

Past exam paper questions – Topic 2.3 – Mark scheme

Q1.

Question number	Answer	Mark
	D	(1) AO1a

Q2.

Question number	Answer	Mark
	B, D	(2) AO1a

Q3.

Question number	Answer	Mark
	B, C	(2) AO1a

Q4.

Question number	Answer	Mark
	<p>Award 1 mark for identification of a drawback, plus 2 further marks for explaining this drawback up to a total of 3 marks.</p> <p>Between batches, machinery will need to be reset for the next batch (1) therefore causing workers to waste time (1). As a result, the cost of each item produced will increase (1).</p> <p>Batch production requires stocks of raw materials to be held (1) therefore more cash will be tied up in stock holding (1). Thus, less cash will be available to fund other projects within the business (1).</p> <p>Accept any other appropriate response. Answers that list more than one drawback with no explanation will be awarded a maximum of 1 mark.</p>	(3) AO1a=1 AO1b=2

Q5.

Question number	Answer	Mark
	<p>Award 1 mark for identification of an impact, plus 2 further marks for explaining this impact up to a total of 3 marks.</p> <p>Improved technology will mean machines will become more productive (1). Therefore, the unit cost of production will fall (1). As a result, this will allow the business to charge more competitive prices (1).</p> <p>Technology allows businesses to connect with their customers more easily (1). Therefore, the business can receive instant feedback from them through social media (1). Thus, the business can respond by adapting its products to suit changing customer needs (1).</p> <p>Accept any other appropriate response. Answers that list more than one impact with no explanation will be awarded a maximum of 1 mark.</p>	(3) AO1a=1 AO1b=2

Q6.

Question number	Answer	Mark
	<p>Award 1 mark for identification of an impact, plus 2 further marks for explaining this impact up to a total of 3 marks.</p> <p>This will require extra quality control checks (1) therefore workers will need to be trained to spot defects (1). Thus, the cost of producing each item will rise (1).</p> <p>This could differentiate the business' products (1) therefore the business could charge a premium price (1). This will result in an increase in sales revenue (1).</p> <p>Accept any other appropriate response. Answers that list more than one impact with no explanation will be awarded a maximum of 1 mark.</p>	<p>(3) AO1a=1 AO1b=2</p>

Q7.

Question number	Answer	Mark
	<p>Award 1 mark for identification of a disadvantage, plus 2 further marks for explaining this disadvantage up to a total of 3 marks.</p> <p>Raw materials may arrive late (1) therefore workers will not be able to produce products (1). As a result, the productivity of the business will fall (1).</p> <p>The wrong products may be delivered to customers (1). Therefore, the likelihood of repeat purchase will fall (1). This could result in the business facing a fall in future sales (1).</p> <p>Accept any other appropriate response. Answers that list more than one disadvantage with no explanation will be awarded a maximum of 1 mark.</p>	<p>(3) AO1a=1 AO1b=2</p>

Q8.

Question number	Indicative content	Mark
	<ul style="list-style-type: none"> • <i>Nando's</i> could run out of important ingredients such as chicken breasts. (AO2). • <i>Nando's</i> will not be able to bulk-buy raw materials like PERi-PERi sauce (AO2). • Therefore, if demand increased suddenly on a Saturday night this could leave customers disappointed because there is no buffer stock. As a result, customers may choose to go to different restaurants instead (AO3a). • This will raise the cost of each meal resulting in a lower gross profit for each meal sold (AO3a). 	<p>(6) AO2=3 AO3a=3</p>
Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–2	<ul style="list-style-type: none"> • Limited application of knowledge and understanding of business concepts and issues to the business context (AO2). • Attempts to deconstruct business information and/or issues, finding limited connections between points (AO3a).
Level 2	3–4	<ul style="list-style-type: none"> • Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies (AO2). • Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3a).
Level 3	5–6	<ul style="list-style-type: none"> • Detailed application of knowledge and understanding of business concepts and issues to the business context throughout (AO2). • Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning (AO3a).