



BUSINESS AND MANAGEMENT

9771/01

Paper 1 Business Concepts

May/June 2018

MARK SCHEME

Maximum Mark: 100

Published

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

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This document consists of **11** printed pages.

Generic Marking Principles

These general marking principles must be applied by all examiners when marking candidate answers. They should be applied alongside the specific content of the mark scheme or generic level descriptors for a question. Each question paper and mark scheme will also comply with these marking principles.

GENERIC MARKING PRINCIPLE 1:

Marks must be awarded in line with:

- the specific content of the mark scheme or the generic level descriptors for the question
- the specific skills defined in the mark scheme or in the generic level descriptors for the question
- the standard of response required by a candidate as exemplified by the standardisation scripts.

GENERIC MARKING PRINCIPLE 2:

Marks awarded are always **whole marks** (not half marks, or other fractions).

GENERIC MARKING PRINCIPLE 3:

Marks must be awarded **positively**:

- marks are awarded for correct/valid answers, as defined in the mark scheme. However, credit is given for valid answers which go beyond the scope of the syllabus and mark scheme, referring to your Team Leader as appropriate
- marks are awarded when candidates clearly demonstrate what they know and can do
- marks are not deducted for errors
- marks are not deducted for omissions
- answers should only be judged on the quality of spelling, punctuation and grammar when these features are specifically assessed by the question as indicated by the mark scheme. The meaning, however, should be unambiguous.

GENERIC MARKING PRINCIPLE 4:

Rules must be applied consistently e.g. in situations where candidates have not followed instructions or in the application of generic level descriptors.

GENERIC MARKING PRINCIPLE 5:

Marks should be awarded using the full range of marks defined in the mark scheme for the question (however; the use of the full mark range may be limited according to the quality of the candidate responses seen).

GENERIC MARKING PRINCIPLE 6:

Marks awarded are based solely on the requirements as defined in the mark scheme. Marks should not be awarded with grade thresholds or grade descriptors in mind.

Section 1

Question	Answer	Marks
1	A	1
2	C	1
3	B	1
4	C	1
5	C	1
6	C	1
7	A	1
8	A	1
9	B	1
10	C	1
11	D	1
12	C	1
13	D	1
14	B	1
15	D	1
16	A	1
17	A	1
18	D	1
19	B	1
20	C	1

