

Examiners' Report
June 2012

GCSE Business Studies 5BS04 01

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Introduction

This was the third paper for this unit since the launch of the GCSE in 2009. The paper is untiered and in three sections. As described in the specification, and demonstrated in previous papers and sample assessment materials, questions require a mixture of multiple-choice, short and extended answers. Section B and C are based on given scenarios.

Overall there were some positive signs in this series that candidates had given responses in a more structured and focussed way. This was particularly evident in the questions requiring extended writing. Increasing numbers of candidates were carrying out greater levels of analysis. Evaluative comments were seen more than in previous papers allowing more candidates to access level 3 mark bands.

Many candidates demonstrated analysis and evaluation skills but lost marks because they were not writing their answers in the correct context of the business that the question was based upon. Specific examples are given to demonstrate this within the report to support candidates in developing this technique.

Also examiners continue to see some candidates giving definitions of key terms that are referred to in questions. Unless the question specifically asks for this, defining key terms takes up both time and space that should be spent demonstrating the skills required by the question. Candidates should also be discouraged from using additional sheets whenever possible. The amount of space provided is designed to allow candidates to provide an answer that can cover all assessment objectives and therefore gain full marks. Quality is the key not quantity.

The aim of this report is to help address some of these generic issues and to also highlight some particular issues experienced on this paper. Exemplar answers will be provided to help model technique and answers in future papers.

Question 1 (b)

This type of question is typical of the question that is seen at the start of the paper. It is a knowledge based question with the aim to 'ease' the candidate into the paper.

(b) State **two** possible barriers to good communication.

(2)

- 1 when the receiver receives the message he has been sent and sends back a reply.
- 2 sender get's a email that the message has been sent.



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Examiner Comments

The command word in this question is 'state' so the aim is for the candidate to provide two items of knowledge. As seen in this example many candidates do not focus at the start of the paper and do not read the question properly. This results in jumbled answers that make little sense.

(b) State **two** possible barriers to good communication.

(2)

- 1 language barrier - where either the sender or receiver doesn't understand the others language/dialect.
- 2 technical barrier - where the phone/internet may run out of battery, credit or the internet may be down.



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Examiner Comments

This is a good example where the candidate does demonstrate good knowledge and states two barriers to communication - 'language' and 'technical'. They therefore score 2 marks. However the candidate also demonstrates poor technique as they then go on to explain these barriers which is not required by the question. This does not cost any marks but does take up valuable time for no reward.



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Examiner Tip

It is not necessary to include any explanations in questions that use 'state' or 'identify' as command words.

Question 1 (c)

This question was again aimed at 'easing' the candidates into the paper and was generally well answered by candidates. Candidates need to know how to respond to command words. Here the command word is 'outline' and is worth 2 marks. 'Outline' questions require candidates to not only give a reason but also to give a development point in order to be awarded the second mark.

(c) Outline **one** reason why poor communication could damage the relationship between a business and its stakeholders.

(2)

Poor communication could damage the relationship between a business and its stakeholders because poor communication can create a lack of trust. The stakeholders will not be able to rely on the business to tell them what is going on, therefore they will leave and take their custom elsewhere.



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Examiner Comments

This is a good example of where the candidate has given a reason, linked to poor communication, as requested and then developed it for the second mark. Please note that the answer is a little back to front. The reason 'not be able to tell them what is going on' is given after the development 'create a lack of trust'. This is acceptable and still scores 2 marks.



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Examiner Tip

'Outline' questions require both a reason and some development in order to gain 2 marks. Do not simply give a reason.

(c) Outline **one** reason why poor communication could damage the relationship between a business and its stakeholders.

(2)

because they need to communicate with its stakeholders in order to get have a good business



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Examiner Comments

Here the candidate gives a very vague answer which does not give any specific reason linked to poor communication. Simply saying it leads to 'a good business' is not enough to be awarded a mark.

Question 1 (d)

This was the first 'explain' question of the paper and it should be noted that it has not been asked in the context of a particular business. Therefore no context was required in the answer to score full marks.

The other point to note is that only ONE reason is required. If candidates gave more than one reason then this was not awarded. The second and third marks are awarded for explaining the reason given, using linked strands.

(d) Explain **one** possible reason why using a word processor makes it possible to produce business letters with no spelling mistakes.

(3)

Because in word processor there is a tool to check spelling mistakes or also when you type a wrong word it highlights so the user can change it or else the word processor will give a list of words which is similar so you can choose the correct one.



