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Examiners' Report
Principal Examiner Feedback

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Pearson Edexcel International GCSE
In Commerce 4CM1 01

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**PE REPORT ON GCSE INTERNATIONAL COMMERCE 4CM1 01 -
November 2023**

GENERAL COMMENTS

Candidates appear to be able to complete the paper in the allotted time. For the majority of the questions candidates were well prepared and able to apply their knowledge, analyse and evaluate to answer the questions. However, a number of candidates still struggled with the 'State' questions. Candidates must ensure that their response is related back to the stem of the question. Many of the comments made in previous series still apply to this particular series, it is worth reiterating this to candidates, so that they can fully prepare themselves for the examination.

Many candidates had gained a great deal of commercial understanding from studying the course and this was apparent in the answers given. However, there are a number of candidates who are answering the questions detailing their knowledge of the topic without giving any application, analysis or evaluative comments. This does restrict the candidates' access to the full range of marks. The various scenarios throughout the paper of real-life commercial operations, perhaps interested the candidates which meant that they were able to relate their comments more easily to the questions.

The mark scheme includes all four of the Assessment Objectives. Just to reiterate, that all the Assessment Objectives (AO's) are covered throughout the paper and the percentage breakdown of each AO can be seen on page 31 in the Specification. Also, on page 44 of the Specification, are examples of the command words used. For example, in question 2 (g) and 3 (f) the command word is 'Justify' and candidates are asked to write an extended answer, using information provided in order to recommend one of the two options to a commercial operation.

It is important that candidates take into account the marks allocated for each question, giving them guidance on the amount of detail they need to answer the question.

Candidates must be aware that the examination paper is marked using the online 'ePen' system, therefore candidates must indicate if they have continued their answer somewhere else on the paper or have added additional sheets. Although many candidates did follow this information there were still a number who did not. The examiner may not realise that a candidate has continued writing somewhere else on the paper unless it is made clear. For those candidates that used additional paper, their response to the questions must be clearly identified on the paper. Sufficient lines are given for candidates to answer questions. It is also important that candidates clearly label the additional pages to show which question they are continuing with. Examiners are unable to guess if a candidate has continued the

answer somewhere else. Candidates must clearly indicate by using 'continued', 'contd page ...' or 'see separate sheet', with each response clearly identified eg. 2(f), 3(g) as examples.

There are also some candidates who do not follow the instructions of the examination paper, for the multiple choice questions candidates are given the instruction to mark an 'X' in the box. There are some candidates who are using 'ticks' which may not be picked up as these questions are marked by computer.

Questions can be taken from any part of the specification, therefore centres should ensure that all sections are covered so that they do not disadvantage any candidate. From the work seen it appeared that some candidates had not covered the full specification.

COMMENTS ON INDIVIDUAL QUESTIONS

SECTION A

Question 1

In part 1 a - nearly four fifths of the candidates gained the mark for identifying mining as primary sector. Candidates should be reminded that if they do make a mistake when answering a multiple choice question, they should put a line through the wrong answer and an 'x' through the correct response. A candidate that marks two answers will not gain a mark.

In part 1 b - only half of the cohort gained the mark on this question on which document is completed before any insurance is provided.

In part 1 c - a define question, candidates had to define the term trading bloc. Again, nearly half of the cohort gained the mark available. Candidates should be encouraged to avoid using the term straight from the question when answering, as it does not clearly show understanding of the term.

In part 1 d - again another define question and this question asked for the definition of division of labour. Nearly half of the cohort gained the mark available, showing an understanding that division of labour means the breaking down of a task into smaller parts.

In part 1 e (i) - a calculation question, where candidates had to work out the price a customer would pay per month for the bike. Over two thirds of the cohort gained the full marks available. It is worth reiterating to candidates to show their workings within the box, as they may have the correct formula, which would gain them a mark but then make a calculation error. Candidates should be reminded that there is a line at the bottom of the box for their response. This makes it clearer and easier for the examiner when marking. From the responses seen some candidates had their answer within their workings, which was not always easily identified. It is also worthy of note that if the question asks for a calculation to two decimal places, then marks will not be given for a response that only gives one decimal place. Also, candidates should take care with their writing of certain numbers e.g. the writing of the figure 4 sometimes looks like a 7.

