

Mark Scheme (Results)

Summer 2012

GCSE Business (5BS04)
Paper 01

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Mark
1 (a) AO1 = 1	A	(1)

Question Number	Answer	Mark
1 (b) AO1 = 2	<p>1 mark for each possible barrier to good communication.</p> <p>Possible answers might include:</p> <ul style="list-style-type: none"> • Unclear message • Message too long • Message lost • Wrong channel used • Technical breakdown • Language used (jargon) • Cultural differences • Time zone • Emotional interference <p>Any other appropriate response.</p>	(2)

Question Number	Answer	Mark
1 (c) AO1 = 1	<p>1 mark is given for one reason and the second mark for an appropriate development of the reason.</p> <p>eg</p> <ul style="list-style-type: none"> • If a message was sent to the wrong person (1) this could cause conflict as it might contain information about them or their organisation. (1) • The message would have to be sent again as a correction (1) and this would increase the costs of the business. (1) • The stakeholder could think that the business was inefficient (1) which could damage the reputation of the business. (1) 	(2)

Question Number	Answer	Mark
1 (d) AO1 = 1 AO3 = 2	<p>For 3 marks, the why will be identified and two clearly identifiable linked strands of explanation between the statements. These may contain connective words such as, 'this leads to . . .' 'because . . .' etc</p> <p>Possible reasons include</p> <ul style="list-style-type: none"> • Spell check • Auto correct • Change spacing, assisting hard copy proofing • No need to retype whole document, can change just spelling • Incorrect words highlighted • Some incorrect words changed automatically - further words can be added • Ability to change the spelling dictionary – UK/US spellings <p>A word processor has a spell checking facility (1) that highlights words that are incorrectly spelt (1) and then offers suggestions on the screen of the correct spelling or spellings. (1)</p> <p>This answer would gain three marks since the 'why' is given and there are two points of explanation that makes sense of the 'why'.</p>	(3)

Question Number	Answer	Mark
2 (a) AO1 = 1	C	(1)

Question Number	Answer	Mark
2 (b) AO1 = 1 AO2 = 1	<p>1 mark is given for one advantage and the second mark for an appropriate development of this advantage.</p> <p>eg</p> <ul style="list-style-type: none"> • There is a range of templates that meet the differing needs of the business. (1) This means that they do not have to be created thus saving time for more creative and revenue earning activities. (1) • The templates will be in a common format (1) and this will present an appropriate image of the business to its clients and those it wishes to interview. (1) 	(2)

Question Number	Answer	Mark
2 (c) AO2 = 2 AO3 = 1	<p>For 3 marks, three separate but linked points will be made. These may contain connective words such as, 'this leads to . . .' 'because . . .' etc</p> <p>Possible reasons include</p> <ul style="list-style-type: none"> • Saves time rather than creating bespoke letters • A consistent image • Accuracy • Indicator of where information should be entered <p>eg</p> <ul style="list-style-type: none"> • The letters sent to potential interviewees are similar (1) because details such as day and place are likely to be the same for all interviewees. (1) However, other details will be different for each interviewee such as name, address and time. (1) • These letters will have to be sent out to every interviewee and if done separately this would take time. (1) By using a standard letter JJMR will be able to save time because they do not have to type each individually (1) and the time saved can be used for other aspects of the business. (1) <p>These answers would gain three marks since each gives a basic explanation which is then developed in a way that is connected to the business and the basic explanation.</p>	(3)

Question Number	Answer	Mark
2 (d) AO1 = 1 AO2 = 1 AO3 = 2	<p>For 4 marks, there will be development of how the flip chart could be used. Within the answer there will either be four separate points made or two points with each developed with reference to the context. One mark can be awarded for a definition/description of flipchart.</p> <p>Possible answers could include:</p> <ul style="list-style-type: none"> • The immediacy of action. • Can note, in outline, questions and responses. • Can be used for text, number, diagrams, and charts. • Can be a shared/co-operative activity with Joel, James and clients actively participating. • It will be a record of discussion following the formal presentation. • Can be retained by Joel and James for future reference/development. <p>eg</p> <p>After James and Joel have finished their presentation they can write the questions clients have asked on the flipchart so they have a record of them (1) that they can refer to after the meeting when they are</p>	(4)

