

OXFORD

INTERNATIONAL
AQA EXAMINATIONS

INTERNATIONAL GCSE

BUSINESS

9225/1

Paper 1 Influences of Operations and Human Resources on
Business Activity

Mark scheme

November 2021

Version: 1.0 Final Mark Scheme



2 1 B Y 9 2 2 5 / 1 / M S

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

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

Further copies of this mark scheme are available from oxfordaqaexams.org.uk

Copyright Information

OxfordAQA retains the copyright on all its publications. However, registered schools/colleges for OxfordAQA are permitted to copy material from this booklet for their own internal use, with the following important exception: OxfordAQA cannot give permission to schools/colleges to photocopy any material that is acknowledged to a third party even for internal use within the centre.

Copyright © 2021 Oxford International AQA Examinations and its licensors. All rights reserved.

Level of response marking instructions

Level of response mark schemes are broken down into levels, each of which has a descriptor. The descriptor for the level shows the average performance for the level. There are marks in each level.

Before you apply the mark scheme to a student's answer read through the answer and annotate it (as instructed) to show the qualities that are being looked for. You can then apply the mark scheme.

Step 1 Determine a level

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

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

Step 2 Determine a mark

Once you have assigned a level you need to decide on the mark. The descriptors on how to allocate marks can help with this. The exemplar materials used during standardisation will help. There will be an answer in the standardising materials which will correspond with each level of the mark scheme. This answer will have been awarded a mark by the Lead Examiner. You can compare the student's answer with the example to determine if it is the same standard, better or worse than the example. You can then use this to allocate a mark for the answer based on the Lead Examiner's mark on the example.

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

Indicative content in the mark scheme is provided as a guide for examiners. It is not intended to be exhaustive and you must credit other valid points. Students do not have to cover all of the points mentioned in the Indicative content to reach the highest level of the mark scheme.

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

Marking guidance

- Read the response as a whole; follow the flow of reasoning as a whole.
- Remember that the indicative content provides possible lines of argument but there may be others that are equally valid. Be willing to credit other lines of argument.
- Annotate the script as you read using the annotations for application, analysis and evaluation shown below.
- Refer back to the standardisation scripts and guidance to help you benchmark. Marking must be in line with the standard agreed at standardisation. Refer back to standardisation scripts regularly.
- Summarise your findings briefly at the end of the response. This will help you decide on the overall level and is helpful for others to understand the mark given. Make sure the comments fit with the level awarded.
- Within your comment put the level awarded, eg L4, and any further explanation of that decision, needed most commonly where performance has varied across the answer.
- If in doubt about an approach contact your Team Leader, so that we can ensure we have a standardised approach across all marking.
- Be positive in your marking. Look to reward what is there.

Standard annotations:

Annotation	Skill being evidenced
Uses context	AO2 – application to context
Analysed in depth	AO3 – analysis
Partial analysis	
Simplistic analysis	
Evaluation fully justified	AO4 – evaluation
Evaluation with some justification	
Evaluation with limited justification	
Evaluation with no justification	

Section A

Total for this section: 15 marks

Question	Part	Marking guidance	Total marks
01		Which one of the following business types can only have one owner? Answer: D (Sole trader)	1 AO1=1
02		Which one of the following is not an environmental consideration for businesses? Answer: B (Interest rates)	1 AO1=1
03		Which one of the following is an example of a method of external growth? Answer: B (Merging with a competitor)	1 AO1=1
04		Which stakeholder is most likely to want high dividend payments from a business? Answer: B (Shareholders)	1 AO1=1
05		Which one of these types of business is in the correct sector? Answer: C (Mail delivery – Tertiary)	1 AO1=1

<p>06</p>	<p>Identify and explain one way that health and safety law can affect a business.</p> <p>One mark for identifying an effect, plus one mark for offering some explanation or development.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • increased costs • slower production • need to redesign business processes • fines for breaches of law • training needs • employees feel safer. <p>Specimen response:</p> <p>Health and safety law may increase a business' costs (1) because they may need to purchase new equipment to ensure the safety of their workers (2).</p>	<p>2</p> <p>AO1=2</p>
<p>07</p>	<p>Explain one way a business can maintain consistent quality of its products.</p> <p>One mark for identifying a valid way, plus one mark for offering some explanation or development.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • quality control • quality assurance • TQM. <p>Specimen response:</p> <p>Quality control (1) which involves regularly checking the quality of output to identify faults that need correction (1).</p>	<p>2</p> <p>AO1=2</p>