Section A

Question	Answer	Marks									
21(a)(i)	<p>Using data in Table 1: Calculate the break-even number of customers</p> <p>BE = Fixed costs/contribution per unit [if result incorrect] £104 000/£2 = 52 000 customers</p>	2									
21(a)(ii)	<p>Calculate the annual profit if there are 100 000 customers in the first year of trading.</p> <p>Revenue = 100 000 × £12 = £1.2m OR total cost = ([£10 × 100 000] + £104 000) [If result incorrect]</p> <p>Profit = £96 000</p>	2									
21(b)	<p>Evaluate the usefulness of your results to (a) and other information provided when deciding whether to open more BFS City shops.</p> <p>Useful: BE can be compared with forecast demand and the likelihood of breaking even assessed</p> <p>Profit from 100 000 customers could be used to assess the likely profitability of this investment.</p> <p>Limitations: Assumptions may not be accurate e.g. average spend as BFS has no recent experience of city centre convenience shops.</p> <p>Overall: Other appraisal needed before the returns from this new shop can be assessed e.g. investment appraisal techniques. Market research data (and sources used) also essential</p> <table border="1" data-bbox="304 1355 1318 1720"> <thead> <tr> <th></th> <th data-bbox="437 1355 876 1451">An 3 marks</th> <th data-bbox="876 1355 1318 1451">E 3 marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="304 1451 437 1585">Level 2</td> <td data-bbox="437 1451 876 1585">3 marks Relevant reasoning or theory used to explain answer</td> <td data-bbox="876 1451 1318 1585">3 marks Good judgement shown plus overall conclusion/judgement</td> </tr> <tr> <td data-bbox="304 1585 437 1720">Level 1</td> <td data-bbox="437 1585 876 1720">2–1 marks Limited reasoning shown</td> <td data-bbox="876 1585 1318 1720">2–1 marks Limited evaluation or judgement</td> </tr> </tbody> </table>		An 3 marks	E 3 marks	Level 2	3 marks Relevant reasoning or theory used to explain answer	3 marks Good judgement shown plus overall conclusion/judgement	Level 1	2–1 marks Limited reasoning shown	2–1 marks Limited evaluation or judgement	6
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22	<p>Evaluate the importance of effective budgeting to the future success of BFS.</p> <p>Setting financial plans and assessing actual performance against them. Gives focus to shops/departments Allocates resources e.g. between different shops Important for new ventures to have plans to work with e.g. the City shop BUT: No involvement or participation of managers so less accurate and less motivational e.g. no allowance made for unemployment in one town. Delegated budgeting can lead to more effective results. Other factors will also influence success e.g. ability to maintain profit margins and the success of the City shops. But budgeting could be made more effective which would increase chances of success.</p> <table border="1" data-bbox="304 719 1318 1413"> <thead> <tr> <th></th> <th data-bbox="437 719 655 815">K 2 marks</th> <th data-bbox="655 719 874 815">App 2 marks</th> <th data-bbox="874 719 1093 815">An 3 marks</th> <th data-bbox="1093 719 1318 815">E 3 marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="304 815 437 1084">Level 2</td> <td data-bbox="437 815 655 1084">2 marks Good knowledge shown</td> <td data-bbox="655 815 874 1084">2 marks Points made well applied to case</td> <td data-bbox="874 815 1093 1084">3 marks Relevant reasoning or theory used to explain answer</td> <td data-bbox="1093 815 1318 1084">3 marks Good judgement shown plus overall conclusion/judgement</td> </tr> <tr> <td data-bbox="304 1084 437 1249">Level 1</td> <td data-bbox="437 1084 655 1249">1 mark Some knowledge shown</td> <td data-bbox="655 1084 874 1249">1 mark Some application of points to case</td> <td data-bbox="874 1084 1093 1249">2–1 marks Limited reasoning shown</td> <td data-bbox="1093 1084 1318 1249">2–1 marks Limited evaluation or judgement</td> </tr> <tr> <td data-bbox="304 1249 437 1413">Level 0</td> <td data-bbox="437 1249 655 1413">0 marks No rewardable content</td> <td data-bbox="655 1249 874 1413"></td> <td data-bbox="874 1249 1093 1413"></td> <td data-bbox="1093 1249 1318 1413"></td> </tr> </tbody> </table>					K 2 marks	App 2 marks	An 3 marks	E 3 marks	Level 2	2 marks Good knowledge shown	2 marks Points made well applied to case	3 marks Relevant reasoning or theory used to explain answer	3 marks Good judgement shown plus overall conclusion/judgement	Level 1	1 mark Some knowledge shown	1 mark Some application of points to case	2–1 marks Limited reasoning shown	2–1 marks Limited evaluation or judgement	Level 0	0 marks No rewardable content				10
