

Mark Scheme

Understand Customers and Customer Retention (J/506/2910)

Practice Paper (CS-3-27)

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General Marking Guidance

- The total marks for this paper is 25 marks.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Knowledge Area	Total Mark
1	A	2.4	(1)
2	A	3.3	(1)
3	B	1.5	(1)
4	D	3.2	(1)
5	A	1.3	(1)
6	A	2.3	(1)
7	C	1.3	(1)
8	C	1.1	(1)
9	A	1.5	(1)
10	A	1.2	(1)
11	B	3.1	(1)
12	D	1.4	(1)
13	D	1.2	(1)
14	C	2.2	(1)
15	B, E	2.3	(2) 1 mark for each correct answer
16	A	2.6	(1)
17	D	3.3	(1)
18	B	3.2	(1)
19	B	2.5	(1)
20	B, B	2.1	(1)

21	D	3.1	(1)
22	B	1.4	(1)
23	C	2.6	(1)
24	C	2.4	(1)

Total = 25 Marks

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