ResultsPlus Examiner Comments

This is a good answer which scores full marks because the candidate gives one clear reason - 'tool to check spelling mistakes'. The answer then develops this reason to explain two ways that this helps avoid spelling mistakes - highlights wrong words and gives a list of similar words.

(d) Explain **one** possible reason why using a word processor makes it possible to produce business letters with no spelling mistakes.

(3)

Word processing software has the ability to check a piece of work to ensure that the person who has written the letter has not made any mistakes with their spelling.



ResultsPlus Examiner Comments

This answer is a good example of where the candidate has the necessary knowledge as a reason is given 'check a piece of work'. However there is no explanation how this leads to no spelling mistakes. Only 1 mark can be awarded.

Question 2 (b)

Question 2(b) was again an 'outline' question requiring an advantage and one point of development of the advantage. It should be noted that the question refers to a business 'JJMR' so the development must have some link as to why it is an advantage to a business such as JJMR.

The question was answered well, but it was a concern that several candidates were not aware what a template was and how it could be used in a business situation.

(b) Outline **one** advantage for JJMR of using the templates that can be found in word processing software.

(2)

Because the use of a template includes a professional layout that will give a consistent, quality feel to the word processing software. This in turn reflects the quality of the business and puts a good message across to the audience.



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Examiner Comments

Although there is a little more information than needed in this answer in that two advantages are given - 'professional layout' and 'consistent, quality feel', the candidate clearly develops the advantage by going on to say how it is an advantage for the business - 'reflects the quality to the audience'.

(b) Outline **one** advantage for JJMR of using the templates that can be found in word processing software.

(2)

You know as soon as you meet the client if they are the right, because of how they talk back and how they sit.



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Examiner Comments

This example demonstrates where there is no knowledge of basic terms. This was evident in a number of answers making it very difficult to achieve marks in questions such as this.

Question 2 (c)

This is an example of an 'explain' question which is asked using the context of a particular business. Candidates are therefore required to give an answer in the context of the business in the question. As explained earlier context is where the answer is specific to the business in the question and will contain a reference to that business. It is important to note that simply stating the name of the business in the answer is not enough to be classed as context.

Explain questions only require ONE reason to be identified. The second and third marks come from developing the reason in a linked way.

This question was generally answered very poorly in that candidates did not understand the concept of a *standard* business letter. This resulted in answers linked to the reasons why a business would use a letter to communicate rather than the reasons behind using a standard letter such as saving time and the image it would portray of the business.

(c) Explain **one** reason why JJMR use a standard business letter when writing to the people it needs to interview for market research. (3)

JJMR use standard business letters as it is easy for most of the people in the interview to understand. It also makes the company look more professional as it should avoid using text-speak or jargon.



ResultsPlus Examiner Comments

This answer is a good example of where a candidate gives two reasons - 'easy to understand' and 'look more professional'. No attempt has been made to explain either of these reasons resulting in only 1 mark being awarded.



ResultsPlus Examiner Tip

Remember 1 + 2 when answering explain questions.
1 reason + 2 development points.

Question 2 (d)

There was a marked improvement in how candidates responded to this type of question in this paper. Instead of focussing on *why*, this type of question focusses on the command word *how*. This often confuses candidates who insist on explaining why something takes place or is used, rather than how it could be used. However, it was pleasing to see that in this question, many candidates provided good descriptions of how a flip chart could be used.

It should also be noted that there are various ways how marks can be awarded in this type of question. Marks can be given for either four separate points or two points which have been developed. However to gain all four marks the answer must be in context as to how Joel and James would use the flipchart when in meetings with clients.

(d) Describe how a flipchart could be used by Joel and James during meetings with clients.

(4)

A Flipchart is a handwritten presentation tool that is used to make notes while presenting. One way that this could be used is to collect the clients opinions and interact them with the presenter. A second way they could use this is by using this to draw up graphs and pie charts to help explain market research. A final way they could use it is to simply jot down the agenda or what the client has said.



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Examiner Comments

This response scores all 4 marks because it gives clear descriptions of how the flip chart is used rather than describing why it is used.

The answer is also clearly written in context as there are appropriate reference to JJMR's business of collecting market research.



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Examiner Tip

Always read the question carefully to identify the key command word. Focus your answer on what the question asks you to do and remember this can change from question to question.

Question 3 (b)

Although this question was well answered candidates still need to be careful to focus on what the question is asking.