<p>08</p>	<p>Explain why a business might use video-conferencing to communicate internally.</p> <p>One mark for identifying a valid reason, plus one mark for offering some explanation or development.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • to hold virtual meetings • to allow staff in different locations to communicate face-to-face • to allow leaders to share important messages with all of the staff. <p>Specimen response:</p> <p>Video-conferencing allows immediate face-to-face communication (1) so people in the business who need to meet but are far apart can hold a 'virtual meeting' (1).</p>	<p>2</p> <p>AO1=2</p>
<p>09</p>	<p>Explain two factors that may affect a business' choice of supplier.</p> <p>One mark for identifying a valid factor, plus one mark for offering some explanation or development. (Apply twice)</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • cost • reliability • quality • lead time • capacity. <p>Specimen response:</p> <p>Cost (1) because a business would prefer to buy cheaper supplies if possible to boost profit (1).</p>	<p>4</p> <p>AO1=4</p>

Section B

Total for this section: 36 marks

Question	Part	Marking guidance	Total marks
10	1	<p>Explain one reason why the government may have wanted to encourage Abdul's start-up.</p> <p>1 mark for identifying a reason, 2nd mark for providing some valid development and 3rd mark for incorporating the context.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • to support job creation • businesses pay taxes • to build a domestic IT industry. <p>Specimen response:</p> <p>Governments may support businesses to create jobs (1). A new business may take on staff who would otherwise be unemployed and not contributing to the economy (2). In this case, Abdul recruited four staff immediately (3).</p>	<p>3</p> <p>AO1=1 AO2=2</p>
10	2	<p>Explain why providing excellent post-sales service is important to Abdul's business.</p> <p>1 mark for identifying a reason, 2nd mark for providing some valid development and 3rd mark for incorporating the context.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • helps the business stand out from its rivals • improves the quality of the service offered • allows AWDC to charge a higher price • builds customer loyalty • as a point of differentiation. <p>Specimen response:</p> <p>Excellent post-sales service may help the business to stand out from its rivals (1). If other things are equal a business that supports customers after they have bought the product will be more attractive to customers than others (2). For many businesses, the availability of a 24-hour helpline may be vital if technical skills are lacking in customers' businesses (3).</p>	<p>3</p> <p>AO1=1 AO2=2</p>

10	3	<p>Analyse how Abdul’s effective recruitment could improve AWDC’s productivity.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • better skilled staff • staff less likely to leave and need to be replaced • more motivated staff. <p>Specimen response:</p> <p>Effective recruitment ensures that the best candidate is appointed to a job, meaning more highly skilled web designers (L1). This means that they will make the best websites as efficiently as possible, making fewer mistakes and creating a better product (L2). Therefore more efficient creation of websites equates to greater productivity (L3).</p>	<p>6</p> <p>AO2=2 AO3=4</p>
-----------	----------	---	--

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

Level	Marks	Descriptor
3	5–6 AO3x2	<p>Detailed analysis of topics based on the context</p> <ul style="list-style-type: none"> • Business areas are analysed in depth. • Applies knowledge and understanding to the context sufficiently, throughout the answer.
2	3–4 AO3 AO2	<p>Sound analysis of topics based on the context</p> <ul style="list-style-type: none"> • Business areas are partially analysed. • Applies knowledge and understanding to the context sufficiently, in most areas.
1	1–2 AO3 AO2	<p>Basic analysis of topics based on the context</p> <ul style="list-style-type: none"> • Analysis of business areas is simplistic. • Knowledge and understanding is applied to the context, but may be fragmented.
0	0	Nothing worthy of credit.

<p>10</p>	<p>4</p>	<p>Identify and explain two benefits to AWDC of providing induction training for new employees when they start work at the business.</p> <p>1 mark for identifying a benefit, 2nd mark for providing some valid development and 3rd mark for incorporating the context. (Apply twice)</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • makes new staff feel welcome – especially with Abdul himself providing the training • prevents mistakes being made by new staff – vital for a business that prides itself on high quality service • ensures less disruption to the business – current designers will not be disrupted in delivering training or answering questions during the new recruits' early weeks • ensures new staff understand the requirements of the job – especially as the induction is a full week. <p>Response based on generic (non-induction) training cannot earn context marks.</p> <p>Specimen response:</p> <p>Induction ensures new staff understand the requirements of the job (1). This should help to ensure that they work to a standard that the business expects as soon as possible after joining the business (2) which is vital for AWDC who rely on very high standards of design to make itself stand out from rivals (3).</p>	<p>6</p> <p>AO1=2 AO2=4</p>
------------------	-----------------	---	--

10	5	<p>Abdul has added another layer of deputy managers to his organisational structure. Analyse how that may affect communication within the business.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • spans of control are narrowed • an extra layer means another intermediary for communication to pass through • Abdul is further away from the lowest level of the business. <p>Specimen response:</p> <p>Adding an extra layer reduces spans of control (L1), from 14 to 7. This means that each manager only has to communicate messages to seven subordinates, meaning they are less likely to miss anyone out (L2). As a result, top down communication should be more effective, certainly in ensuring that all staff receive and understand any messages Abdul wishes to give (L3).</p>	6 AO2=2 AO3=4
-----------	----------	--	--

