease in current assets. You are advised to show your working.

(2)

$$\begin{array}{r} 8527 - 5952 = 2575 \\ \frac{2575}{8527} \times 100 \\ = 30.0396... \end{array}$$

30.04
~~30.1~~
~~30~~ %



This response scored 1 mark. 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 1 mark as they have correctly substituted numbers into the formula.



Always check the instructions regarding decimal places as if two accurate decimal places are not provided then the mark will be lost even with a correct response.

Question 3(d)

A question where candidates who accessed the higher levels carefully considered the importance of Rabanne using its resources effectively. Candidates were disadvantaged when they did not apply their answer to Rabanne as they cannot access the top of level 2 without any application. Common responses included improving their environmental and sustainability brand image, reducing waste and therefore reducing costs of production.

Packaging of all its products is important to Rabanne. It wants to ensure that all products delivered to customers are in the best condition and not damaged. However, it works hard to reduce the amount of packaging, thus reducing waste.

(d) Analyse the importance for Rabanne of using its resources effectively.

(6)

Rabanne will be able to ^{manage costs} ~~to have less~~ wastage when resources are used efficiently. This is because, ^{packagers} ~~tailors~~ will be able to efficiently use resources to produce high quality ^{packaging} ~~costumes~~. Therefore, ~~customers~~ will be able there will be less wastage of raw materials, like cardboard, ^{4 bubble wrap} for Packaging costumes & perfumes. ~~Therefore~~ Moreover, the safety of the packaging will prevent defects or damaged perfumes being sold to customers. Furthermore, customers will feel satisfied with the quality of the perfumes & costumes. ~~As a result~~ This leads to improved customer satisfaction, further increasing repeat sales & increases the profits of the costume & perfume business.



This response scored 5 marks. The candidate has identified two reasons "manage costs" and "produce high quality packaging", this is then linked with development to "less wastage of

materials” and “prevent defects”. The response is in context with “costumes and perfumes”



Always check the question thoroughly and remember not to simply repeat the information given. This is to be used and linked to the question rather than just included in a response without development.

Question 3(e)

The second of the 'justify' questions in the paper. For this question candidates were asked to consider two options Rabanne can take to keep up with increasing competitors in their market. Many candidates understood both product trials and increasing advertesity 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.

Over the past few years a number of new aftershave and perfume businesses have opened and may compete with Rabanne. To keep up with its competitors Rabanne is reviewing its marketing strategies. It is considering the following two options:

Option 1: increasing the number of product trials

does not enter, subjective, global market

Option 2: increasing advertising.

losing first mover advantage.
It's already popular, exposure, awareness.
Entry might not ensure.

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

(9)

I recommend Rabanne to choose option 2: increasing advertising.

As option 1, increasing product trials, can lose Rabanne's first mover advantage, as its competitors like Dior might release products quicker than they do. And ~~that~~ since Rabanne's customers are global, it is very hard to gather information ~~ab~~ / comments about the perfumes that can represent the ~~wide~~ entire customer base.

Given Rabanne's popularity, people will still buy them as it has a reputation of luxurious and high quality. Hence increasing advertising is enough.

Increasing advertisements can increase exposure to the general public, as aftershave is suitable for the general male population and perfume is suitable for female population. So increasing advertisements

allows ^{Rabanne} ~~the company~~ to increase their awareness about their new products, potentially attracting customers that are loyal to ~~Rabanne's~~ Rabanne's rivals to purchase their products. This means they can dominate the market by having more exposure than its competitors. Rabanne can choose to enter new market if competition is too high by using extensive advertisements as well. This helps them establish a positive image ~~to~~ to the public, and can associate themselves with luxurious and high quality.

However, people may argue that using advertisements might contribute to cost, as Rabanne is a globally known brand, advertisements can be very costly. ~~And that it does~~ which might impact their profit margins. And that ~~it~~ it is not a guarantee that with advertisements, sales will rise.

Overall, ~~the~~ option 2 is better, as it allows ~~Rabanne~~ Rabanne to convey its unique selling point to the public, hence attracting sales, though making use of their existing popularity. However, it always depends on ~~where~~ whether their competitors like Dior

(Total for Question 3 = 20 marks)

have already been using similar strategies, or rather Rabanne would like to align to "customer satisfaction" by creating products that are more likely to meet customer requirement using product trials.



This response scored 8 marks. Here the candidate has provided a detailed application of knowledge and understanding of business concepts and issues related to Rabanne's business context throughout. Both options have been discussed, which has been their chosen route to answer the question. There are detailed connections with logical chains of reasoning and a judgement is made with a justification based on a sound evaluation.



Both options have been discussed in this justify response, which has been the candidate's chosen route to answer the question. Remember justify questions can be answered in this way or with only one option considered in detail as a route to their final choice.

Question 4(a)

A 'calculate' question that required candidates to recall 5% calculations. Those who could recall the formula were able to successfully access the available 2 marks whereas some candidates struggled to recall the formula. Others added the 5%, £42.50, to the original price to give the incorrect response of £892.50. Centres are reminded that not all formulas are provided to candidates.