The aim with this type of question is for candidates to apply knowledge to a business. Note that the question is not asking for two features of a website in general. It is applied to the business by asking the features that could be included 'when booking a trip'. Some candidates did not realise this and proceeded to give two general features of any website.

Another point is that although only the command word is identify and only a short answer is required, candidates still add some points of explanation. This will not lose marks but could cause time pressures later in the paper when answering the longer questions.

(b) Identify **two** features, other than photographs, that customers of VOSLUX would expect to find on its website to help them when booking a trip.

(2)

- 1 Details, and information about the destinations can be given so that customers can get a better idea.
- 2 A FAQ section which contains information about schedules of the train which will help customer's booking.



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Examiner Comments

This response gives two features correctly identified - 'information on destinations' and 'FAQ', but there is also a sentence of explanation with each which is not required and does not gain any additional marks.



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Examiner Tip

Remember when the command word is 'identify', only a short answer is required. Adding explanations will not lose marks but could waste time when this is needed later to answer the longer questions.

(b) Identify **two** features, other than photographs, that customers of VOSLUX would expect to find on its website to help them when booking a trip.

(2)

- 1 Contact details
- 2 Prices



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Examiner Comments

This example also scores 2 marks as only two very short answers are needed to do so. Candidates do not need to do anything extra apart from what the question asks. This is especially important early in the paper when candidates tend to write too much.

Question 3 (c)

The importance of writing developed answers in context was mentioned earlier in the report and we see this again in this question. Therefore full marks can only be awarded if one advantage is explained using two development points and the answer is in context (in this case a company offering train holidays).

This question also provided many examples of where candidates can answer the question from the wrong perspective. In this question the advantage is required from the point of view of the business. A significant number of candidates gave answers on how a website would benefit the customer.

(c) Explain **one** advantage for VOSLUX of accepting bookings for trips through its website. (3)

People can book online. Some people may not like talking on the phone to book things and taking a trip to their nearest store may cost too much or be inconvenient.



ResultsPlus Examiner Comments

This example demonstrates the issue highlighted above. The answer is written from the perspective of the customer without explaining in any way this is an advantage to the business. Although correct it cannot be awarded marks as it does not answer the question.

(c) Explain **one** advantage for VOSLUX of accepting bookings for trips through its website. (3)

One advantage for VOSLUX is that they can keep an organised record of bookings electronically which can be accessed on their ^{network} website. This leads to less misunderstandings as, with paper copies of bookings, they are easy to lose but also, since it operates in Europe, the bookings can be transferred quickly. Consequently, the luxury train trips VOSLUX operates will be more efficient as they know exactly who is supposed to be on ^{which} ~~these~~ trains.



ResultsPlus Examiner Comments

This is a very good example as an advantage to the business is clearly given which is then explained with two development points. The answer is written in context as it mentions features of VOSLUX throughout.



ResultsPlus Examiner Tip

Make sure you write your answer from the correct viewpoint. Read over your answer to check to make sure this has happened.

Question 3 (d)

3(d) was very well answered with the vast majority of candidates stating a valid reason.

(d) State **one** reason why 13% of VOSLUX customers choose not to book their trips using the website.

(1)

The 13% might not have access to the internet



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Examiner Comments

An example of a common, correct answer seen.

(d) State **one** reason why 13% of VOSLUX customers choose not to book their trips using the website.

(1)

They might not trust the website with their bank details.



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Examiner Comments

Another popular, correct answer was linked to the security and safety issues of giving confidential information via the internet.

Question 3 (e)

This question was very well answered with a large number of good responses. There was also a better structure to answers in this question but it also provides a good opportunity to explain the importance of context in answers in the exemplars below.

(e) Explain **one** reason why the use of photographs on the VOSLUX website is appropriate for this business.

(3)

One reason why the use of photographs is appropriate is that it shows customers what the business offers. This means that customers will be more likely to buy as they have seen the product before they have made a purchase and are more likely to buy, as it will have met their wants.



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Examiners' Comments

This example shows a potentially very good answer which gives a valid reason and then goes on to explain this reason with two development points. However full marks cannot be awarded as there is no context in the answer. The answer provided could be applied to any business that includes photographs on their website. Nothing specific about VOSLUX is included in the answer.

(e) Explain **one** reason why the use of photographs on the VOSLUX website is appropriate for this business.

(3)

It is luxury train rides, and therefore using photographs helps show this idea of luxury, as it ~~is~~ shows the customer what they get and hopefully will persuade them to pay the extra money for this luxury, leading to more people buying tickets, and therefore a higher profit.



