

OXFORD

INTERNATIONAL
AQA EXAMINATIONS

INTERNATIONAL GCSE BUSINESS

(9225/1)

Mark scheme

Paper 1: Influences of operations and
human resources on business activity

Specimen 2018

Mark schemes are prepared by the lead assessment writer and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation events which all associates participate in and is the scheme which was used by them in this examination. The standardisation process ensures that the mark scheme covers the students' responses to questions and that every associate understands and applies it in the same, correct way. As preparation for standardisation each associate analyses a number of students' scripts. Alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, associates encounter unusual answers which have not been raised they are required to refer these to the lead assessment writer.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of students' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

International GCSE Business mark scheme

How to mark

Aims

When you are marking your allocation of scripts your main aims should be to:

- recognise and identify the achievements of students
- place students in the appropriate mark band and in the appropriate part of that mark band (high, low, middle) for **each** assessment objective
- record your judgements with brief notes, annotations and comments that are relevant to the mark scheme and make it clear to other examiners how you have arrived at the numerical mark awarded for each assessment objective
- ensure comparability of assessment for all students, regardless of question or examiner.

Approach

It is important to be **open-minded** and **positive** when marking scripts.

The specification recognises the variety of experiences and knowledge that students will have. It encourages them to study business in a way that is relevant to them. The questions have been designed to give them opportunities to discuss what they have found out about business. It is important to assess the quality of **what the student offers**.

Assessment Objectives

This component requires students to:

AO1: Demonstrate knowledge and understanding of business concepts and issues.

AO2: Apply knowledge and understanding of business concepts and issues to a variety of contexts.

AO3: Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions.

Levels of response marking instructions

These levels of response mark schemes are broken down into levels, each of which has descriptors. The descriptors for the level show the performance characteristics of the level.

Having familiarised yourself with the descriptors and indicative content, read through the answer and annotate it (as instructed below) to identify the qualities that are being looked for and that it shows. You can now check the levels and award a mark.

Step 1 Determine a level

Start at the lowest level of the mark scheme and use it as a ladder to see whether the answer meets the descriptors for that level. The descriptors for the level indicate the different qualities that might be seen in the student's answer for that level. If it meets all the descriptors for the lowest level then go to the next one and decide if it meets this level, and so on, until you have a match between the level descriptors and the answer. With practice and familiarity you will find that for better answers you will be able to skip through the lower levels of the mark scheme quickly.

When assigning a level you should look at the overall quality of the answer and not look to pick holes in small and specific parts of the answer where the student has not performed quite as well as in the rest. If the answer covers different aspects of different levels of the mark scheme you should use a best-fit approach for defining the level and then use the variability of the response to help decide the mark within the level; eg if the response fulfils most but not all of level 3 with a small amount of level 4 material, it would be placed in level 3 but be awarded a mark near the top of the level because of the level 4 content.

Step 2 Determine a mark

Once you have assigned a level you need to decide on the mark.

It is often best to start in the middle of the level's mark range and then check and adjust. If there is a lot of indicative content fully identifiable in the work you need to give the highest mark in the level. If only some is identifiable or it is only partially fulfilled, then give the lower mark.

The exemplar materials used during standardisation will also help. There will be an answer in the standardising materials that will correspond with each level of the mark scheme. This answer will have been awarded a mark by the lead examiner. You can compare the student's answer with the example to determine if it is of the same standard, better or worse than the example. You can then use this to allocate a mark for the answer based on the lead examiner's mark on the example.

You may well need to read back through the answer as you apply the mark scheme to clarify points and assure yourself that the level and the mark are appropriate.

In addition to the generic descriptors (presented in **bold text**), paper-specific indicative descriptors (presented in plain text) are provided as a guide for examiners. These are not intended to be exhaustive and you must credit other valid points.

An answer that contains nothing of relevance to the question must be awarded no marks.

Examiners are required to assign each of the student's responses to the most appropriate level according to its overall quality, then allocate a single mark within the level. When deciding upon a mark in a level examiners should bear in mind the relative weightings of the assessment objectives (see page 24) and be careful not to over/under credit a particular skill. This will be exemplified and reinforced as part of examiner training.