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23	<p>Recommend a suitable marketing mix for the new BFS City convenience shops. Justify your recommendation.</p> <p>Combination of marketing decisions that should be integrated and consistent.</p> <p>Price – penetration as need to get new shops established and students have low incomes</p> <p>Product – convenience not luxury food products. Limited range to cut inventory costs</p> <p>Promotion – local promotions only; use of social media likely to be used by students</p> <p>Place – location and selling methods already established</p> <p>Overall: will this mix detract from the existing image of BFS? Need to establish what the target market is, how it differs from existing market for BFS shops; market research on local demand/tastes essential; most important element of the mix.</p> <table border="1" data-bbox="304 954 1318 1648"> <thead> <tr> <th></th> <th data-bbox="437 954 655 1050">K 2 marks</th> <th data-bbox="655 954 874 1050">App 2 marks</th> <th data-bbox="874 954 1093 1050">An 3 marks</th> <th data-bbox="1093 954 1318 1050">E 3 marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="304 1050 437 1319">Level 2</td> <td data-bbox="437 1050 655 1319">2 marks Good knowledge shown</td> <td data-bbox="655 1050 874 1319">2 marks Points made well applied to case</td> <td data-bbox="874 1050 1093 1319">3 marks Relevant reasoning or theory used to explain answer</td> <td data-bbox="1093 1050 1318 1319">3 marks Good judgement shown plus overall conclusion/judgement</td> </tr> <tr> <td data-bbox="304 1319 437 1485">Level 1</td> <td data-bbox="437 1319 655 1485">1 mark Some knowledge shown</td> <td data-bbox="655 1319 874 1485">1 mark Some application of points to case</td> <td data-bbox="874 1319 1093 1485">2–1 marks Limited reasoning shown</td> <td data-bbox="1093 1319 1318 1485">2–1 marks Limited evaluation or judgement</td> </tr> <tr> <td data-bbox="304 1485 437 1648">Level 0</td> <td data-bbox="437 1485 655 1648">0 marks No rewardable content</td> <td data-bbox="655 1485 874 1648"></td> <td data-bbox="874 1485 1093 1648"></td> <td data-bbox="1093 1485 1318 1648"></td> </tr> </tbody> </table>					K 2 marks	App 2 marks	An 3 marks	E 3 marks	Level 2	2 marks Good knowledge shown	2 marks Points made well applied to case	3 marks Relevant reasoning or theory used to explain answer	3 marks Good judgement shown plus overall conclusion/judgement	Level 1	1 mark Some knowledge shown	1 mark Some application of points to case	2–1 marks Limited reasoning shown	2–1 marks Limited evaluation or judgement	Level 0	0 marks No rewardable content				10
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24	<p>Assess the potential benefits to BFS from its food waste production programme.</p> <p>7% adds to variable costs substantially so BFS could become more competitive and improve margins if waste reduction is successful.</p> <p>May become an important aspect of CSR and lead to positive consumer response – leading to higher sales</p> <p>Giving away food will be well received by ‘ethical consumers and media’ but will it increase profitability? It does not actually reduce costs</p> <p>Cutting inventories/order sizes may lead to ‘inventory out costs’ and lower bulk discounts</p> <p>Better packaging and GM products will not be well received by ethical consumers/media</p> <p>Overall conclusion needed.