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Examiners' Comments

This answer is structured in a similar way; a reason is given and developed with two points of explanation. However in this case the answer is clearly in context to VOSLUX as it mentions 'luxury trains'.



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Examiner Tip

If a business is referred to in the question part of the answer must include specific reference to a feature of this business in order to be awarded full marks.

Question 4 (b)

The question requests for *written* methods to be identified. These are clearly listed in the specifications, but some candidates gave methods that are not included in the correct criteria.

(b) Identify **three** written methods of communication, other than newsletters, that Tesco could use to communicate with its 380,000 employees in the UK.

(3)

- 1 They will have a database with all of its staff and their addresses so they could write a letter.
- 2 They may use email if all staff have an email account.
- 3 They could put the information that needs giving on the website.



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Examiner Comments

Email and website are both electronic methods of communication. A mark is awarded for 'letter' in the first response.



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Examiner Tip

Remember to be clear on written methods of communication.

Question 4 (c)

As explained earlier 'outline' questions need to also include some form of development in order to gain the second mark. In this question the development must be linked to how *Tesco* would benefit from using loyalty cards. Many candidates focussed their answers on the benefits of loyalty cards to customers such as discounted prices and collecting points. Others did give a benefit to the business but did not develop this in order to achieve the second mark.

(b) Identify **three** desktop publishing facilities (features) that *WebSwan* could use when preparing a leaflet to send to clients electronically.

(3)

- 1 The use of pictures
- 2 The ability to format texts/fonts/size/color
- 3 marks / templates of existing leaflets.



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Examiner Comments

Two marks awarded here because the benefit is given and then developed by saying how *Tesco* would use the information.

(c) Outline **one** benefit of using loyalty cards to a business such as *Tesco*.

(2)

so it shows what the customers have bought and added points.



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Examiner Comments

This example shows a clear benefit but no development has been given so only 1 mark can be awarded.

Question 4 (d)

4(d) was the first question on the paper to be assessed using levels. In these questions, marks are awarded based on assessing which level the answer is in, ranging from level 1 up to level 3. There was an improvement this year in how candidates answered this type of question.

In order to get into level 3 both evaluation and context are needed. Evaluation can be seen where a candidate offers balance to their answer and considers both the positive and negative aspects of their opinion or judgement. Context has already been explained within the report but also needs to be present in order to be judged to be a level 3 answer.

(d) Tesco uses the following methods to advertise its products:

- celebrity endorsement
- slogans.

Which of these two methods do you think is the most effective in advertising Tesco's products to its customers?

Justify your answer.

(6)

Celebrity endorsement, will be a good idea for advertising because the celebrity will shine a good light on the company. Anyone who knows the celebrity and it is a fan will ~~inst~~ general like the product advertised just because of the celebrity.

Slogans can be a key factor in advertising, because they can get a phrase stuck in customer's heads which will ~~always~~ make them remember the company.

I think a slogan will be a better way of advertising because everybody knows the Tesco slogan and it helps your company be remembered.

(Total for Question 4 = 12 marks)



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Examiner Comments

This is a very good example of a good answer which unfortunately cannot be judged to be in level 3. The candidate gives an answer and makes a very good attempt at justifying the answer. However only the positive reasons are considered and to get into level 3, the negative impact of the decision is needed to justify how the positives outweigh the negatives.

The answer is also not in context. Although it mentions Tesco by name, there is no specific reference of the function or features of the business.

(d) Tesco uses the following methods to advertise its products:

- celebrity endorsement
- slogans.

Which of these two methods do you think is the most effective in advertising Tesco's products to its customers?

Justify your answer.

(6)

Celebrity endorsements is an effective way of advertising because people follow celebrities and sometimes copy what they do, such as style, fashion and shop type, including Tesco's. If Tesco's got a well known celebrity ~~that~~^{this} would possibly encourage people to buy from ~~that~~ Tesco's. The disadvantages of celebrity endorsement is that it can be costly and also if the celebrity gets into trouble it can put Tesco's in a bad light which could decrease sales. Slogans are catchy and customers recognise it with the brand such as Tesco's own, 'Every little counts' or Sainsbury's, 'Try something new today.' Slogans do not necessarily advertise the product so it would not be appealing to potential customer that did not recognise the brand. In my opinion celebrity endorsement is the most effective advertising method because people look up to celebrities and new customers can be drawn in unlike with a slogan.