Specimen responses

Specimen responses are included to help clarify the way in which the mark scheme will be applied. It should be noted however, that such responses are not meant to be definitive, nor intended to represent a very good answer to a particular question. The nature of the subject means that there are often far more acceptable responses to a particular question than could reasonably be listed in the mark scheme. The specimen responses represent what is probably going to be the most likely answer to the questions and illustrate where marks are awarded and levels of response reached. Teachers are advised against using the content or structure of these specimen responses to tutor students in how to answer similar questions, as identical marks can be achieved in a variety of different ways.

Annotating scripts

You should write a summative comment at the end for each assessment objective and indicate the marks for each Assessment Objective being tested at the end of the answer in the margin in sequence. It is vital that the way you arrive at a mark should be recorded on the script. This will help you with making accurate judgements and it will help any subsequent markers to identify how you are thinking. Please do not write negative comments about students' work or their alleged aptitudes; this is unprofessional and it impedes a positive marking approach.

Section A

Total for this section: 15 marks

Question	Part	Marking guidance	Total marks
01		Which one of the following is most likely to cause a business's profits to rise? Answer: D (It finds a cheaper supplier)	1 AO1=1
02		A manager's span of control is measured by...? Answer: C (how many employees the manager supervises)	1 AO1=1
03		The money paid to sales staff, which depends on how many sales they make, is known as what? Answer: B (Commission)	1 AO1=1
04		Which one of the following is most likely to demotivate employees? Increasing the	1 AO1=1
05		Which one of the following best describes the meaning of Kaizen? Answer: C (Continually looking for ways to improve)	1 AO1=1
06		Which one of the following is most likely to cause an increase in a business's efficiency? Answer: A (The same output is made with fewer resources)	1 AO1=1
07		Identify and explain one reason why a business might prefer to use off-the-job training of its employees. One mark for identifying a valid benefit, plus one mark for offering some explanation or development. Possible answers include: <ul style="list-style-type: none"> • Training is delivered by trainers who are qualified to teach • Up-to-date knowledge of the trainers • Does not disrupt the production process Specimen Response Off-the-job training is provided by specialists (1) who are more likely to teach the students better than co-workers (1)	2 AO1=2

Question	Part	Marking guidance	Total marks
08		<p>Explain what is meant by a mixed economy.</p> <p>One mark for identifying a valid feature, plus one mark for offering some explanation or development.</p> <p>NB Do not allow a mix in terms of different types of industries, etc.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • Has elements of both public and private sectors • Allows efficiency of free enterprise but government has control of key areas of industry <p>Allow definition of private/public sectors for development mark.</p> <p>Specimen Response It has both public and private organisation in it (1) which means part of it is owned both by shareholders and other parts by the state (1)</p>	<p>2</p> <p>AO1=2</p>
09		<p>Give two stages in the process to recruit the best person to fill a job vacancy.</p> <p>One mark for each valid stage identified, plus one mark for offering some explanation or development in context. (2x2)</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • Advertise vacancy • Job description written • Person specification written • Interview • Aptitude test • Short list • Etc. 	<p>2</p> <p>AO1=2</p>
10		<p>Explain how a tall organisation structure can lead to poor communications within an organisation.</p> <p>One mark for identifying at least one valid feature, plus up to 2 marks for offering explanation or development. One feature with good explanation (3 marks)/two features with limited explanation (3 marks)</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • Many stages to go through and messages get distorted • Time it takes for messages to progress through the organisation • Alienation/demotivation of employees seen as insignificant leads to poor communications. <p>Specimen Response Tall organisation structures mean that there are several layers for messages to go between. (AO1). This can lead to it taking a</p>	<p>3</p> <p>AO1=1 AO2=2</p>

		<p>long time for messages to get passed from one manager to another. Also the managers can interpret the messages in different ways as they pass them on to others. (AO2)</p> <p>One reason well applied - 3 marks</p>	
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Section B

Total for this section: 41marks

Question	Part	Marking guidance	Total marks
11	1	<p>Identify and explain two benefits to CP Cycles of being a partnership rather than having a single owner.</p> <p>One mark for identifying a valid benefit, plus one mark for offering some explanation or development in context. (2x2)</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • Greater amount of capital into the business • More ideas available • Managers can offer skill specialisms • Saves one person having to be available all the time. <p>Specimen Response There will be more skills available (AO1) as each partner may have a particular interest in different aspects of business (AO2)</p>	<p>4</p> <p>AO1=2 AO2=2</p>
11	2	<p>Identify and explain the benefits to CP Cycles of using a Just in time (JIT) system when having bicycle components delivered.</p> <p>Answers that include just one benefit are restricted to Level 1 marks.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • Avoids having component stock on the factory floor which is potentially dangerous and can slow production • Helps with its cash flow problems • Better able to monitor the stock levels. <p>Specimen Response CP will save money because it will not have to pay to store the parts needed to make the bikes. It will not need warehouses or staff to look after these parts, making the business more efficient. This will help improve the inefficiency caused by having so many repairs to bikes needed.</p> <p>It will also benefit from not having stocks of bike parts being stored on the factory floor. This could stop the employees from doing a good job as they have to work around boxes on the floor. This could lead to accidents and employees having to have time off work if they fall over the boxes.</p> <p>Level 3 answer</p>	<p>6</p> <p>AO1=3 AO2=3</p>

