

## **Delegate Booklet**

Understanding Assessment and Improving  
Delivery in Pearson Edexcel International GCSE  
Business

4BS1-24IF1



Pearson

## About this event:

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**Course Title:** Understanding Assessment and Improving Delivery in International GCSE Business

**Course Code:** 4BS1-24IF1

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### Aims and Objectives of the event:

- Gain a deeper understanding of the Assessment Objectives (AOs)
- Gain a deeper understanding of the assessment structure
- Look at examples of best responses, providing tips across all question types
- Focus on how to mark questions using student examples
- See what further support and resources are available.



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## Agenda:

Time	Item
10.00	Introductions and Agenda
10.20	What does the IGCSE Business qualification look like?
10.40	What are the Assessment Objectives (AOs) in IGCSE Business?
10.50	'Points-based' questions and 'Levels-based' 'Analyse' question with 3 activities
1.00	Lunch
1.45	Levels-based 'Justify' and 'Evaluate' questions with 2 activities
3.15	Support
3.30	Final Questions



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## ‘Define...’ Mark Scheme:

June 2023 Paper 2 (4BS1\_02) Question 1(b)

Question Number	Define the term <b>person specification</b> .	Mark
	<b>Answer</b>	
<b>1 (b)</b>	<b>AO1 - 1 mark</b>  Award 1 mark for a correct definition of <b>person specification</b> .  <ul style="list-style-type: none"><li>Details of the qualifications, experience in the person appointed <b>(1)</b></li></ul>	<b>(1)</b>

## ‘Define...’ Exemplar 1:

June 2023 Paper 2 (4BS1\_02) Question 1(b)

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

(1)

~~specifying a product to a specific~~  
~~person.~~ <sup>match a</sup> developing a product to  
match a specific person.

**AO1 = /1**

**Total Mark:**



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## ‘Define...’ Exemplar 2:

June 2023 Paper 2 (4BS1\_02) Question 1(b)

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

(1)

When the job you are applying for has a list of attributes specific to the ideal employer for the job and what they are looking for.

AO1 = /1

Total Mark:



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## Activity 1: Consider the context

June 2023 Paper 1 (4BS1\_01) Stem:

This is the stem from the June 2023 Paper 1 – underline things that could be useful as part of Application (AO2)?

*Irsi Chocolatier* is a chocolate shop in Brussels, the capital city of Belgium. There are many other chocolate shops nearby. Opened in 1989 by the Corne family the business now has four directors and three employees. Florent Corne is the Managing Director with three other family members as Directors. *Irsi Chocolatier* opens from Tuesday till Saturday. The shop sells a variety of handmade chocolates and jelly fruit sweets. It delivers locally and has a website for information purposes only.



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## Activity 1: Consider the context

June 2023 Paper 1 (4BS1\_01) Extra Context:

I now want you to think, on your tables, about other words that could be used to contextualise a response using this stem. Put these words into the table below.



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## ‘State...’ Mark Scheme:

### June 2023 Paper 2 (4BS1\_01) Question 2(a)

Question Number	State <b>one</b> method <i>Irsi Chocolatier</i> could use to improve its competitive position. <b>Answer</b>	Mark
2 (a)	<p><b>A02 - 1 mark</b></p> <p>Award 1 mark for a valid method <i>Irsi Chocolatier</i> could use to improve its competitive position in the context of the business.</p> <ul style="list-style-type: none"><li>• The chocolate shop may now open on a Monday <b>(1)</b></li></ul> <p><b>NB</b> Do not accept a method that is not in the context of <i>Irsi Chocolatier</i></p> <p><b>Accept any other appropriate response.</b></p>	<b>(1)</b>





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## ‘State...’ Exemplar 1:

June 2023 Paper 1 (4BS1\_01) Question 2(a)

2 (a) State **one** method *Irsi Chocolatier* could use to improve its competitive position.

(1)

*Iris Chocolatier could use ~~penetration~~ pricing to attract more new and loyal customers.*

**AO2 = /1**

Total Mark:

## ‘State...’ Exemplar 2:

June 2023 Paper 1 (4BS1\_01) Question 2(a)

2 (a) State **one** method *Irsi Chocolatier* could use to improve its competitive position.