(Total for Question 4 = 12 marks)



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Examiner Comments

If we contrast this answer with the previous example there is clear evidence as to why this was placed in level 3 rather than the top of level 2. Evaluation is seen in the balance provided to the choice of celebrity endorsements through the candidate explaining this could be expensive and that celebrities can get into trouble. Context is also present through the reference to the slogan and that of a rival supermarket.



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Examiner Tip

Both balance and context are required to achieve level 3.

Question 5 (a)

Candidates will always be expected to demonstrate their knowledge in a GCSE paper and this often involves questions where they are expected to give a definition of a key term from the specifications. Many candidates often find it difficult to express themselves clearly enough for full marks but it is possible to give some credit as they demonstrate some knowledge of the term. Therefore it is important that candidates become familiar with and develop their understanding of key terms in the specification.

5 (a) What is meant by the term **domain name**?

(2)

A domain name is the name of
which a business is most
commonly known by.



ResultsPlus

Examiner Comments

This shows an example of an answer demonstrating poor knowledge. There is no indication of what the term means and the answer is based on that the word 'name' is included in the term.

5 (a) What is meant by the term **domain name**?

(2)

A unique name given to a business to enable
them to be identified on the web.



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Examiner Comments

Candidates can find it difficult to give a perfect definition of a term but for 2 marks it is expected that they will give two relevant points within their definition. This can be seen in this answer as, although not a perfect definition, it does include two points - it is 'unique' and allows a business 'to be identified'.

Question 5 (b)

This question was answered well but some candidates misunderstood what was meant by facilities or features. This resulted in them identifying software packages which could be used for DTP rather than the features of the software. This was not what the question was looking for.

(b) Identify **three** desktop publishing facilities (features) that *WebSwan* could use when preparing a leaflet to send to clients electronically.

(3)

- 1 The use of pictures
- 2 The ability to format texts/fonts/size/color
- 3 marks / templates of existing leaflets.



ResultsPlus
Examiner Comments

A good example which clearly identifies three facilities which could be used in a DTP package.

(b) Identify **three** desktop publishing facilities (features) that *WebSwan* could use when preparing a leaflet to send to clients electronically.

(3)

- 1 Email
- 2 ~~Video conferencing~~ Microsoft publisher.
- 3 fax



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Examiner Comments

This answer shows how a candidate can miss the key focus of a question and become confused. 'Microsoft publisher' is included but this is not a feature.

Question 5 (c)

It can be seen from the exemplars below that some candidates did not read this question carefully enough, which led to basic errors and lost marks.

(c) Explain **one** possible disadvantage to *WebSwan* of sending invoices to clients electronically.

(3)
It sends almost instantly and there will be a backed up version of this invoice when its sent, It will be easy to understand on a computer and it can be printed as many times as you need.



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Examiner Comments

The question clearly asks for a possible disadvantage to the business. However the candidate has given an advantage. The answer shows the candidate has good knowledge of this topic but scores no marks because the response was not answering the question.

(c) Explain **one** possible disadvantage to *WebSwan* of sending invoices to clients electronically.

(3)
If for some reason the e-mail attachment is lost or was not attached before sending the e-mail without the sender knowing. ^{the fact that there is supposed to be} This means that the receiver is unaware of ~~the supposed to be~~ an invoice attached which will cause confusion and a break down in communication between *WebSwan* and their clients.



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Examiner Comments

In contrast a similar amount of knowledge is displayed in this answer but linked to what the question is actually asking for. This results in 3 marks rather than zero.



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Examiner Tip

Remember to read the question carefully.

Question 5 (d)

Although worth 8 marks, state and explain questions are actually assessed in a 2 x 4 split using the same criteria as other explain style questions; the only difference being three linked strands of explanation are required instead of two. It was found that the change of structure in this style of question led to the majority of candidates forgetting to include context, which is still required to gain full marks. This resulted in many answers achieving 6 marks instead of 8.

(d) State **two** benefits to the business of the regular weekly meeting between the owners of *WebSwan* and its employees. For each benefit explain how this will help *WebSwan's* business.

(8)

Benefit 1 Reduces the risk of conflicts

Explanation 1

By meeting weekly, Owners could find out the needs and thoughts of their employees regarding a certain decision that has to be made. Process of Negotiation and consultation can be carried out. Therefore the risk of conflicts are minimized and both parties (Owners and employees) can work together without any issue. Owners at *WebSwan* can get the maximum out of their employees when risk of conflicts are reduced.