Level	Description	Marks
3	<p>Detailed understanding and application of the topics</p> <ul style="list-style-type: none"> Applies knowledge and understanding to the context sufficiently, throughout the answer. A sound and detailed understanding of business concepts and issues. 	<p>5–6 AO2 AO1</p>
2	<p>Sound understanding and application of the topics</p> <ul style="list-style-type: none"> Applies knowledge and understanding to the context sufficiently, in most areas. A sound understanding of business concepts and issues, but the answer lacks detail. 	<p>3–4 AO2 AO1</p>
1	<p>Basic understanding and application of the topics</p> <ul style="list-style-type: none"> Knowledge and understanding is applied to the context, but may be fragmented. Understanding of business concepts and issues is simplistic. 	<p>1–2 AO2 AO1</p>
0	Nothing worthy of credit.	

Question	Part	Marking guidance	Total marks
11	3	<p>Using Items A and B, calculate the monthly cost of having to make repairs to the bicycles.</p> <p>Show your calculations.</p> <p>15% of monthly output = 15% x 8,000 = 1,200 bicycles Cost of repairs = 1,200 x 300EGP = 360,000 EGP</p> <p>1 mark for showing 15% (or 15/100) x 8,000 1 mark for showing 1,200 (OFR applies) x 300 2 marks for correct answer but without currency</p> <p>Full marks awarded for correct answer, even without working shown.</p>	<p>3 AO2=3</p>
11	4	<p>Identify and explain two ways CP Cycles might use to reduce the number of its bicycles that need to be repaired before they can be sold.</p> <p>One mark for each valid method identified, plus one mark for offering some explanation or development in context. (2x2)</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> More training for employees Find ways to remove surplus stock on the factory floor Introduce more stringent quality controls/more frequent checks Introduce motivational incentives. <p>Specimen Response CP could introduce regular quality checks (1) so any mistakes can be spotted early, making it easier to correct the error before other parts are added to the bicycles. (1)</p>	<p>4 AO1=2 AO2=2</p>

Examiners are reminded that AO1 and AO2 are regarded as interdependent. When deciding on a mark all should be considered together using the best fit approach. In doing so, examiners should bear in mind the relative weightings of the Assessment Objectives.

Question	Part	Marking guidance	Total marks
11	5	<p>Analyse how CP Cycles' profits might be affected if it is unable to improve the quality of its bicycles.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • Profits will fall and viability of the business will be in question • It will lose its reputation as a quality producer of cycles • Will be unable to maintain high prices 	<p>6</p> <p>AO2=2 AO3=4</p>

Examiners are reminded that AO2 and AO3 are regarded as interdependent. When deciding on a mark all should be considered together using the best fit approach. In doing so, examiners should bear in mind the relative weightings of the Assessment Objectives. Due to the greater number of marks available for AO3, answers at level 3 will have a greater depth of analysis (AO3) but may show similar levels of application of knowledge and understanding (AO2) to a level 2 answer.

Level	Description	Marks
3	<p>Detailed analysis of topics based on the context</p> <ul style="list-style-type: none"> • Business areas are analysed in depth. • Applies knowledge and understanding to the context sufficiently, throughout the answer. 	<p>5–6 AO3 x2</p>
2	<p>Sound analysis of topics based on the context</p> <ul style="list-style-type: none"> • Business areas are partially analysed. • Applies knowledge and understanding to the context sufficiently, in most areas. 	<p>3–4 AO3 AO2</p>
1	<p>Basic analysis of topics based on the context</p> <ul style="list-style-type: none"> • Analysis of business areas is simplistic. • Knowledge and understanding is applied to the context, but may be fragmented. 	<p>1–2 AO3 AO2</p>
0	Nothing worthy of credit.	