</p> <table border="1" data-bbox="304 920 1318 1615"> <thead> <tr> <th></th> <th data-bbox="437 920 655 1016">K 2 marks</th> <th data-bbox="655 920 874 1016">App 2 marks</th> <th data-bbox="874 920 1093 1016">An 3 marks</th> <th data-bbox="1093 920 1318 1016">E 3 marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="304 1016 437 1285">Level 2</td> <td data-bbox="437 1016 655 1285">2 marks Good knowledge shown</td> <td data-bbox="655 1016 874 1285">2 marks Points made well applied to case</td> <td data-bbox="874 1016 1093 1285">3 marks Relevant reasoning or theory used to explain answer</td> <td data-bbox="1093 1016 1318 1285">3 marks Good judgement shown plus overall conclusion/judgement</td> </tr> <tr> <td data-bbox="304 1285 437 1451">Level 1</td> <td data-bbox="437 1285 655 1451">1 mark Some knowledge shown</td> <td data-bbox="655 1285 874 1451">1 mark Some application of points to case</td> <td data-bbox="874 1285 1093 1451">2–1 marks Limited reasoning shown</td> <td data-bbox="1093 1285 1318 1451">2–1 marks Limited evaluation or judgement</td> </tr> <tr> <td data-bbox="304 1451 437 1615">Level 0</td> <td data-bbox="437 1451 655 1615">0 marks No rewardable content</td> <td data-bbox="655 1451 874 1615"></td> <td data-bbox="874 1451 1093 1615"></td> <td data-bbox="1093 1451 1318 1615"></td> </tr> </tbody> </table>					K 2 marks	App 2 marks	An 3 marks	E 3 marks	Level 2	2 marks Good knowledge shown	2 marks Points made well applied to case	3 marks Relevant reasoning or theory used to explain answer	3 marks Good judgement shown plus overall conclusion/judgement	Level 1	1 mark Some knowledge shown	1 mark Some application of points to case	2–1 marks Limited reasoning shown	2–1 marks Limited evaluation or judgement	Level 0	0 marks No rewardable content				10
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25	<p>‘Because of the increased use of social media on smartphones and social media’s involvement in retail sales, ‘social selling’ has become red hot. Anyone hoping to improve their online sales success must take advantage of emerging trends.’</p> <p style="text-align: right;">Eddie Machaalani, co-CEO, Bigcommerce</p> <p>Discuss the likely significance of emerging trends in e-commerce to business success.</p> <ul style="list-style-type: none"> • Explanation of e-commerce and relevant examples are likely to be given. • e-commerce widens potential market – especially if foreign language websites are used too • Explanation of impact of social media and smart phone purchasing – some types of products/businesses likely to gain more than others. Apply to different businesses. • Risks involved in e-commerce e.g. not updating website or negative social media feedback • Do all businesses need an ‘online presence’? Apply to different businesses. • Business success will also depend on quality/design of products and customer service e.g. delivery times. • Overall conclusion needed supported by preceding analysis and business examples. <table border="1" data-bbox="304 1066 1318 2089"> <thead> <tr> <th></th> <th data-bbox="437 1066 655 1182">K 6 marks AO1</th> <th data-bbox="655 1066 874 1182">App 8 marks AO2</th> <th data-bbox="874 1066 1093 1182">An 13 marks AO3</th> <th data-bbox="1093 1066 1318 1182">E 13 marks AO4</th> </tr> </thead> <tbody> <tr> <td data-bbox="304 1182 437 1402">Level 3</td> <td data-bbox="437 1182 655 1402"></td> <td data-bbox="655 1182 874 1402">8–7 marks Excellent application of most points to selected businesses</td> <td data-bbox="874 1182 1093 1402">13–9 marks Extensive reasoning and use of theory to explain arguments</td> <td data-bbox="1093 1182 1318 1402">13–9 marks Extensive judgement in answer and conclusion</td> </tr> <tr> <td data-bbox="304 1402 437 1756">Level 2</td> <td data-bbox="437 1402 655 1756">6–4 marks Good knowledge shown</td> <td data-bbox="655 1402 874 1756">6–4 marks Points well applied to selected businesses</td> <td data-bbox="874 1402 1093 1756">8–5 marks Good reasoning/use of theory to explain answer</td> <td data-bbox="1093 1402 1318 1756">8–5 marks Good judgement shown in answer and conclusion or excellent judgement in answer or conclusion</td> </tr> <tr> <td data-bbox="304 1756 437 1975">Level 1</td> <td data-bbox="437 1756 655 1975">3–1 marks Some knowledge shown</td> <td data-bbox="655 1756 874 1975">3–1 marks Some application of points</td> <td data-bbox="874 1756 1093 1975">3–1 marks Some reasoning /use of theory to explain answer.