Benefit 2 ~~Find out the needs of employees~~

Explanation 2

The performance of the company could be improved. The wishes of employees can be honored in these weekly meetings. For instance if employees wish for a pay rise they could achieve it most easily at these weekly meetings. Owners could improve on the performance of the company by reviewing the companies weekly performance. This could lead to an improvement in the way the business is run bringing about its success.

(Total for Question 5 = 16 marks)



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Examiner Comments

This is a detailed answer which contains a lot of relevant information. However the candidate has not included any context. There is no link to *WebSwan* and as a result cannot be awarded full marks.

(d) State **two** benefits to the business of the regular weekly meeting between the owners of *WebSwan* and its employees. For each benefit explain how this will help *WebSwan's* business.

Benefit 1 They can update employees with the ^{new and} latest design ideas.
Explanation 1

If the owners of *WebSwan* meet with their employees and communicate new ~~and~~ design ideas, ~~the~~ the employees will be able to add new designs to their clients' websites and therefore improve them.

If *WebSwan* has a variety of different web designs, they are more likely to gain more clients who want to use them.

Benefit 2 If the employees have any ideas to be heard by the ~~the~~ owners.
Explanation 2

The employees may have an idea they want to share with the owners that they think would benefit the business. For example they may have a new way of advertising for new clients etc. By having weekly meetings, they can share these ideas to improve the business further, which the owners may not have thought of.

(Total for Question 5 = 16 marks)



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Examiner Comments

This answer contains a similar amount of detail to the previous example but scores full marks because the candidate has answered in context for both benefits. Both explanations are clearly linked to *WebSwan* and use information provided about the business to give an answer which explains how it will help *WeSwan's* business.



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Examiner Tip

Remember to write all answers in context when the name of a business is included in the question.

Question 6 (a)

This is an example of another question assessing the knowledge of candidates. The same principles apply as discussed earlier in 5(a).

6 (a) What is meant by the term **the web**? (2)

..... millions of websites joined electronically through
..... the internet.



ResultsPlus Examiner Comments

In order to achieve 2 marks there needs to be two distinct features of the definition given in the answer. This can be seen in this example through 'joined electronically' and 'through the internet'.

It is not a perfect definition of the web but the two features are enough to be awarded 2 marks.

6 (a) What is meant by the term **the web**? (2)

..... The internet and its features.



ResultsPlus Examiner Comments

In this example the candidate shows some knowledge but only includes one feature in the definition - 'the internet'. Another feature is needed before 2 marks can be awarded.

Question 6 (c)

Question 6(c) required candidates to explain a disadvantage to examiners of sending information electronically. Many candidates did identify an issue and started to explain this effectively. However they did not explain why this was a disadvantage to examiners and often ended up linking the disadvantage to the business. This resulted in 2 marks rather than 3 being awarded.

(c) Explain **one** disadvantage to examiners of being sent the information they require electronically.

(3)

Electrical barrier. This could be loss of internet. Loss of internet will mean the examiner won't be able to mark the papers therefore not doing their job correct. This can cause problems for the business as the papers may need to be sent to someone else and this won't be time efficient.



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Examiner Comments

This example shows a common issue on this question. A disadvantage is given, 'loss of internet', and it is then explained why this is a problem. However the final strand of the explanation goes on to explain why this is a problem for the business rather than the examiner.

(c) Explain **one** disadvantage to examiners of being sent the information they require electronically.

(3)

It means if examiners don't understand a markscheme or how to mark then feedback may be slower than if it was at a meeting. As a result it reduces efficiency as examiners may be waiting around for a reply. As a result they may be unhappy and perhaps still confused when they reply perhaps over email. Therefore may lead to a higher staff turnover.



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Examiner Comments

This example is written from the point of view of the examiner and although it does mention staff turnover, which is a problem for the business, there is reference to 'examiners waiting around for a reply' which can be viewed as an issue for examiners when not attending a face-to-face meeting.

Question 6 (d)

A key factor in improving candidates' performance will involve moving them from level 2 to level 3 answers in the extended writing questions. This can only be done if they start to include both balance and context into their answers. Balance (or counter-arguments) are an indication that evaluation is taking place. It was clear this year that a lot of good answers were being provided but were falling just short of level 3 because candidates were not including evaluation in their answers. More practice in evaluating business situations would be beneficial to candidates.

* (d) Assess the impact on Exams4u of sending the information examiners need electronically rather than using the post.