Question	Part	Marking guidance	Total marks
11	6	Analyse how the change in inflation and unemployment statistics in Figure 1 might affect how many bicycles that CP Cycles sells. Possible answers include: <ul style="list-style-type: none"> Higher inflation could depress sales as prices rise if income does not increase in line. Car prices rise making bikes more attractive so sales could go up. Unemployment rises meaning lower incomes for some, so sales of bikes could fall. Lower income caused by greater unemployment could result in fall in demand for cars. 	6 AO2=2 AO3=4

Examiners are reminded that AO2 and AO3 are regarded as interdependent. When deciding on a mark all should be considered together using the best fit approach. In doing so, examiners should bear in mind the relative weightings of the Assessment Objectives. Due to the greater number of marks available for AO3, answers at level 3 will have a greater depth of analysis (AO3) but may show similar levels of application of knowledge and understanding (AO2) to a level 2 answer.

Level	Description	Marks
3	Detailed analysis of topics based on the context <ul style="list-style-type: none"> Business areas are analysed in depth. Applies knowledge and understanding to the context sufficiently, throughout the answer. 	5–6 AO3 x2
2	Sound analysis of topics based on the context <ul style="list-style-type: none"> Business areas are partially analysed. Applies knowledge and understanding to the context sufficiently, in most areas. 	3–4 AO3 AO2
1	Basic analysis of topics based on the context <ul style="list-style-type: none"> Analysis of business areas is simplistic. Knowledge and understanding is applied to the context, but may be fragmented. 	1–2 AO3 AO2
0	Nothing worthy of credit.	

Question	Part	Marking guidance	Total marks
11	7	<p>CP Cycles is unsure whether to:</p> <ul style="list-style-type: none"> • merge with Bold Bikes, or • continue to expand slowly by increasing the sales of its own bicycles. <p>Recommend which of the two options you believe would be better for CP Cycles.</p> <p>Use the information in Items A, B and C to give reasons for your recommendation.</p> <p>Areas for consideration:</p> <ul style="list-style-type: none"> • Effect on CP brand if it joins with a downmarket company • Benefit from economies of scale • Produces a larger business that could compete better with existing competition • Loss of control when making decisions • Quality issues need addressing • Could build on BB's established name 	<p>12</p> <p>AO2=4 AO3=8</p>

Examiners are reminded that AO2 and AO3 are regarded as interdependent. When deciding on a mark all should be considered together using the best fit approach. In doing so, examiners should bear in mind the relative weightings of the Assessment Objectives. More weight should therefore be given to AO3 than AO2.

Level	Description	Marks
4	<p>Detailed analysis and evaluation of topics based on the context</p> <ul style="list-style-type: none"> • Coherent line of reasoning followed, which is sustained, relevant and substantiated. There is a focused conclusion that is fully justified and follows clearly from the analysis. • Business areas are analysed in depth. • Knowledge and understanding is detailed and appropriately applied within context. 	<p>10–12</p> <p>AO3</p> <p>AO3 AO2</p>
3	<p>Sound analysis and evaluation</p> <ul style="list-style-type: none"> • Coherent line of reasoning given and the conclusion is appropriate and related to the preceding analysis. • Business areas are partially analysed. • Knowledge and understanding is detailed and appropriately applied within context. 	<p>7–9</p> <p>AO3</p> <p>AO3 AO2</p>
2	<p>Limited attempt made to analyse the topics based on the context</p> <ul style="list-style-type: none"> • Evidence of some line of reasoning, with a conclusion that has limited justification. • Analysis of business areas is simplistic. • Some knowledge and understanding is applied within context. 	<p>4–6</p> <p>AO3</p> <p>AO3 AO2</p>
1	<p>Basic evaluation of topics but without any real support or analysis</p> <ul style="list-style-type: none"> • A conclusion is present but without any reasoned support. • No discernible or relevant analysis. • A clear attempt to apply knowledge and understanding, but context may be lacking. 	<p>1–3</p> <p>AO3 AO3 AO2</p>
0	Nothing worthy of credit.	