(1)

*They could develop a more advanced website so that their chocolates and jelly fruit sweets can be sold online to a larger and wider market.*

**AO2 = /1**

Total Mark:



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**‘Calculate...’ Mark Scheme:**  
**June 2023 Paper 2 (4BS1\_02) Question 1(e)**

<b>Question Number</b>	Calculate to 2 decimal places the gross profit margin for 2020.  <b>Answer</b>	<b>Additional guidance</b>	<b>Mark</b>
<b>1 (e)</b>	<b>A02 - 2 marks</b>  $11\,725 / 37\,368 \times 100$ <b>(1)</b>  $= 31.38$ <b>(1)</b>	Award 1 mark for correctly substituting numbers into formula.  Award full marks for correct numerical answer without working.	<b>(2)</b>



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## 'Calculate...' Exemplar 1:

June 2023 Paper 2 (4BS1\_02) Question 1(e)

Figure 2 is an extract from *IKEA's* Statement of Income for 2020.

	Euros (€) millions
Revenue	37 368
Cost of sales and services	25 643
Gross profit	11 725

Figure 2

- (e) Calculate, to two decimal places, the gross profit margin for 2020. You are advised to show your working.

(2)

*Handwritten working:*

$$\frac{11\,725}{37\,368} \times 100 = 31.37\%$$

*Final answer:* 31.38%

AO2 = /2

Total Mark:



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## 'Calculate...' Exemplar 2:

### June 2023 Paper 2 (4BS1\_02) Question 1(e)

Figure 2 is an extract from *IKEA's* Statement of Income for 2020.

	Euros (€) millions
Revenue	37 368
Cost of sales and services	25 643
Gross profit	11 725

Figure 2

- (e) Calculate, to two decimal places, the gross profit margin for 2020. You are advised to show your working.

(2)

$$\frac{11\,725}{37\,368} \times 100$$

31.37 %

AO2 = /2

Total Mark:



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## Activity 2: Contend with connectives

'Good' and 'Bad' connectives

Good Connectives	Bad Connectives



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## ‘Explain one...’ Mark Scheme: June 2023 Paper 2 (4BS1\_01) Question 2(e)

Question Number	Explain <b>one</b> benefit to a business that has a decentralised organisational structure. <b>Answer</b>	Mark
2 (e)	<p><b>A01 - 3 marks</b></p> <p>Award 1 mark for the identification of a benefit to a business that has a decentralised organisational structure, plus 2 further marks for explaining that benefit, for a maximum of 3 marks.</p> <ul style="list-style-type: none"><li>• Employees may be better motivated <b>(1)</b> as they can share their ideas with the fellow employees <b>(1)</b> and can be part of the decision making process <b>(1)</b></li></ul> <p><b>NB</b> Answers that list three benefits with no explanation will get 1 mark only.</p> <p><b>Accept any other appropriate response.</b></p>	<b>(3)</b>



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## ‘Explain one...’ Exemplar 1: June 2023 Paper 2 (4BS1\_01) Question 2(e)

(e) Explain **one** benefit to a business that has a decentralised organisational structure.

(3)

A benefit of decentralized organizational structures is that communication times are cut. This is because instead of information having to be relayed to a central power, it can quickly be sent to a sector manager or ~~regional~~ regional manager making the <sup>business</sup> ~~company~~ more efficient and faster at adapting.

AO1 = /3

Total Mark =



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**‘Explain one...’ Exemplar 2:**  
**June 2023 Paper 2 (4BS1\_01) Question 2(e)**

(e) Explain **one** benefit to a business that has a decentralised organisational structure.

(3)

With a decentralised organisational structure,  
jobs can be done more efficiently  
as it doesn't need to be approved  
by the top managers so less work  
is halted and more work is made  
in faster speed.

**AO1 =     /3**

**Total Mark =**





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## Activity 3: Reduce the response

June 2023 Paper 2 (4BS1\_02) Question 1(f)

This is what a student wrote that took 67 words to do to collect the full 3 marks.

(f) Explain **one** reason why businesses want to use resources effectively in manufacturing.

(3)

Resources should also be used effectively in manufacturing such as in lean production. This may achieve to use as little resources as possible to help decrease the business's costs. Since the materials won't be wasted it will result in the ability to create even more products at a lower expense rate. at higher quality. It will also result that the business being more eco friendly and sustainable.

AO1 = /3

Total Mark =



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## Activity 3: Reduce the response

June 2023 Paper 2 (4BS1\_02) Question 1(f)

Now write your OWN 'reduced' version that still scores 3 marks to this question in the space below.