	<p>developing work for the client. (1) The flipchart is flexible because you can use words, number, diagrams and charts on it, (1) and it allows for some co-operative working as clients can also use the flipchart to add points, exemplify and challenge what has been said and recorded. (1)</p> <p>This answer would gain four marks because there are two sentences. Each sentence says something different and the initial point is developed. There are appropriate references to JJMR and clients.</p>	
Question Number	Answer	Mark
3 (a) AO1 = 1	D	(1)

Question Number	Answer	Mark
3 (b) AO2 = 2	<p>1 mark for each feature</p> <p>Possible answers might include:</p> <ul style="list-style-type: none"> • Online brochure • Dates of trips • Destinations of trips • Booking form • FAQs • Terms and conditions • Contact facility • Prices <p>Any other feature appropriate to booking</p>	(2)

Question Number	Answer	Mark
3 (c) AO2 = 2 AO3 = 1	<p>For 3 marks, three separate but linked points will be made. These may contain connective words such as, 'this leads to . . .' 'because . . .' etc</p> <p>Possible answers might include:</p> <ul style="list-style-type: none"> • 24/7 availability • Accessibility in England and Europe • Quickly amended • Registers the number of 'hits' • Reduction in booking costs • Customer profile indicates customer likely to be connected to internet <p>eg</p> <ul style="list-style-type: none"> • <i>VOSLUX</i> customers are in England and Europe (1) and the nature of the internet means that such customers can access its website regardless of where they live. (1) This access is available 24/7 to 	

	<p>all of its customers. (1)</p> <ul style="list-style-type: none"> • <i>VOSLUX</i> can monitor its website (1) and this leads to them being able to judge how successful the website is (1) in terms of both the number of 'hits' and comparing that to the actual number of bookings completed. (1) <p>These answers would gain three marks since each gives a basic explanation which is then developed in a way that is connected to the business.</p>	(3)
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Question Number	Answer	Mark
3 (d) AO1 = 1	<p>One mark is given for an appropriate reason.</p> <ul style="list-style-type: none"> • No computer • Not connected to the internet • Lack of confidence/competence • Security • No credit/debit card • Prefer dialogue/advice 	1

Question Number	Answer	Mark
3 (e) AO2 = 2 AO3 = 1	<p>For 3 marks, three separate but linked points will be made. These may contain connective words such as, 'this leads to . . .' 'because . . .' etc</p> <p>Possible answers might include:</p> <ul style="list-style-type: none"> • Steam trains are an important feature of the business • Photographs are visual • Breaks up the density of text • Customers may want to travel with a specific steam train • A given steam train may attract more attention from customers • Visual appeal <p>eg</p> <ul style="list-style-type: none"> • The steam trains are an important part of the package that <i>VOSLUX</i> is selling to its customers (1) and because of this they provide a visual image that is appealing, appropriate and that can excite its customers (1) and they also break up the density of the text that is necessary information that has to be given. (1) • A particular photograph may attract more attention than another and this could be monitored through bookings made on the website (1). Because of this <i>VOSLUX</i> may arrange for more trips to be hauled by that steam engine (1) which could increase revenue and make them more successful as a business. (1) <p>These answers would gain three marks since each gives a basic explanation which is then developed in a way that is connected to the business.</p>	(3)

Question Number	Answer	Mark
4 (a) AO1 = 1	B	(1)

Question Number	Answer	Mark
4 (b) AO2 = 3	<p>1 mark for each method</p> <p>Possible answers might include:</p> <ul style="list-style-type: none"> • Memos • Posters • Notices • Letters • Handouts • Reports <p>Any other appropriate written method</p>	(3)