Section C

Total for this section: 34 marks

Question	Part	Marking guidance	Total marks
12	1	<p>Titan is a limited company. Explain what is meant by a limited company.</p> <p>One mark for showing some understanding of limited liability plus one mark for some development/explanation</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • Owners do not lose personal possessions if company fails • Their liability is limited to the funds they put into the business. <p>Specimen Response Limited means the owners have limited liability (1) so if their business fails they do not have to pay for the debts out of their own personal assets (1)</p>	<p>2</p> <p>AO1=2</p>
12	2	<p>Identify and explain two benefits to Titan of using social media as a way to find out what the public think about the company's products and the service that it provides.</p> <p>One mark for identifying a valid reason in context, plus one mark for offering some explanation or development. (2x2)</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • Cheap way to undertake market research • Receive honest views • Provides data on who is interested in Titan's products so can target promotions. <p>Specimen Response Titan can read customers' social media posts to see what they think of the product (1) If these people are unhappy with the product Titan will know how to change it to make it more attractive to consumers (1)</p>	<p>4</p> <p>AO1=2 AO2=2</p>
12	3	<p>Analyse the benefits to Titan of making its jewellery using flow production rather than using job and batch production.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • Greater specialisation so more efficient • Improved quality • More sociable than working on own so motivates • Increases productivity • Allows for a more uniform product, needed for global market 	<p>6</p> <p>AO2=2 AO3=4</p>

Examiners are reminded that AO2 and AO3 are regarded as interdependent. When deciding on a mark all should be considered together using the best fit approach. In doing so, examiners should bear in mind the relative weightings of the Assessment Objectives. Due to the greater number of marks available for AO3, answers at level 3 will have a greater depth of analysis (AO3) but may show similar levels of application of knowledge and understanding (AO2) to a level 2 answer.

Specimen Response

Flow production allows much larger volumes of jewellery to be made by the craftsmen. They could specialise in making one part of the process such as setting in jewels while someone else polishes the item. This will result in more production per employee as the workers will concentrate on that part of making the jewellery that they are most suited to. Care would need to be taken though because the jewellery workers might lose the satisfaction they receive making a complete item on their own.

Titan needs to have a uniform product if it is to sell within the global market as international customers expect this. Being identical to each other means that the same price can be charged which makes it easier. It would be more difficult if the pieces of jewellery were all slightly different. Similar items is a way of demonstrating that all the products are of a similar high quality.

Level 3 answer

Level	Description	Marks
3	<p>Detailed analysis of topics based on the context</p> <ul style="list-style-type: none"> • Business areas are analysed in depth. • Applies knowledge and understanding to the context sufficiently, throughout the answer. 	5–6 AO3 x2
2	<p>Sound analysis of topics based on the context</p> <ul style="list-style-type: none"> • Business areas are partially analysed. • Applies knowledge and understanding to the context sufficiently, in most areas. 	3–4 AO3 AO2
1	<p>Basic analysis of topics based on the context</p> <ul style="list-style-type: none"> • Analysis of business areas is simplistic. • Knowledge and understanding is applied to the context, but may be fragmented. 	1–2 AO3 AO2
0	Nothing worthy of credit.	

Question	Part	Marking guidance	Total marks
12	4	<p>Titan made the decision to introduce the Karigar Centres throughout India. These centres are costly to build but Titan feels that they motivate the jewellery makers better than using other methods.</p> <p>Analyse how Titan uses the Karigar Centres to motivate its jewellery makers.</p> <p>Possible Answers include:</p> <ul style="list-style-type: none"> • Provides hygienic conditions in which to work and live satisfying basic needs. • Allows socialising so become more productive and enthusiastic. • Better conditions encourages future generations to remain in the industry. • Better equipment makes work easier. <p>Specimen Response This system would allow the workers to be together as they work, which could help motivate them by letting them socialise.</p>	6 AO2=2 AO3=4

Question	Part	Marking guidance	Total marks
		<p>This has benefits as younger employees can learn from more experienced ones because they are working together in the same room rather than away from each other in their own homes.</p> <p>The Karigar Centres also provide healthier workplaces. This means jewellery workers are less likely to become ill, causing production to fall. The workers are also likely to be grateful to Titan for providing these places to work which makes them more loyal to the company and less likely to work for someone else.</p> <p>The workers all live together in the accommodation blocks which could lead to a team spirit and greater co-operation when working.</p> <p>Level 3 answer</p>	

Level	Description	Marks
3	<p>Detailed analysis of topics based on the context</p> <ul style="list-style-type: none"> • Business areas are analysed in depth. • Applies knowledge and understanding to the context sufficiently, throughout the answer. 	<p>5–6 AO3 x2</p>
2	<p>Sound analysis of topics based on the context</p> <ul style="list-style-type: none"> • Business areas are partially analysed. • Applies knowledge and understanding to the context sufficiently, in most areas. 	<p>3–4 AO3 AO2</p>
1	<p>Basic analysis of topics based on the context</p> <ul style="list-style-type: none"> • Analysis of business areas is simplistic. • Knowledge and understanding is applied to the context, but may be fragmented. 	<p>1–2 AO3 AO2</p>
0	Nothing worthy of credit.	