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## ‘Outline...’ Mark Scheme:

### June 2023 Paper 1 (4BS1\_01) Question 3(b)

Question Number	Outline <b>one</b> way <i>Irsi Chocolatier</i> could keep customer loyalty. <b>Answer</b>	Mark
3 (b)	<p><b>A02 - 2 marks</b></p> <p>Award 1 mark for identifying a way <i>Irsi Chocolatier</i> could keep customer loyalty, plus 1 further mark for linking it to the context of the business.</p> <ul style="list-style-type: none"><li>• <i>Irsi Chocolatier</i> could promote their chocolates <b>(1)</b> by introducing a new range of flavours <b>(1)</b></li></ul> <p><b>NB</b> Do not accept a way that is not in the context of <i>Irsi Chocolatier</i>.</p> <p><b>Accept any other appropriate response.</b></p>	<b>(2)</b>



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## ‘Outline...’ Exemplar 1:

June 2023 Paper 1 (4BS1\_01) Question 3(b)

(b) Outline **one** way *Irsi Chocolatier* could keep customer loyalty.

(2)

Irsi chocolate could have loyalty cards that offer free chocolate after a certain number of products bought so customers come back and buy products to get the free chocolate.

AO2 = /2

Total Mark =



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## ‘Outline...’ Exemplar 2:

June 2023 Paper 1 (4BS1\_01) Question 3(b)

(b) Outline **one** way *Irsi Chocolatier* could keep customer loyalty.

(2)

Irsi could use loyalty cards to persuade customers to repeat purchase items to get money off on a later purchase or a free item after buying building points on the card as people will want the sale price of a product.

AO2 = /2

Total Mark =



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## ‘Analyse...’ Mark Scheme: June 2023 Paper 1 (4BS1\_01) Question 1(g)

Question Number	Analyse the importance of branding for <i>Irsi Chocolatier</i> . <b>Indicative content</b>	Mark
1 (g)	<b>A02 = 3 marks    A03 = 3 marks</b>  <b>A02</b> <ul style="list-style-type: none"><li>As a business that started in 1989 it has been able to develop and maintain a strong image for its chocolates and sweets</li><li>Branding against local competing chocolate shops helps <i>Irsi Chocolatier</i> stand out</li></ul> <b>A03</b> <ul style="list-style-type: none"><li>This is important as the brand helps create recognition of the business allowing <i>Irsi Chocolatier</i> to continue as a long-standing business</li><li>As the brand becomes stronger a higher price for the products can be charged and new products being introduced have a higher success rate due to its current branding</li></ul>	<b>(6)</b>

Level	Mark	Descriptor
	0	No Rewardable material.
Level 1	1-2	<ul style="list-style-type: none"><li>Limited application of knowledge and understanding of business concepts and issues to the business context. (AO2)</li><li>Attempts to deconstruct business information and/or issues, finding limited connections between points. (AO3)</li></ul>
Level 2	3-4	<ul style="list-style-type: none"><li>Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies. (AO2)</li><li>Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies. (AO3)</li></ul>
Level 3	5-6	<ul style="list-style-type: none"><li>Detailed application of knowledge and understanding of business concepts and issues to the business context throughout. (AO2)</li><li>Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning. (AO3)</li></ul>





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## ‘Analyse...’ Exemplar 1:

### June 2023 Paper 1 (4BS1\_01) Question 1(g)

(g) Analyse the importance of branding for *Irsi Chocolatier*.

(6)

Irsi chocolatier should use branding to differentiate the business from other chocolate businesses. Therefore, people will recognise the business if they see a chocolate box or a shop. This leads to more recognition and more potential customers. More potential customers leads to higher sales. Higher sales means they have more share of the market as customers will not go to competitors. This results in an increase in revenue and profit. They can then use this profit to buy better quality cocoa beans and milk.

Level for AO2	
Level for AO3	
Overall Level	
Overall Mark	



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## 'Analyse...' Exemplar 2:

June 2023 Paper 1 (4BS1\_01) Question 1(g)

(g) Analyse the importance of branding for *Irsi Chocolatier*.

(6)

It is important because it will allow Irsi Chocolatier to stand out in the market and become more recognisable. This may allow the business to charge higher prices. This may then allow for larger profit margins.

Another reason is that it makes the market less attractive to potential competitors. Therefore, future competition may be reduced. This may give Irsi Chocolatier the chance to build market share and become more dominant in the chocolate market.