Question Number	Answer	Mark
4 (c) AO3 = 2	<p>For 2 marks, two separate but linked points will be made. These may contain connective words such as, 'this leads to . . .' 'because . . .' etc</p> <p>Possible answers might include:</p> <ul style="list-style-type: none"> • Collection of relevant data • Personal details of customers and their shopping habits • Financial information • Information of the sale of products • Record of sales • Performance of individual stores – comparison • Target setting • Customer loyalty/repeat business <p>eg</p> <ul style="list-style-type: none"> • Tesco will have a record of exactly what has been bought (1) and this will enable them to make informed judgements on what products are selling and which are not. (1) • The loyalty card records and keeps a record of what each individual customer has bought and Tesco will, therefore, know their shopping habits. (1) This will allow Tesco to target each customer with special offers and vouchers that match their buying habits. (1) <p>These answers would gain two marks since each gives a basic explanation which is then developed in a way that is connected to a business.</p>	(2)

Question Number	Indicative content
<p>4 (d) AO2 = 2 AO3 = 4</p>	<p>The aim is for a candidate to select and justify one of the methods that would most benefit <i>Tesco</i>. In doing this they should demonstrate their ability to apply their knowledge and use analytical skills in making judgements and evaluation. There is no right or wrong answer. Candidates may consider the following as part of their answer:</p> <p>Celebrity endorsement: Possible benefits</p> <ul style="list-style-type: none"> • A name known to customers • A role model that reflects the values of <i>Tesco</i> • Link of success/achievements of celebrity to <i>Tesco</i> • Visual of celebrity using products or in-store <p>But</p> <ul style="list-style-type: none"> • Can be very expensive • Availability of celebrity • Danger of celebrity doing something inappropriate • Celebrity could go 'out of fashion' and would then not be effective • Competitors could copy with more 'fashionable' celebrity <p>Slogan: Possible benefits</p> <ul style="list-style-type: none"> • Use of visual elements • Simple • Immediate recognition can be achieved • Can be used in different settings, eg letterheads, promotional material, posters <p>BUT</p> <ul style="list-style-type: none"> • May take time for link with <i>Tesco</i> to be made by customers • If well established could be difficult to change • Could be lost in the 'noise' of its placement • Over use could make it too familiar and reduce its effectiveness

Level	Mark	Descriptor
No mark	0	Response is not worthy of any mark or the question is simply repeated back.
Level 1	1-2	A judgement or point is given as to which method is most effective in advertising <i>Tesco</i> products. If there is just a simple judgement or where the support shows misunderstanding of the concept 1 mark should be awarded. If this judgement/point has some simple support, the response should be placed at the top of this level.
Level 2	3-4	A judgement/point is given on one or both methods with some development/support, which includes at least one reason/cause/consequence etc. At the top of this level this analysis will be relevant and linked to the judgement/point made.
Level 3	5-6	A judgement/point is given on one or both methods with some development/support, which includes at least two reasons/causes/consequences etc. and includes some balance. At the top of this level there will be a conclusion drawn from the analysis and the answer will be in context.

Question Number	Answer	Mark
5 (a) AO1 = 2	<p>A domain name is the means by which a business can provide a unique identity for its website that its stakeholders can recognise and associate with the business.</p> <p>1 mark for each feature of the definition</p> <p>Possible answers might include:</p> <ul style="list-style-type: none"> • Name of a website • Identifies authority/control • Can be bought/sold • Is unique to the buyer • A domain has four levels • Represents an Internet Protocol resource • Used to access the internet <p>Any other feature appropriate to domain name</p>	(2)

Question Number	Answer	Mark
5 (b) AO2 = 1 AO3 = 2	<p>1 mark for each facility</p> <p>Possible answers might include:</p> <ul style="list-style-type: none"> • Range of fonts • Colour can be used for text and background • Range of templates • Images/photographs/charts/diagrams can be inserted and manipulated • Hyperlinks • Can be saved in a range of formats including pdf <p>Any other appropriate facility</p>	(3)