In part 1 e (ii) - this is the first of the 'State' questions where candidates must relate their response to the scenario. Less than 5% of the candidates gained the mark available. Although from the responses seen candidates understood why *Game* offers self-service but did not put it in context and therefore did not gain the mark. Just by putting *Game* in the response does not guarantee the mark. For

examples of how candidates could answer a 'State' question please refer to the mark scheme.

In part 1 e (iii) - the second state question of three. Candidates had to give one advantage of *Game* using Electric Point of Sale. Less than four per cent of the cohort gained the mark available, as mentioned earlier a 'State' question must relate back to scenario. Again, from the responses seen candidates identified the advantage of using EPOS, which is correct, but then did not develop their response by referring to the scenario.

In part 1 f - a question where candidates could have developed their answers more to gain the full 3 marks available. The question asked for one benefit to a business of using the bricks and clicks retail model. However, from the responses seen many candidates did not understand fully what a 'bricks and clicks' was or gave the benefit to the customer. Less than half of the cohort did not gain a mark on this question.

In part 1 g - candidates were asked to give one reason for clauses to be included in an insurance policy. Again, a question which some candidates found difficult with nearly two thirds of the cohort not gaining a mark. Candidates should take care that they do not give two reasons if the question only asks for one.

In part 1 h - this is the first question in the paper which is marked by levels. Candidates were asked to analyse the benefits for *Truworths* of having public liability insurance. To gain the marks available candidates needed to apply the information and then analyse it, as there are only application and analysis marks available for this question. Unfortunately, many candidates responded with comments that were not related to *Truworths* of having public liability. Some candidates repeated the information from the stem which is also not worthy of a mark. Over a third of the cohort did not gain any marks on this question.

Question 2

In part 2 a - a multiple choice question where candidates had to work out which figure the insurance company would pay out for damage to the shop. Most candidates were able to work out the correct figure with over half gaining the mark available.

In part 2 b - a multiple choice question where candidates had to identify which one is a tax placed on imported goods, again a large percentage of the cohort gained the mark available.

In part 2 c (i) - candidates had to look at figure 2 and then identify which mobile phone company had the lowest monthly premium. The majority of candidates were able to choose the correct company.

In part 2 c (ii) - candidates had to refer to figure 2 and then identify the highest annual premium for insuring a mobile phone, just over half of the cohort gained the mark available.

In part 2 d - a define question where candidates were asked to define cooperatives. Well over four fifths of the candidates failed to gain the mark for this question. From some of the responses seen candidates made comments about sharing profits. Care should be taken with this type of question to ensure that candidates give a full definition of the term.

In part 2 e - this question was 'explain' hence candidates did not need to put their response in context. Nearly three quarters of the cohort did not gain a mark, and less than 5% gained one mark. It is worth reiterating that candidates should be encouraged to read the question at least twice before answering. Quite often the topic of insurance is not always as well answered as other topics.

In part 2 f - candidates were asked to explain one way a customer could make a complaint. As it was another 'explain' question candidates did not have to put it in context. From the responses seen some candidates understood how they could make a complaint however they then did not develop their comments. Candidates understood that one would take the product item back to the shop, but then did not develop their response to gain the other marks available. A fifth of the cohort did not gain a mark but a third gained one mark.

In part 2 g - again this is a question that is marked by levels with only Application, Analysis and Evaluative of the Assessment Objectives being tested. Candidates had to choose between the two options of either increasing the provision for older drivers or introducing marine insurance as a new product. Most candidates understood that they had to justify why they had chosen which option. However, a large number of candidates gave very detailed descriptions of the two options, which was knowledge and therefore they did not gain any marks, this accounted for less a quarter of cohort gained no marks. From the responses seen a number of candidates made a decision on which option would be better for SLI and justified the reasons with application and analysis but failed to give evaluative comments. Perhaps if candidates could summarise why they have chosen one option and not the other might help in their response.