Level for AO2	
Level for AO3	
Overall Level	
Overall Mark	





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## ‘Justify...’ Mark Scheme:

### June 2023 Paper 1 (4BS1\_01) Question 2(f)

Question Number	<i>Irsi Chocolatier</i> is considering using: <b>Option 1:</b> batch production <b>Option 2:</b> job production.  Justify which <b>one</b> of these two options <i>Irsi Chocolatier</i> should choose.  <b>Indicative content</b>	Mark
2 (f)	<b>AO2 = 3 marks    AO3 = 3 marks AO4 = 3 marks</b>  <b><u>AO2</u></b> <ul style="list-style-type: none"><li>• <b>Option 1</b> – batch production would allow different flavours and shapes of chocolate lollipops to be made</li><li>• <b>Option 2</b> – Job production allows <i>Irsi Chocolatier</i> to give customers the option of personalised chocolate lollipops</li></ul> <b><u>AO3</u></b> <ul style="list-style-type: none"><li>• <b>Option 1</b> – This method will allow <i>Irsi Chocolatier</i> to make a certain number of one type of lollipop and then switch to another to give customers a range in lollipops as it does with the chocolates</li><li>• <b>Option 2</b> – This method would give a consistent approach to its customers of personalised products</li></ul> <b><u>AO4</u></b> <ul style="list-style-type: none"><li>• <b>Option 1</b> – However, it could be more costly depending on the demand for different shapes and flavours</li><li>• <b>Option 2</b> – However, lollipops are only small items so customers may not want to wait for them to be personalised and may prefer to buy off the shelf to make the transaction quicker</li></ul>	<b>(9)</b>



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## ‘Justify...’ Mark Scheme:

### June 2023 Paper 1 (4BS1\_01) Question 2(f)

Level	Mark	Descriptor
	0	No Rewardable material.
<b>Level 1</b>	1-3	<ul style="list-style-type: none"><li>• Limited application of knowledge and understanding of business concepts and issues to the business context. (AO2)</li><li>• Attempts to deconstruct business information and/or issues, finding limited connections between points. (AO3)</li><li>• Makes a judgement, providing a simple justification based on limited evaluation of business information and issues relevant to the choice made. (AO4)</li></ul>
<b>Level 2</b>	4-6	<ul style="list-style-type: none"><li>• Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies. (AO2)</li><li>• Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies. (AO3)</li><li>• Makes a judgement, providing a justification based on sound evaluation of business information and issues relevant to the choice made. (AO4)</li></ul>
<b>Level 3</b>	7 - 9	<ul style="list-style-type: none"><li>• Detailed application of knowledge and understanding of business concepts and issues to the business context throughout. (AO2)</li><li>• Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning. (AO3)</li><li>• Makes a judgement, providing a clear justification based on a thorough evaluation of business information and issues relevant to the choice made. (AO4)</li></ul>



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## 'Justify...' Exemplar 1:

### June 2023 Paper 1 (4BS1\_01) Question 2(f)

*Irsi Chocolatier* is planning to produce chocolate lollipops in different shapes and flavours.

Currently, handmade chocolates are made using batch production and cakes for special occasions use job production.

To make the new chocolate lollipops *Irsi Chocolatier* is considering using:

**Option 1:** batch production - batches

**Option 2:** job production. - specific

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

(9)

Batch production is producing a large amount of exactly the same product. If they were to choose this option then their chocolate lollipops would be in a large supply as they want to make different shapes and flavours so for each shape and flavour, there will be a lot of stock for them.

Job production is when a product is made individually and usually can be customised by the customer. If they were to choose this then they will be able to customise their chocolate lollipops to whatever shape and flavour the customer wants. This method takes a longer time to produce the products and they might have to pay the staff more money for this.

In my opinion, I think that they should choose option 2 but it depends on what the demand for the chocolate lollipops are. If they use batch production then they might not sell all of the lollipops



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## ‘Justify...’ Exemplar 1:

June 2023 Paper 1 (4BS1\_01) Question 2(f)

made which would ~~be~~ mean that they might  
have to ~~be~~ throw them away and lose money.  
~~The~~ Job production will increase customer  
satisfaction as the ~~the~~ lollipop can be customised  
for them.

Level for AO2	
Level for AO3	
Level for AO4	
Overall Level	
Overall Mark	



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## 'Justify...' Exemplar 2: June 2023 Paper 1 (4BS1\_01) Question 2(f)

*Irsi Chocolatier* is planning to produce chocolate lollipops in different shapes and flavours.