Question Number	Answer	Mark
5 (c) AO2 = 2 AO3 = 1	<p>For 3 marks, the disadvantage will be identified and two clearly identifiable linked strands of explanation between the statements. These may contain connective words such as, 'this leads to . . .', 'because . . .' etc</p> <p>Possible disadvantages include:</p> <ul style="list-style-type: none"> • Downtime • Invoice not delivered • Security • Hacking 	

	<p>The internet is not totally secure (1) and there is a risk of others being able to access even secure networks (1) this could lead to a breach of security and a loss of trust by the client in <i>WebSwan's</i> procedures. (1)</p> <p>This answer would gain three marks since the disadvantage is given and there are two points of explanation that makes sense of the disadvantage.</p>	(3)
Question Number	Indicative content	Mark
<p>5 (d) AO1 = 2 AO2 = 2 AO3 = 4</p>	<p>This question has a 2 x 4 mark split. There is one mark for identifying each benefit. The remaining 3 marks are for the explanation which will show how this benefit will affect <i>WebSwan</i>. Within the answer there will be at least three clearly identifiable strands of explanation <u>and reference to the context</u> for each benefit considered. These may contain connective words such as, 'this leads to...' 'because...' etc.</p> <p>Possible benefits could include:</p> <ul style="list-style-type: none"> • Building of trust between owners and employees • Motivation of employees through praise • Opportunities for innovative thinking • Continuing efficiency of the operation of the business • On-going development of existing products/designs • Makes greater use of the skills of all employees • Highlight areas for change/development • Act as a think tank for the business <p>eg</p> <p>Benefit – builds trust between owners and employees (1) This means that both feel comfortable with each other and will exchange new ideas (1) confident in the knowledge that they will not be abused (1), allowing <i>WebSwan</i> to be able to respond quicker to new initiatives (1).</p> <p>This answer would gain 4 marks since a benefit has clearly been identified and there are at least three linked strands that build the explanation, with reference to the <i>WebSwan</i> context. Without the use of this context this answer would be worth 3 marks.</p>	(8)

Question Number	Answer	Mark
<p>6 (a) AO1 = 2</p>	<p>The web is one part of the Internet which contains documents that are all linked together and which can be viewed at a computer or other device.</p> <p>1 mark for each feature of the definition</p> <p>Possible answers might include:</p>	(2)

	<ul style="list-style-type: none"> • Accessed through the internet • An electronic information system • Documents are connected to documents • Use of hypertext links 	
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Question Number	Answer	Mark
6 (b) AO2 = 1	<p>1 mark for a stakeholder</p> <p>Possible answers might include:</p> <ul style="list-style-type: none"> • Full-time employees • Examiners 	(1)

Question Number	Answer	Mark
6 (c) AO2 = 2 AO3 = 1	<p>For 3 marks, a disadvantage is identified and two clearly identifiable linked strands of explanation between the statements. These may contain connective words such as, 'this leads to . . . ' 'because . . . ' etc</p> <p>Possible disadvantages include</p> <ul style="list-style-type: none"> • corrupted files • compatibility • time • costs/printing/paper <p>The information arrives as an attached file or a pdf and will have to be printed (1) this leads to the examiner having to provide resources such as a printer and paper (1) therefore an increased cost for the examiner. (1)</p> <p>This answer would gain three marks since a disadvantage is given and there are two points of explanation that makes sense of the 'why'.</p>	(3)

Question Number	Indicative content	Mark
6 (d) AO2 = 4 AO3 = 4	<p>Positive impacts:</p> <ul style="list-style-type: none"> • Booklets do not have to be printed • Booklets do not have to be posted • Cost savings - postage - staffing • Booklets can be easily updated • If necessary amendments can be made and re-sent • Speed of contact <p>Negative impacts:</p> <ul style="list-style-type: none"> • Examiners may respond badly to this change • Some examiners may resign • Increased costs – recruitment • Loss of face-to-face communication – non-verbal signals • Examiners are more 'distant' • File size 	(8)