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

Level	Marks	Descriptor
3	5–6 AO3x2	<p>Detailed analysis of topics based on the context</p> <ul style="list-style-type: none"> • Business areas are analysed in depth. • Applies knowledge and understanding to the context sufficiently, throughout the answer.
2	3–4 AO3 AO2	<p>Sound analysis of topics based on the context</p> <ul style="list-style-type: none"> • Business areas are partially analysed. • Applies knowledge and understanding to the context sufficiently, in most areas.
1	1–2 AO3 AO2	<p>Basic analysis of topics based on the context</p> <ul style="list-style-type: none"> • Analysis of business areas is simplistic. • Knowledge and understanding is applied to the context, but may be fragmented.
0	0	Nothing worthy of credit.

<p style="text-align: center;">10</p>	<p style="text-align: center;">6</p>	<p>Abdul wants to improve the quality of the websites that his designers produce. He plans to do this by increasing the motivation of the designers.</p> <p>Using information from Items A, B and C, analyse the advantages to Abdul of using:</p> <ul style="list-style-type: none"> • financial methods <p>and</p> <ul style="list-style-type: none"> • non-financial methods <p>to achieve the increase in motivation.</p> <p>Recommend which one would be better for AWDC. Use your analysis to support your recommendation.</p> <p>Possible answers include:</p> <p>Financial methods:</p> <p>These could include: Piece rate, bonuses, commission, profit sharing</p> <ul style="list-style-type: none"> • can link personal goals with company goals • may encourage staff to work faster to maximise their income • as the company is growing Abdul may find it hard to personally praise staff, meaning financial rewards might do the same job. <p>Non-financial methods:</p> <p>May include: Praise and recognition, extra training, greater responsibility, ensuring staff can feel a sense of achievement, job satisfaction</p> <ul style="list-style-type: none"> • cheaper as no extra payments are made • may encourage more creativity than financial rewards which narrow focus • less likely to create a money-driven atmosphere where staff lose sight of the business' goal/purpose. <p>Possible themes for evaluation:</p> <p>Abdul has tried a bonus system which did not work. The business' focus seems to be on creativity and high standards – suggesting non-financial methods may be more effective. Skilled staff may welcome responsibility. It seems that Abdul spending time with staff has worked in the past.</p>	<p style="text-align: center;">12</p> <p style="text-align: center;">AO2=4 AO3=8</p>
--	---	--	---

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

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

Section C

Total for this section: 39 marks

Question	Part	Marking guidance	Total marks
11	1	<p>Identify and explain two personal characteristics that may have led to Sophie’s success as an entrepreneur.</p> <p>1 mark for identifying a factor, 2nd mark for providing some valid development and 3rd mark for incorporating the context. (Apply twice)</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • hard-working • innovative • willing to take risks • determined. <p>Specimen response:</p> <p>Sophie is innovative (1). She shows the ability to frequently have new ideas (2) as shown by her smoke detector (3).</p>	<p>6</p> <p>AO1=2 AO2=4</p>
11	2	<p>Calculate Sophie’s first estimate of how many televisions the company would sell per year.</p> <p>6 750 000 = 135% of last year’s figure (1 mark) 1% of last year’s figure = 6 750 000/135 = 50 000 (1 mark) So last year’s sales = 100 x 50 000 = 5 000 000 televisions (1 mark)</p> <p>(1 mark) if decimal error only</p> <p>If the candidate simply reduces the final forecast by 35% (award 1 mark (6 750 000 x 0.65 or 6 750 000 x 65/100 = 4 387 500)). No requirement to state televisions or units on this question.</p>	<p>3</p> <p>AO1=1 AO2=2</p>

11	3	<p>Analyse the possible causes of the forecast reduction in average unit costs when full-scale television production begins.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • purchasing economies of scale (bulk-buying) • technical economies of scale • financial economies • risk-bearing economies • making fuller use of production and storage capacity. <p>Specimen response:</p> <p>WEA may experience economies of scale, these could include purchasing economies of scale (L1). As they will need to buy twice as many power leads, its supplier may offer a bulk buying discount (L2) which means that the average cost of each power lead bought, and so the average cost of making each product with a power lead, will fall (L3).</p>	<p>6</p> <p>AO2=2 AO3=4</p>
-----------	----------	---	--

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

Level	Marks	Descriptor
3	5–6 AO3x2	<p>Detailed analysis of topics based on the context</p> <ul style="list-style-type: none"> • Business areas are analysed in depth. • Applies knowledge and understanding to the context sufficiently, throughout the answer.
2	3–4 AO3 AO2	<p>Sound analysis of topics based on the context</p> <ul style="list-style-type: none"> • Business areas are partially analysed. • Applies knowledge and understanding to the context sufficiently, in most areas.
1	1–2 AO3 AO2	<p>Basic analysis of topics based on the context</p> <ul style="list-style-type: none"> • Analysis of business areas is simplistic. • Knowledge and understanding is applied to the context, but may be fragmented.
0	0	Nothing worthy of credit.