Currently, handmade chocolates are made using batch production and cakes for special occasions use job production.

To make the new chocolate lollipops *Irsi Chocolatier* is considering using:

**Option 1:** batch production

**Option 2:** job production.

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

(9)

I believe that *Irsi Chocolatier* should choose batch production.  
~~This chocolate industry business~~  
The reason for this is because it is a lot less time consuming, unlike job production where everything has to be done one at a time with care, batch production will allow more chocolate lollipops to be produced in less time. This means that more sales can be made. However these chocolate lollipops will have to be put at a cheaper price if produced in batch but the <sup>profit</sup> ~~price~~ will eventually be worthwhile as more products are in the market.  
But <sup>even though</sup> ~~job production~~ is a slower process <sup>*Irsi Chocolatier*</sup> ~~it~~ could <sup>decide to</sup> ~~take~~ special orders and make custom chocolate lollipops for customers which is an interesting and unique ~~the~~ idea that could gain popularity and recognition to the brand.  
However job productions usually ~~it~~ require special skills for something like chocolate wedding cakes, lollipops are better off standardised in batch as it will ensure the same quality in every product. This could guarantee customer trust which will create better relationships ~~and~~ <sup>they</sup> therefore continuous sales due to loyalty.



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## **‘Justify...’ Exemplar 2:** **June 2023 Paper 1 (4BS1\_01) Question 2(f)**

In conclusion I think this chocolatier should pick batch production as introducing a new product like such should be a faster and more standardised process.

Level for AO2	
Level for AO3	
Level for AO4	
Overall Level	
Overall Mark	





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## Activity 4: Which response is the best?

June 2023 Paper 1 (4BS1\_01) Question 2(f) Exemplar 1

*Irsi Chocolatier* is planning to produce chocolate lollipops in different shapes and flavours.

Currently, handmade chocolates are made using batch production and cakes for special occasions use job production.

To make the new chocolate lollipops *Irsi Chocolatier* is considering using:

**Option 1:** batch production

**Option 2:** job production.

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

(9)

Batch production would allow *Irsi Chocolatier* to create the <sup>chocolate</sup> lollipops in different flavours and shapes as everything is made in batches. This would also allow them to ~~keep a closer~~ maintain a <sup>good</sup> higher quality as everything is made one step at a time. ~~However~~ Batch production may ~~not~~ also be ~~very~~ <sup>more</sup> time efficient.

Using job production would ensure that each lollipop is made to a high quality standard and will meet customers wants and needs. However using job production may be very ~~time~~ inefficient as each <sup>chocolate</sup> lollipop has to be made one at a time.

For that reason *Irsi Chocolatier* should choose to do batch production as it is more time efficient and will still ~~main~~ maintain the quality expected by



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## Activity 4: Which response is the best?

June 2023 Paper 1 (4BS1\_01) Question 2(f) Exemplar 1

customers. However if they decide to make special edition chocolate lollipops they could produce them using job production to increase quality - and to keep them different to the other lollipops chocolate lollipops sold in their store.

Level for AO2	
Level for AO3	
Level for AO4	
Overall Level	
Overall Mark	





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## Activity 4: Which question is best?

### June 2023 Paper 1 (4BS1\_01) Question 2(f) Exemplar 2

*Irsi Chocolatier* is planning to produce chocolate lollipops in different shapes and flavours.

Currently, handmade chocolates are made using batch production and cakes for special occasions use job production.

To make the new chocolate lollipops *Irsi Chocolatier* is considering using:

**Option 1:** batch production

**Option 2:** job production.

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

(9)

Batch production. Since the chocolate lollipops are not sold as a custom order for a special occasion, they should be sold as just another product like normal chocolates. Since people may not want to buy a large amount at the same time and would only like to purchase one or ~~two~~ two. Since the lollipops are not as big as a cake, job production would be a waste of time since orders will be few because of how small each lollipop is and therefore not enough space is available for custom designs unlike cakes, which have to be custom made per customer specification, hence why job production is used. However using job production for lollipops is a waste of energy and resources since customers will not always



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## Activity 4: Which question is best?

June 2023 Paper 1 (4BS1\_01) Question 2(f) Exemplar 2

Choose to order many of them.  
The only downside to batch production for chocolate lollipops is the cost of material storage and any excess material cannot always be used for the next batch if the next batch has design changes. This will waste money on excess material and also storage costs overall.