</td> <td data-bbox="1093 1756 1318 1975">3–1 marks Some judgement shown in answer or conclusion</td> </tr> <tr> <td data-bbox="304 1975 437 2089">Level 0</td> <td data-bbox="437 1975 655 2089">0 marks No rewardable content</td> <td data-bbox="655 1975 874 2089"></td> <td data-bbox="874 1975 1093 2089"></td> <td data-bbox="1093 1975 1318 2089"></td> </tr> </tbody> </table>					K 6 marks AO1	App 8 marks AO2	An 13 marks AO3	E 13 marks AO4	Level 3		8–7 marks Excellent application of most points to selected businesses	13–9 marks Extensive reasoning and use of theory to explain arguments	13–9 marks Extensive judgement in answer and conclusion	Level 2	6–4 marks Good knowledge shown	6–4 marks Points well applied to selected businesses	8–5 marks Good reasoning/use of theory to explain answer	8–5 marks Good judgement shown in answer and conclusion or excellent judgement in answer or conclusion	Level 1	3–1 marks Some knowledge shown	3–1 marks Some application of points	3–1 marks Some reasoning /use of theory to explain answer.	3–1 marks Some judgement shown in answer or conclusion	Level 0	0 marks No rewardable content				20
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26	<p>From April 2016 the UK National Living Wage (NLW) was introduced at £7.20 per hour for workers aged 25 and over. It is due to rise to over £9 per hour in 2020.</p> <p>Evaluate the likely impact of the NLW on UK businesses.</p> <ul style="list-style-type: none"> • Legal changes e.g. over employment rules, can have constraints on business activities – but might also offer opportunities. • 25% increase over 4 years – if other wages/salaries increase at similar rate to maintain differentials then business costs will rise substantially making UK firms less competitive. • Some businesses with very low profit margins [or making losses] may be forced out of business or reduce workforce – increasing unemployment. • BUT it might improve motivation of low paid and encourage businesses to seek ways of increasing labour productivity to pay for the increase in NLW. • How likely is it that differentials will be maintained? • Some businesses employ mainly higher paid employees so there might be little impact. Replacing some employees with machines will help reduce labour costs. • Impact will depend on proportion of total costs accounted for by labour costs. Scope for many relevant examples of different businesses. <table border="1" data-bbox="304 1025 1318 2047"> <thead> <tr> <th></th> <th data-bbox="437 1025 655 1144">K 6 marks AO1</th> <th data-bbox="655 1025 874 1144">App 8 marks AO2</th> <th data-bbox="874 1025 1093 1144">An 13 marks AO3</th> <th data-bbox="1093 1025 1318 1144">E 13 marks AO4</th> </tr> </thead> <tbody> <tr> <td data-bbox="304 1144 437 1361">Level 3</td> <td data-bbox="437 1144 655 1361"></td> <td data-bbox="655 1144 874 1361">8–7 marks Excellent application of most points to selected businesses</td> <td data-bbox="874 1144 1093 1361">13–9 marks Extensive reasoning and use of theory to explain arguments</td> <td data-bbox="1093 1144 1318 1361">13–9 marks Extensive judgement in answer and conclusion</td> </tr> <tr> <td data-bbox="304 1361 437 1713">Level 2</td> <td data-bbox="437 1361 655 1713">6–4 marks Good knowledge shown</td> <td data-bbox="655 1361 874 1713">6–4 marks Points well applied to selected businesses</td> <td data-bbox="874 1361 1093 1713">8–5 marks Good reasoning/use of theory to explain answer</td> <td data-bbox="1093 1361 1318 1713">8–5 marks Good judgement shown in answer and conclusion or excellent judgement in answer or conclusion</td> </tr> <tr> <td data-bbox="304 1713 437 1930">Level 1</td> <td data-bbox="437 1713 655 1930">3–1 marks Some knowledge shown</td> <td data-bbox="655 1713 874 1930">3–1 marks Some application of points</td> <td data-bbox="874 1713 1093 1930">3–1 marks Some reasoning /use of theory to explain answer.