<p>11</p>	<p>4</p>	<p>WEA has decided to outsource production of screens. Identify and explain one advantage and one disadvantage of this decision.</p> <p>1 mark for identifying an issue, 2nd mark for providing some valid development and 3rd mark for incorporating the context. (Apply twice)</p> <p>Possible answers include:</p> <p>Benefits:</p> <ul style="list-style-type: none"> • the company making the screens should have greater expertise in screen manufacturing • cost per screen may be lower • reduced R&D costs • one less thing for WEA to worry about. <p>Drawbacks:</p> <ul style="list-style-type: none"> • WEA has less control over the quality of the screens • the company making the screens is likely to worry a little less about quality and reliability than if they were produced in-house • the outsourcer will need to add a margin on top of the cost of the screens – pushing up the cost to WEA. <p>Specimen response:</p> <p>The supplier will be a specialist screen manufacturer (1). This is likely to mean that it can make good quality screens more efficiently than WEA could (2), especially as WEA have no experience making screens of this size (3).</p>	<p>6</p> <p>AO1 = 2 AO2 = 4</p>
------------------	-----------------	--	--

11	5	<p>Starting full-scale production of televisions means a significant expansion for WEA.</p> <p>Analyse the possible impact of this expansion on shareholders.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • dividends may fall – with significant extra costs involved (at least in the short-term) meaning profit may fall • dividends may rise – if profits increase if the TV expansion is a success • share price may fall – if demand is not as high as expected – this is a substantial expansion for Sophie’s business • share price may rise – if profits increase – a successful move into the market for televisions could make a large difference to the company’s financial status. <p>Specimen response:</p> <p>Shareholders may see higher dividends (L1) if the new product is successful and demand for these televisions is expected to be high, while average unit costs are forecast to fall (L2) which suggests that the firm’s total profits will increase, meaning more profit that can be shared out amongst the shareholders as dividends (L3).</p>	<p>6</p> <p>AO2 = 2 AO3 = 4</p>
-----------	----------	---	--

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

Level	Marks	Descriptor
3	5–6 AO3x2	<p>Detailed analysis of topics based on the context</p> <ul style="list-style-type: none"> • Business areas are analysed in depth. • Applies knowledge and understanding to the context sufficiently, throughout the answer.
2	3–4 AO3 AO2	<p>Sound analysis of topics based on the context</p> <ul style="list-style-type: none"> • Business areas are partially analysed. • Applies knowledge and understanding to the context sufficiently, in most areas.
1	1–2 AO3 AO2	<p>Basic analysis of topics based on the context</p> <ul style="list-style-type: none"> • Analysis of business areas is simplistic. • Knowledge and understanding is applied to the context, but may be fragmented.
0	0	Nothing worthy of credit.

11	6	<p>Sophie is considering using JIT production for WEA.</p> <p>Using information from Items E and F, analyse both the advantages and disadvantages to WEA of using JIT.</p> <p>Recommend whether WEA should change to JIT. Use your analysis to support your recommendation.</p> <p>Possible answers include:</p> <p>Benefits:</p> <ul style="list-style-type: none"> • less space is required – televisions and washing machines especially will take up a lot of space • less storage cost involved – this may be expensive if located in a city • stock less likely to lose value due to obsolescence – especially relevant for technology products such as WEA’s • less cash tied up in stock – especially useful when undergoing a major expansion. <p>Drawbacks:</p> <ul style="list-style-type: none"> • greater reliance on deliveries arriving on time – the business is multi-product and thus complex • may not be able to meet surges in demand – identified as unpredictable in Item F • may miss out on economies of scale – which may have been a key part of lowering costs when starting production of televisions • more frequent deliveries causing higher transport costs. <p>Possible themes for evaluation:</p> <p>With several products (fans and heaters) showing unpredictable patterns of demand, sales may be missed if demand cannot be met due to a lack of stock. However, the company seems to be spending a lot on storage facilities. Given the global scale of the business, transporting products to customers will take time, meaning that a switch to JIT may simply be impractical if demand is unpredictable. The business may choose to switch production of some products to JIT but maintain stocks of those where demand is unpredictable.</p>	<p>12</p> <p>AO2=4 AO3=8</p>
-----------	----------	---	---

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

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