Level for AO2	
Level for AO3	
Level for AO4	
Overall Level	
Overall Mark	



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## **‘Evaluate...’ Stem**

### **June 2023 Paper 2 (4BS1\_02)**

*IKEA* is a well-known home furniture retailer with stores throughout the world. It was started in 1943 by Ingvar Kamprad when he was given some money by his father for doing well at school. He wanted to produce furniture at a price that people could afford to buy.

He realised that transporting furniture to customers was difficult as goods were often damaged. He developed flat packs to avoid damage. A flat pack contained all the materials needed to self-assemble a table, a chair or a bed.



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## ‘Evaluate...’ Mark Scheme

June 2023 Paper 2 (4BS1\_02) Question 4(c)

Question Number	Evaluate the importance to <i>IKEA</i> of using demographic segmentation when targeting its customers. You should use the information provided as well as your own knowledge of business.	Mark
	<b>Indicative content</b>	
4 (c)	<p><b>AO1 = 3 marks   AO2 = 3 marks</b> <b>AO3 = 3 marks   AO4 = 3 marks</b></p> <p><b><u>AO1</u></b></p> <ul style="list-style-type: none"><li>• Using demographic segmentation <i>IKEA</i> can target certain groups of people such as families with young children</li><li>• <i>IKEA</i> will take into consideration the income of its customers, as this varies from country to country</li></ul> <p><b><u>AO2</u></b></p> <ul style="list-style-type: none"><li>• Younger families are going to need table and chairs that are reasonably priced and suitable for young children</li><li>• Some customers with a larger income may want expensive looking tables and ornaments to display their wealth</li></ul> <p><b><u>AO3</u></b></p> <ul style="list-style-type: none"><li>• Whereas the older generation may need reliable and comfortable chairs to sit on</li><li>• <i>IKEA</i> will need to take this into account when deciding what items of furniture to sell in each country</li></ul> <p><b><u>AO4</u></b></p> <ul style="list-style-type: none"><li>• However, not all families fit into a category and therefore <i>IKEA</i> needs to provide for all different demographics no matter where they are located</li><li>• However, there is no guarantee that <i>IKEA</i>’s customers will buy what is expected of them</li></ul>	<b>(12)</b>



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## ‘Evaluate...’ Mark Scheme

### June 2023 Paper 2 (4BS1\_02) Question 4(c)

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–4	<ul style="list-style-type: none"><li>• Demonstrates elements of knowledge and understanding of business concepts and issues, with limited business terminology used (AO1b).</li><li>• Limited application of knowledge and understanding of business concepts and issues to the business context (AO2).</li><li>• Attempts to deconstruct business information and/or issues, finding limited connections between points (AO3a).</li><li>• Draws a conclusion, supported by generic assertions from limited evaluation of business information and issues (AO3b).</li></ul>
Level 2	5–8	<ul style="list-style-type: none"><li>• Demonstrates mostly accurate knowledge and understanding of business concepts and issues, including appropriate use of business terminology in places (AO1b).</li><li>• Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies (AO2).</li><li>• Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3a).</li><li>• Draws a conclusion based on sound evaluation of business information and issues (AO3b).</li></ul>
Level 3	9–12	<ul style="list-style-type: none"><li>• Demonstrates accurate knowledge and understanding of business concepts and issues throughout, including appropriate use of business terminology (AO1b).</li><li>• Detailed application of knowledge and understanding of business concepts and issues to the business context throughout (AO2).</li><li>• Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning (AO3a).</li><li>• Draws a valid and well-reasoned conclusion based on a thorough evaluation of business information and issues (AO3b).</li></ul>





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## ‘Evaluate...’ Exemplar 1:

June 2023 Paper 2 (4BS1\_02) Question 4(c)

IKEA prides itself on knowing the tastes and demands of its customers. This means it can provide the best experience possible when customers are shopping. It offers inspirational home furnishing tutorials and workshops to help customers create the perfect home.

- (c) Evaluate the importance to IKEA of using demographic segmentation when targeting its customers. You should use the information provided as well as your own knowledge of business.

religion / age / type of house / gender / lifestyle

(12)

Demographic segmentation is very important to IKEA as it can offer different decorative furnitures depending on the type of household the customers have. This allows IKEA to shortlist different options as if the customers have a young daughter, they can offer pink designs and childly-themed. However, this might offend the customers if they think that IKEA is being sexist on the colour of the furniture. This could lead into unsatisfied customers that can leave a bad review and create a bad reputation on IKEA.