Level	Mark	Descriptor
No mark	0	Non-rewardable material. No mark is to be awarded if the candidate just re-states the question. i.e. break-even analysis is a valuable planning tool.
Level 1	1-2	<p>Reference to one impact related to the use of electronic communication given with some weak development or two impacts are given with limited or no development of either. If there is just a simple judgement/value attached to one of the impacts, 1 mark should be awarded. If this judgement/point has some simple support, the response should be placed at the top of this level.</p> <p>The quality of written communication will be poor with frequent spelling, punctuation, style and grammar errors.</p>
Level 2	3-5	<p>Reference to one or more impacts relating to the use of electronic communication is given, with some development of at least one at the lower end. A judgement/point is given at the lower end of the level with some development/support, which includes at least one reason/cause/consequence etc. At the middle of the level this analysis will be relevant and linked to the judgement/point made. Answers at the middle of this level will tend to assume that electronic communication is a valuable communication method.</p> <p>At the top of the level there may be some consideration of another point of view and there may be some context. For example they may consider the limitations of electronic communication or suggest benefits of posting materials.</p> <p>There will be a good level of quality of written communication with few mistakes in spelling, punctuation and grammar. The quality of the language used will be appropriate for the subject matter.</p>
Level 3	6-8	At this level there should be at least one example of a positive

	<p>and a negative impact.</p> <p>There may be additional impacts that form part of the analysis leading to a final judgement/evaluation. This will be fully supported with references to the context and why it represents good business communication.</p> <p>At the bottom end there will be a single judgement/evaluation with references to the context and supported by the analysis.</p> <p>At the top end there will be a judgement/evaluation linked to the impacts stated and there will be a clear understanding of the context and a clear statement of actual impacts.</p> <p>Reference to two impacts relating to use of electronic communication is given with development of each. A judgement/point is given with some development which includes at least two reasons/causes/consequences etc. and possibly the use of the 'it depends' rule. Some balance will be given in the form of advantage/disadvantage, pros/cons, costs/benefits. The candidate will be able to show some appreciation that the impacts are not 'inevitable' or 'automatic'. At this level, candidates will attach some value/importance to both of the impacts as to whether electronic communication is valuable. The answer will be in context.</p> <p>The quality of written communication will be of a high standard with few, if any, errors in spelling, punctuation and grammar. The style of writing and the structure of the response will be appropriate and of a high standard and there will be clear evidence that the candidate has structured their answer clearly and coherently, using appropriate terminology.</p>
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Question Number	Answer	Mark
7 AO1 = 2	<p>1 mark for each feature of a network.</p> <p>Possible answers might include:</p> <ul style="list-style-type: none"> • A group of interconnected computers • Connected by cable or wireless • Often requires a server • Can be LAN or WAN • Information can be shared 	(2)

Question Number	Indicative content	Mark
8 AO2 = 2	<p>Award one mark for each feature identified</p> <p>Possible features are:</p> <ul style="list-style-type: none"> • Content • Tone 	(2)

	<ul style="list-style-type: none"> • Language issue • Level of language • Use of colour • Use of images/charts/diagrams • Visual impact • Accessibility 	
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Question Number	Indicative content	Mark
9 AO2 = 2 AO3 = 4	<p>The aim here is for candidates to consider the benefits to Pearson of using a newsletter to communicate with employees.</p> <p>The question asks the candidate to <i>'discuss'</i>, so we should expect some balance within the answer. This could take the form of examining why one benefit is more important than another or through considering the drawbacks of solely using a newsletter.</p> <p>Possible benefits:</p> <ul style="list-style-type: none"> • Same message to every employee • Cost effective • Knowledge of the whole business <p>Balancing factors:</p> <ul style="list-style-type: none"> • Translation • Time • Will employee read it 	(6)