Question	Part	Marking guidance	Total marks
12	5	<p>Identify and explain one advantage and one disadvantage to Titan of asking its employees to suggest ways that the business can improve their working lives.</p> <p>One mark for valid advantage (to Titan) plus one mark for some explanation/development.</p> <p>X2 (for disadvantage).</p> <p>Possible answers include: Advantage</p>	<p>4</p> <p>AO1=2 AO2=2</p>

Question	Part	Marking guidance	Total marks
		<ul style="list-style-type: none"> Empowers/involves employees so motivates. Produces ideas of ways to improve production. Can identify any training needs etc with individual employees. <p>Disadvantage</p> <ul style="list-style-type: none"> Costs involved in conducting questionnaires. Raises expectations - employees expect changes to be made. Employees' suggestions might be too expensive to implement. <p>Specimen Response The workers would feel that Titan is a caring business (1) and this could encourage the workers to work harder because they think that their views are being listened to. (1)</p> <p>It could make the workers expect that changes will be made if they are unhappy with anything (1) which might be impossible or too costly. For example they might ask for a shorter working day (1).</p>	

Question	Part	Marking guidance	Total marks
12	6	<p>Titan gives away about US\$ 3million each year to worthy causes. Evaluate whether this spending is worthwhile for Titan, or whether the money should be given to shareholders.</p> <p>Use the information in Items D, E and F to support your evaluation.</p> <p>Areas for consideration:</p> <ul style="list-style-type: none"> Titan can use the spending to promote the business. Money is spent in areas when it operates, producing better employees for the future. Additional money for shareholders could tarnish Titan's reputation. Shareholders may be more concerned about Titan's long-term prospects. 	<p>12</p> <p>AO2=4 AO3=8</p>

Examiners are reminded that AO2 and AO3 are regarded as interdependent. When deciding on a mark all should be considered together using the best fit approach. In doing so, examiners should bear in mind the relative weightings of the Assessment Objectives. More weight should therefore be given to AO3 than AO2.

Level	Description	Marks
4	<p>Detailed analysis and evaluation of topics based on the context</p> <ul style="list-style-type: none"> Coherent line of reasoning followed, which is sustained, relevant and substantiated. There is a focused conclusion that is fully justified and follows clearly from the analysis. 	<p>10–12</p> <p>AO3</p>

Level	Description	Marks
	<ul style="list-style-type: none"> Business areas are analysed in depth. Knowledge and understanding is detailed and appropriately applied within context. 	AO3 AO2
3	Sound analysis and evaluation <ul style="list-style-type: none"> Coherent line of reasoning given and the conclusion is appropriate and related to the preceding analysis. Business areas are partially analysed. Knowledge and understanding is detailed and appropriately applied within context. 	7–9 AO3 AO3 AO2
2	Limited attempt made to analyse the topics based on the context <ul style="list-style-type: none"> Evidence of some line of reasoning, with a conclusion that has limited justification. Analysis of business areas is simplistic. Some knowledge and understanding is applied within context. 	4–6 AO3 AO3 AO2
1	Basic evaluation of topics but without any real support or analysis <ul style="list-style-type: none"> A conclusion is present but without any reasoned support. No discernible or relevant analysis. A clear attempt to apply knowledge and understanding, but context may be lacking. 	1–3 AO3 AO3 AO2
0	Nothing worthy of credit.	

Assessment Objective grid

	A01	A02	A03	Total
01	1			1
02	1			1
03	1			1
04	1			1
05	1			1
06	1			1
07	2			2
08	2			2
09	2			2
10	1	2		3
11.1	2	2		4
11.2	3	3		6
11.3		3		3
11.4	2	2		4
11.5		2	4	6
11.6		2	4	6
11.7		4	8	12
12.1	2			2
12.2	2	2		4
12.3		2	4	6
12.4		2	4	6
12.5	2	2		4
12.6		4	8	12
Totals	26	32	32	90

GET HELP AND SUPPORT

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