(8)

By sending the information electronically Exams4u can send it to multiple recipients at the same time, and as they have a large number of employees/examiners this is ~~good~~^{useful} as it saves the business a lot of time. To add to this sending information electronically is usually much more organised, as posted letters can be lost and damaged it is harder for a mishap to occur electronically. A disadvantage of sending electronically is that mistakes such as sending the wrong file or not including the correct information can arise, and if not noticed all the employees may not be able to work, reducing Exams4u's efficiency. However information being sent electronically is ~~so~~ much faster and easier on a large scale such as Exams4u has to do, so ~~it~~ ^{is} using the post would be in-adequate.*

(Total for Question 6 = 14 marks)

* Overall sending electronically has a high impact on the business as it allows the procedure to be completed much more efficiently.

TOTAL FOR SECTION B = 30 MARKS



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Examiner Comments

The difference between the top of level 2 answers and level 3 answers is often small but can make a difference in candidates achieving higher levels. In this example the candidate gives both advantages and disadvantages which is something examiners will look for in level 3 answers.

* (d) Assess the impact on Exams4u of sending the information examiners need electronically rather than using the post.

(8)

It is much quicker. If the information was sent by post it would take days whereas if it's sent electronically it takes seconds so they provide a better, quicker service, caring about the impatient customers. It's ~~cheaper~~ ^{free} therefore the company saves more money whereas they would have spent it on the postage. It's environmentally friendly so the business doesn't pollute as much and doesn't get any complaints and saves money on paper. You can send the information to multiple people at once so the company saves ~~money~~ ^{time} and if there is any problems between staff they can quickly communicate electronically so they get the feedback quickly and the communication ~~between in the company is better.~~ ^{is better.} It has a massive impact on the company.

(Total for Question 6 = 14 marks)



ResultsPlus

Examiner Comments

This answer is judged to be at the top of level 2 because the candidate analyses the impact of sending information electronically but only considers the positive impacts. There are no counter arguments or disadvantages to show that both the positives and negatives have been considered before making a judgement.

Question 7

This was the final definition based question on the paper when 2 marks are available and therefore requiring two features to be included in the definition.

7 What is meant by the term **network**?

A network is a group of people ^{within} that a business.



ResultsPlus

Examiner Comments

This was a common misunderstanding on this question. Rather than discussing a network linked to computers, candidates referred to networks of people, which is not covered in the specifications.

7 What is meant by the term **network**?

~~A~~ A network is a number of computers all linked up to feed on the same server. Schools use network systems.



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Examiner Comments

This is an example of a good answer with two features given in the definition - 'number of computers' and 'linked up to a server' resulting in 2 marks.

Question 8

Question 8 was the final identification question. Candidates were required to give features associated with the design of a newsletter. However some candidates did not consider the design aspect of this and proceeded to identify two factors that would be considered when selecting a newsletter as a suitable method of communication.

8 Identify **two** features that should be taken into account by *Pearson* when designing a newsletter.

1. The style OF Font they use

2. what pictures they put in



ResultsPlus
Examiner Comments

This response shows two suitable design features identified.

8 Identify **two** features that should be taken into account by *Pearson* when designing a newsletter.

1. The cost of sending it.

2. The time it takes to make it.



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Examiner Comments

This is an example where two factors are identified when selecting the method of communication rather than the design element.

Question 9

Question 9 generally was answered very well and candidates often wrote in context, using the information provided in the paper. Evaluation was also present far more than in earlier questions but it is still clear that some candidates are not accessing level 3 marks because they do not include evaluative comments in their answers.

*9 Discuss the extent to which using a newsletter to communicate with all its employees will benefit Pearson.

Communicating with every employee will allow Pearson to make important announcements to every employee at the same time. This will mean that every employee will feel equal to one another and will be more inclined to work if they feel they are being treated the same way as the employees much more important ~~that~~ than them. A newsletter will also be able to give out lots of unrelated pieces of information which makes it more cost effective than text messaging or podcasts.



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Examiner Comments

In this example the candidate only includes discussion focussing on the positive aspects of using a newsletter. This confines the answer to level 2.

*9 Discuss the extent to which using a newsletter to communicate with all its employees will benefit Pearson.

A ~~news~~ newsletter will allow Pearson to keep all of their employees up to date on with what is going on in the business in quite a bit of detail. This means that their employees will feel like a part of the business and will be more motivated. This makes the book publisher more ~~pay~~ productive as their employees are motivated.

However, a newsletter is easily lost. This means that Pearson would be wasting money producing the newsletter as there is a high chance that people will lose it.