Level	Mark	Descriptor
No mark	0	Non-rewardable material.
1	1-2	<p>One benefit to Pearson is highlighted with some simple development or two benefits are given with no development of either.</p> <p>An alternative route to marks in this level is if just a simple judgement or value is given to a benefit. 1 mark can be awarded for no support and 2 if some simple support is offered.</p>
2	3-4	<p>Reference to at least two benefits is given with some development of each. A judgement/point is given at the lower end of the level with some development/support, which includes at least one reason/cause/consequence etc. for each benefit.</p> <p>At the top of the level this analysis will be relevant and linked to the judgement/point made and there may be some reference to the context.</p>
3	5-6	Reference to at least two benefits is given with development of each. A judgement/point is given with some development which includes at least two reasons/causes/consequences etc. for each benefit and should include some

		comparison/judgement as to which benefit is more important/evidence of balance. Answers at the top of this level will refer to <i>Pearson</i> .
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Question Number	Indicative content	Mark
10 QWC strands (i), (ii) and (iii) AO2 = 5 AO3 = 5	<p>The aim here is for candidates to make a judgement as to best way of measuring the success of the website. To demonstrate the evaluative skill, candidates could consider the importance of different ways such as sales from e-commerce, market share and brand awareness. Some candidates might consider might consider two or more ways.</p> <p>There is no right or wrong answer to this question, but candidates should aim to make a judgement which is supported and balanced. Candidates may consider the following ideas as part of their answer:</p> <p>Ways of measuring success:</p> <ul style="list-style-type: none"> • Brand awareness • E-commerce sales • Market share • Wider market • Declining calls to help lines • Change to shop sales • Increase in sales <p>Evaluation will be demonstrated by considering the relative merits of the ways listed above as a means of measuring success.</p>	(10)
Level	Mark	Descriptor
No mark	0	Non-rewardable material.
1	1-4	<p>One relevant way is identified with some development – there can be a maximum of 4 marks if the links to the point are relevant – one mark per link (up to a maximum of 3).</p> <p>An alternative route to the marks could involve a judgement being given; at the lower end of the level no support will be provided. At the top of the level some support will be given.</p> <p>A list of bullet points will gain up to a maximum of three marks, assuming they are all relevant.</p> <p>The quality of written communication will be poor with frequent spelling, punctuation, style and grammar errors.</p>
2	5-7	<p>Candidates identify at least one measure of success and offer two or more reasons/causes/consequences etc. in support.</p> <p>At the lower end of the level no value will be attached to these reasons whilst at the top of the level there will be some recognition of the ways to Shona which may be in the form of offering a counterbalancing point, identifying an advantage and disadvantage, cost/benefit, pro/con etc.</p> <p>At the middle of the level a judgement/conclusion will be made</p>

		<p>but with no support and merely re-states the question.</p> <p>At the top of the level candidates may offer at least one other factor to balance out the answer. At the top of the level a judgement/conclusion will be made with some support given although not drawn from the analysis and there may be reference to the context.</p> <p>There will be a good level of quality of written communication with few mistakes in spelling, punctuation and grammar. The quality of the language used will be appropriate for the subject matter.</p>
3	8-10	<p>Candidates consider the importance of the way chosen and offer two or more reasons/causes/consequences etc. in support.</p> <p>At the lower end of the level some value will be attached to these reasons whilst at the top of the level there will be clear recognition of the value of the points made to the business, identifying an advantage and disadvantage, cost/benefit, pro/con etc. or using the <i>'it depends'</i> rule. At this level candidates are likely offer at least one other factor to balance out the answer.</p> <p>At the middle of the level a judgement/conclusion will be made with some support drawn from the analysis.</p> <p>At the top of the level a judgement/conclusion will be given clearly drawn from the analysis representing a coherent argument and will refer to the context.</p> <p>The quality of written communication will be of a high standard with few, if any, errors in spelling, punctuation and grammar. The style of writing and the structure of the response will be appropriate and of a high standard and there will be clear evidence that the candidate has structured their answer clearly and coherently, using appropriate terminology.</p>

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