- 4 Some of the smaller shops selling *Rabanne* products have introduced a 5% commission for sales assistants.

(a) Calculate, to two decimal places, the commission a sales assistant would earn if they have sold goods valued at £850. You are advised to show your working.

(2)

$$\begin{array}{l} \cancel{0.95 \times} \\ 0.05 \times 850 = £42.5 \end{array}$$

£ 42.50



This response scored 2 marks. Here the candidate has provided the correct calculation and 'to two decimal places', placing the correct response on the answer line of £42.50.



If you forget your calculator, ask your invigilator/teacher/centre if you can borrow one. No one should be sitting this examination without access to the correct equipment.

Question 4(b)

This final 'analyse' question requires candidates to analyse the benefits to Rabanne of using robotics to manufacture its products. As per the specification, candidates could take a number of routes to respond to this question from reduced production costs post investment, increased productivity rates, fewer labour issues/costs and more. Overall, a well answered question.

(b) Analyse the benefits to *Rabanne* of using robotics to manufacture its products.

(6)

Using Robotics will allow Rabanne to reduce costs, Rabanne won't have to constantly spend on employees salaries which drives up their costs. Since they have a large product portfolio and would need large groups of manufacturers per product, leading to Rabanne being able to reduce their cost when using Robotics to shift into capital intensive production. Since there is only an initial cost and not constant cost. ~~Since~~ Furthermore Rabanne will be able to increase output quantity and quality since these automated robotics will make less mistakes ~~and~~ while increasing Rabanne's perfume output as they can work faster than the human speed, leading to lesser errors and increased output.



This response scored 4 marks. The candidate has identified a range of reasons here and offered some linked development to some of them. There is sound application of knowledge and understanding with some context with "perfumes" mentioned.



When providing reasons in a justify question remember only two are needed. With linked development these reasons gain the 6 marks from a response in context. Listing lots of reasons without the development will not achieve the higher levels.

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 public relations, often with very little or no context. Those candidates who accessed level 3 considered the importance of maintaining and improving public relations in the context of Rabanne 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.

Rabanne is constantly working on improving its relationship with the public by introducing refillable glass bottles to reduce the number of bottles being thrown away. Rabanne is working to reduce the impact it has on the environment by having sustainable packaging, as well as donating to charities.

public relations imp
image of company
plastic cheaper
government
policies

- (c) Evaluate the effect for Rabanne of working hard to maintain and improve its public relations. You should use the information provided as well as your own knowledge of business.

(12)

Public maintaining good and healthy relations with the public is an important part for every business. Most multinationals, like Rabanne, have a separate PR department that looks after the image, reputation and ~~holds~~ upholds their ~~relations~~ relationships with their customers as well as ties with other businesses. Rabanne could benefit greatly from working hard to maintain and improve its public relations, especially by introducing refillable glass bottles. The use of refillable bottles instead of plastic ones that could be ~~tho~~ thrown away shows Rabanne's consumers how much it cares for the environment and also its customers. However, switching to sustainable packaging may be a little expensive for Rabanne. Plastic ~~is~~ is a cheap material, especially for a multinational like Rabanne, and ~~switching to~~ ^{using} glass and other sustainable materials ^{would} have also increased their costs. Additionally, donating to charities would motivate buyers to purchase more clothes and jewelry from Rabanne, ~~to~~ especially those who are socially active and care for the well-being of others, ~~the~~

knowing that a percentage of their investment in Rabanne would be donated to the poor and needy.

However, donating to charities would mean that Rabanne would be using a percentage of their profit which would reduce the amount of profits for it.

In conclusion, maintaining the image and reputation through ~~being more~~ switching to being more sustainable ^{is} ~~would have~~ significant for a global company like Rabanne as they wouldn't want to have a bad reputation for polluting the environment or dumping waste like most multinationals do. This would demotivate consumers from purchasing their perfumes and they may buy from other ~~is~~ sustainable and environmentally friendly companies.



This response scored 8 marks. Here the candidate demonstrated mostly accurate knowledge and understanding which they have applied with some success. Context is present throughout and there are logical chains of reasoning with interconnected points. A judgement is provided based on a sound evaluation. The line of best fit places this response with 8 marks.



Do not repeat the question at the start of your answer. It does not score any marks and wastes valuable time. Some candidates have even defined public relations at the start of their responses which could have started straight into their answer. Stripping out unnecessary words probably is the equivalent time saving of a 6 or 9 mark response when

added together across the whole examination paper.

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 the purpose of all financial statements and what they contain
- 'Define' questions require a definition and not a description
- '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
- Ensuring that 3 mark 'Explain one...' questions are not 'over-engineered'. 3 marks can be obtained in as few as three sentences
- Making sure that generic advantages and disadvantages are not used, irrespective of the wording of the question
- Ensure that formulae are learnt—whilst some are provided not all are
- 'Calculate' questions need to be practised with responses to 2 decimal places frequently.

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>