</td> <td data-bbox="1093 1713 1318 1930">3–1 marks Some judgement shown in answer or conclusion</td> </tr> <tr> <td data-bbox="304 1930 437 2047">Level 0</td> <td data-bbox="437 1930 655 2047">0 marks No rewardable content</td> <td data-bbox="655 1930 874 2047"></td> <td data-bbox="874 1930 1093 2047"></td> <td data-bbox="1093 1930 1318 2047"></td> </tr> </tbody> </table>					K 6 marks AO1	App 8 marks AO2	An 13 marks AO3	E 13 marks AO4	Level 3		8–7 marks Excellent application of most points to selected businesses	13–9 marks Extensive reasoning and use of theory to explain arguments	13–9 marks Extensive judgement in answer and conclusion	Level 2	6–4 marks Good knowledge shown	6–4 marks Points well applied to selected businesses	8–5 marks Good reasoning/use of theory to explain answer	8–5 marks Good judgement shown in answer and conclusion or excellent judgement in answer or conclusion	Level 1	3–1 marks Some knowledge shown	3–1 marks Some application of points	3–1 marks Some reasoning /use of theory to explain answer.	3–1 marks Some judgement shown in answer or conclusion	Level 0	0 marks No rewardable content				20
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27	<p>‘Hire people who are better than you and then leave them to get on with it’. David Ogilvy, Founder of Ogilvy and Mather, Marketing and PR company</p> <p>Discuss whether this approach to leadership would be effective in all organisations.</p> <ul style="list-style-type: none"> • Laissez faire – might be effective in marketing and communications business where creativity and initiative are essential – the other forms of leadership would be counter-productive. • In which types of businesses or which business situations could this approach to leadership be effective? When would it be ineffective? • Adapting leadership style to different situations? • Relative merits of other styles of leadership – and their appropriateness to different businesses and different situations. <table border="1" data-bbox="304 792 1318 1924"> <thead> <tr> <th></th> <th data-bbox="437 792 655 925">K 6 marks AO1</th> <th data-bbox="655 792 874 925">App 8 marks AO2</th> <th data-bbox="874 792 1093 925">An 13 marks AO3</th> <th data-bbox="1093 792 1318 925">E 13 marks AO4</th> </tr> </thead> <tbody> <tr> <td data-bbox="304 925 437 1160">Level 3</td> <td data-bbox="437 925 655 1160"></td> <td data-bbox="655 925 874 1160">8–7 marks Excellent application of most points to selected businesses</td> <td data-bbox="874 925 1093 1160">13–9 marks Extensive reasoning and use of theory to explain arguments</td> <td data-bbox="1093 925 1318 1160">13–9 marks Extensive judgement in answer and conclusion</td> </tr> <tr> <td data-bbox="304 1160 437 1525">Level 2</td> <td data-bbox="437 1160 655 1525">6–4 marks Good knowledge shown</td> <td data-bbox="655 1160 874 1525">6–4 marks Points well applied to selected businesses</td> <td data-bbox="874 1160 1093 1525">8–5 marks Good reasoning/use of theory to explain answer</td> <td data-bbox="1093 1160 1318 1525">8–5 marks Good judgement shown in answer and conclusion or excellent judgement in answer or conclusion</td> </tr> <tr> <td data-bbox="304 1525 437 1760">Level 1</td> <td data-bbox="437 1525 655 1760">3–1 marks Some knowledge shown</td> <td data-bbox="655 1525 874 1760">3–1 marks Some application of points</td> <td data-bbox="874 1525 1093 1760">3–1 marks Some reasoning /use of theory to explain answer.</td> <td data-bbox="1093 1525 1318 1760">3–1 marks Some judgement shown in answer or conclusion</td> </tr> <tr> <td data-bbox="304 1760 437 1924">Level 0</td> <td data-bbox="437 1760 655 1924">0 marks No rewardable content</td> <td data-bbox="655 1760 874 1924"></td> <td data-bbox="874 1760 1093 1924"></td> <td data-bbox="1093 1760 1318 1924"></td> </tr> </tbody> </table>					K 6 marks AO1	App 8 marks AO2	An 13 marks AO3	E 13 marks AO4	Level 3		8–7 marks Excellent application of most points to selected businesses	13–9 marks Extensive reasoning and use of theory to explain arguments	13–9 marks Extensive judgement in answer and conclusion	Level 2	6–4 marks Good knowledge shown	6–4 marks Points well applied to selected businesses	8–5 marks Good reasoning/use of theory to explain answer	8–5 marks Good judgement shown in answer and conclusion or excellent judgement in answer or conclusion	Level 1	3–1 marks Some knowledge shown	3–1 marks Some application of points	3–1 marks Some reasoning /use of theory to explain answer.	3–1 marks Some judgement shown in answer or conclusion	Level 0	0 marks No rewardable content				20