Overall, I think that using a newsletter to communicate with their employees will really benefit the book publisher. However, it depends on (Total for Question 9 = 6 marks) whether ~~too~~ much information is given resulting in the reader ~~be~~ becoming bored and not taking in the information that is being given which could have the opposite effect for ~~the~~ Pearson.



ResultsPlus Examiner Comments

In this example the candidate also discusses the negative aspects of using a newsletter therefore moving into level 3. Also the context is included by referring to Pearson as a 'book publisher'.



ResultsPlus Examiner Tip

Remember to access level 3 range of marks, you need to evaluate well using both positive and negative points in your answer.

Question 10

Question 10 is the longest question on the paper and worth 10 marks. However the same principles apply when assessing this question in that the question is assessed using levels. As mentioned earlier both context and balance are therefore vital in writing good answers.

One further point is the amount candidates wrote in this question. It is understandable that candidates wish to include as much information as possible and feel they need to write a great deal in this type of question. However the amount of space provided is judged enough to include all the necessary detail to score full marks. Many candidates wrote far in excess of this, and in many cases on additional sheets of paper. This, in itself, is not an issue but often this led to repetitive and vague analysis which actually detracted from the quality of the answer. Candidates need to carry out analysis and arrive at judgements in a manner which demonstrates quality rather than quantity.

*10 Using your knowledge of business communications, assess the best way for Shona to measure the success of her website.

One of the most obvious ways to assess her website's success is to look at her sales figures over the last six months. If the figures show an increase then it is clear that her website has increased her reputation and increased her customer base. She can then compare the online sales to her store sales and see if it has boosted her overall sales since before the website.

Also, another easy way to assess success is to include a feedback section of her website where customers can voice their opinion of her website. If she receives positive feedback from customers who have benefitted from her online ~~presence~~ presence then I think it is safe to say that her website has been successful.

Finally, she can use her website to gather information about her customers. She has 5 shops, but they are all relatively close to each other, if her website shows that she has now got

customer outside of her immediate area, she has increased her customer reach and reputation. Meaning her website is successful.



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Examiner Comments

In this example different ways to judge the success of the website are analysed and a judgement is arrived at. However it must be clear that this judgement has been reached by identifying the merits of one method and justifying them against potential drawbacks.

*10 Using your knowledge of business communications, assess the best way for Shona to measure the success of her website.

Shona can measure the success of her website by measuring how the e-commerce facility effected the sales of her artist materials. This leads to her being able to see ~~how~~ exactly how much it has improved / failed which she can then plot on graphs. Consequently, she can predict future sales and she will know if it was successful. However, since she has 5 shops in total and already has an excellent reputation for her high quality artist materials, the sales could have been effected by new advertising or deals; it doesn't necessarily link to the website. As a result, Shona may not know if the website has been successful purely on sales figures as there are too many factors to consider.

Another way Shona could measure success is on the level of brand awareness as the website would enable her to ~~reach wider targets~~ ^{increase her market} reach which would make more people aware of her art business. However, to measure her brand awareness she would have to create surveys which are very expensive and time consuming and could effect her productivity which could damage her positive reputation.

Also, Shona could calculate her market share within the art supplies industry as if it has increased she would feel as though her website was successful as it would ~~also~~ give her an advantage over competitors like Hobbycraft.

Overall, I think the best way for Shona to measure the success of her business is through tracking sales as it is likely that if her sales of materials has increased over the 6 months she has had her website, the website is successful. In addition to that it is difficult to measure brand awareness (Total for Question 10 = 10 marks)

and market share but it ultimately depends on ~~what~~ Shona getting the right mix of the three factors as the expansion of her business more than just sales figures.

TOTAL FOR SECTION C = 20 MARKS

TOTAL FOR PAPER = 90 MARKS



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Examiner Comments

An excellent answer which scores full marks. Note that there is no need to include a wide range of methods and therefore exceed the writing space provided. Analysing two or three methods will allow a judgement to be made based on the analysis and evaluation of relevant, realistic methods of judging success.

Paper Summary

Based on their performance in this year's examination, candidates should:

- not include explanations in questions requiring only 'state' or 'identify'
- use context in answers wherever possible.
- not give definitions of key terms in questions where they are not needed.
- develop knowledge of key terms from the specification.
- only give one reason or method in explanation questions, and develop this with two linked points rather than give other reasons/methods.
- always give balance to judgements in evaluation or justify questions. This involves including disadvantages of the method chosen as well as reasons to support the judgement.

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