SECTION B

Question 3

In part 3 a - over half of the candidates gained the mark available for this question, showing that they understood that shareholders are the owners of a public limited company.

In part 3 b - again four fifths of the candidates gained the mark available for this question, showing that they clearly worked out the cost for *Amazon Prime* membership.

In part 3 c - the third state question where candidates had to give a reason why *Amazon* prefers to supply its customers in India with goods from Indian distribution. Again, as mentioned earlier, from the responses seen, the majority of candidates gave a valid answer but did not relate it back to *Amazon*, and therefore did not gain the mark available. A very small percentage gained a mark for this question. Even if the candidate mentions *Amazon* but did not put the response in context, they would not gain the mark. An example where a candidate's response would not gain the mark. '*Amazon* would not have to pay transport costs from overseas. The response is probably correct but not in context, for the candidate to gain the mark they could have added, 'the footwear ordered would arrive more quickly as is not being transported from overseas'.

In part 3 d - candidates were asked to outline one reason why *Amazon* prefers customers to return faulty goods immediately. This question was well answered with four fifths of the cohort gaining the marks available, clearly showing that they understood why goods are returned as soon as possible.

In part 3 e - candidates were asked to analyse the benefits to *Amazon* of its customers using mobile retailing. For this question candidates had to Apply and Analyse their response. Nearly a fifth of the cohort failed to gain a mark on this question. From responses seen a number of candidates gave a very detailed description of what mobile retailing is and the benefits to the customers of mobile retailing. However, the question was related to the benefits of *Amazon*. Candidates should read through the question at least twice before attempting it to ensure that they fully understand what they have to answer.

In part 3 f - again another option question where candidates had to justify which one of the two options would be more suitable for *Amazon*, either locating an additional warehouse near to good transport links or locating at a large site with space to expand. As in question 2 many candidates described both options giving the advantages and disadvantages. Again, as mentioned previously there are no

knowledge marks available for this type of question. From the responses seen a number of candidates understood the difference between the two options and nearly ninety percent of the cohort were able to gain marks. Candidates should be encouraged to apply, analyse and evaluate the options to enable them to gain the higher marks. There is no right or wrong answer on this type of question, the candidates can justify either one of the options they do not need to do both. Candidates should then be encouraged to draw a conclusion or conclusions from the information they have given which helps them to evaluate their response.

SECTION C

Question 4

In part 4 a - again any calculation question candidates should be encouraged to show their workings as advised in the question, as they could gain a mark for the formula, even if the actual answer is wrong. As mentioned earlier candidates should ensure that their figures are easily readable and that they put their answer in the space provided. Less than a fifth of the cohort did not gain the marks available for this question. However, nearly two thirds gained one mark. From the response seen this is because the question asked for two decimal places and candidates only put one. It is important that candidates follow the instructions given and the question asked for two decimal places as it was a currency question.

In part 4 b - two fifths of the cohort did not gain a mark on this question; any type of insurance question does cause concern for the majority of candidates. The question asked for candidates to analyse why *The Pet Safari* would complete the insurance form in utmost good faith. As previously mentioned, this is an application and analysis question. Candidates could comment on any reason as to why *The Pet Safari* should give the truth when completing insurance forms, such as ensuring that everything in the store is covered, if a claim is made then there would be no questions asked, are some examples and candidates could develop their response by justifying why.

In part 4 c - It is worth pointing out to candidates that this question does carry the most marks and they should allow sufficient time to answer it with all four of the Assessment Objectives being covered. A number of candidates only completed a few lines and therefore did not gain many of the marks available. Some candidates are using bullet points or numbered format, this will not allow them to gain the higher level marks because they may not have analysed or evaluated the points made.

Candidates were asked to evaluate why small retailers are surviving when there is competition from large pet stores. A variety of valid comments were made by candidates, such as small retailers offer a personal service, often they have a relationship with customers and the retailer stocks what the customers purchase.

are some examples. Some candidates made valid points but then failed to develop these points and justify their decisions to enable them to gain the higher level marks. Again, a conclusion would help candidates to develop their evaluative comments. Just over a tenth of candidates failed to gain any marks on this question.