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28	<p>Evaluate the importance of location decisions to the profitability of service sector businesses.</p> <p>Site costs are often very significant fixed costs of service sector businesses e.g. large insurance offices or Bond Street locations for retailers.</p> <p>High fixed costs reduce potential profitability and increase BE point.</p> <ul style="list-style-type: none"> • Other costs might be affected by locations too e.g. labour rates per hour or transport costs of supply deliveries. • Online selling businesses tend to be ‘footloose’ and can have cost advantages over those businesses that need a high street or city centre presence. • Profitability will be affected by other factors too e.g. the level of competition in retailing • Expensive locations can also have a positive impact on profitability e.g. prestigious addresses such as Harley Street or city centre locations that have high consumer count • Low cost outsourcing for some service operations e.g. accounting function/customer service call centres – the advantages and limitations this type of decision <table border="1" data-bbox="304 987 1318 2047"> <thead> <tr> <th></th> <th data-bbox="437 987 655 1111">K 6 marks AO1</th> <th data-bbox="655 987 874 1111">App 8 marks AO2</th> <th data-bbox="874 987 1093 1111">An 13 marks AO3</th> <th data-bbox="1093 987 1318 1111">E 13 marks AO4</th> </tr> </thead> <tbody> <tr> <td data-bbox="304 1111 437 1339">Level 3</td> <td data-bbox="437 1111 655 1339"></td> <td data-bbox="655 1111 874 1339">8–7 marks Excellent application of most points to selected businesses</td> <td data-bbox="874 1111 1093 1339">13–9 marks Extensive reasoning and use of theory to explain arguments</td> <td data-bbox="1093 1111 1318 1339">13–9 marks Extensive judgement in answer and conclusion</td> </tr> <tr> <td data-bbox="304 1339 437 1697">Level 2</td> <td data-bbox="437 1339 655 1697">6–4 marks Good knowledge shown</td> <td data-bbox="655 1339 874 1697">6–4 marks Points well applied to selected businesses</td> <td data-bbox="874 1339 1093 1697">8–5 marks Good reasoning/use of theory to explain answer</td> <td data-bbox="1093 1339 1318 1697">8–5 marks Good judgement shown in answer and conclusion or excellent judgement in answer or conclusion</td> </tr> <tr> <td data-bbox="304 1697 437 1921">Level 1</td> <td data-bbox="437 1697 655 1921">3–1 marks Some knowledge shown</td> <td data-bbox="655 1697 874 1921">3–1 marks Some application of points</td> <td data-bbox="874 1697 1093 1921">3–1 marks Some reasoning /use of theory to explain answer.</td> <td data-bbox="1093 1697 1318 1921">3–1 marks Some judgement shown in answer or conclusion</td> </tr> <tr> <td data-bbox="304 1921 437 2047">Level 0</td> <td data-bbox="437 1921 655 2047">0 marks No rewardable content</td> <td data-bbox="655 1921 874 2047"></td> <td data-bbox="874 1921 1093 2047"></td> <td data-bbox="1093 1921 1318 2047"></td> </tr> </tbody> </table>					K 6 marks AO1	App 8 marks AO2	An 13 marks AO3	E 13 marks AO4	Level 3		8–7 marks Excellent application of most points to selected businesses	13–9 marks Extensive reasoning and use of theory to explain arguments	13–9 marks Extensive judgement in answer and conclusion	Level 2	6–4 marks Good knowledge shown	6–4 marks Points well applied to selected businesses	8–5 marks Good reasoning/use of theory to explain answer	8–5 marks Good judgement shown in answer and conclusion or excellent judgement in answer or conclusion	Level 1	3–1 marks Some knowledge shown	3–1 marks Some application of points	3–1 marks Some reasoning /use of theory to explain answer.	3–1 marks Some judgement shown in answer or conclusion	Level 0	0 marks No rewardable content				20
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