Demographic segmentation could help IKEA as they can offer different decorative furnitures depending on the lifestyle of the customers. For example, if the customer has health problems in the back, IKEA could offer chairs



# Pearson

## ‘Evaluate...’ Exemplar 1:

June 2023 Paper 2 (4BS1\_02) Question 4(c)

or beds that suit this health issue. However people with this issue usually buy chairs from a place specialized in this. This could mean that these chairs are a failed product; leading to the waste of money and time on this.

IKEA could also use this to offer different types of furniture depending in if you are old or young. This is because the gap in the age makes tastes to be drastically different and IKEA workers can recommend different ones to each aged-customer. This could offend people's feelings and they may leave a bad review; creating a bad reputation on IKEA.

(Total for Question 4 = 20 marks)

Level for AO1	
Level for AO2	
Level for AO3	
Level for AO4	
Overall Level	
Overall Mark	



# Pearson

## Activity 5: Find the level:

### June 2023 Paper 2 (4BS1\_02) Question 4(c) Exemplar 1

*IKEA* prides itself on knowing the tastes and demands of its customers. This means it can provide the best experience possible when customers are shopping. It offers inspirational home furnishing tutorials and workshops to help customers create the perfect home.

- (c) Evaluate the importance to *IKEA* of using demographic segmentation when targeting its customers. You should use the information provided as well as your own knowledge of business.

(12)

So the business can get more sales and get customer loyalty and to be famous so more ~~the~~ people will buy the product and to know what product that the customers will buy and what they will not to improve ~~sell~~ sale and reduce loss for the company. ~~making~~ making more and more product that the customers like will make them want to buy more new product from the ~~same~~ company so the company can have more growth profits.

Level for AO1	
Level for AO2	
Level for AO3	
Level for AO4	
Overall Level	
Overall Mark	





# Pearson

## Activity 5: Find the level

### June 2023 Paper 2 (4BS1\_02) Question 4(c) Exemplar 2

IKEA prides itself on knowing the tastes and demands of its customers. This means it can provide the best experience possible when customers are shopping. It offers inspirational home furnishing tutorials and workshops to help customers create the perfect home.

- (c) Evaluate the importance to IKEA of using demographic segmentation when targeting its customers. You should use the information provided as well as your own knowledge of business.

(12)

~~that~~

The importance to IKEA of using demographic segmentation is really high when targeting customers as it helps them raise brand awareness worldwide, targeting as many customers as possible, leading to increased sales and revenue, resulting in greater retained profits available to reinvest into the development of new furniture, therefore speeding up <sup>the</sup> growth of the business.

However on the other hand, demographic segmentation may be hard to properly set up due to high time consumption, leading to less available time to focus on innovation and new technologies for furniture and flat packs, resulting in no new interests for new customers to invest, therefore leaving ~~behind~~ behind a negative cash flow due to increased costs.

Overall, demographic segmentation is important to IKEA as it allows for growth worldwide into foreign markets which makes up to their many unique selling points, however its combined cash and time consumption does not make up to their temporary negative cash flow and lack of innovation.



Pearson

## Activity 5: Find the level

June 2023 Paper 2 (4BS1\_02) Question 4(c) Exemplar 2

Level for AO1	
Level for AO2	
Level for AO3	
Level for AO4	
Overall Level	
Overall Mark	



# Pearson

## Personal Learning:

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### Things to do:

- Make sure that you recognise that the levels of response questions **will be marked according to a line of best fit across all two/three/four of the Assessment Objectives or 'AOs' contained within the level descriptor depending on the question.**
- Make sure you know what each command word requires students to do and which Assessment Objectives (AOs) it targets.
- Use the Examiners' Reports the annotated worked exemplars contained within it to help your students prepare (usually June exam series only).
- Use the 'Getting Started' guide (available on the Pearson website) to understand the breadth and scope of the specification.

### Things to avoid:

- Writing generic answers that take no account of the stem at the start of the paper is a major source of lost marks on some very straightforward questions E.g. 'State' and 'Outline' and 'Analyse'.
  - Over writing on low-tariff questions, so candidates then run out of time on the higher-tariff questions in Question 4.
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### Your ideas: