

OXFORD

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INTERNATIONAL GCSE **BUSINESS**

9225/2

Paper 2 Influences of Marketing and Finance on Business Activity

Mark scheme

November 2021

Version: 1.0 Final Mark Scheme



2 1 B Y 9 2 2 5 / 2 / 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.

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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								
1		<p>A business decides to sell some of its products online rather than just in its shops. Which one of the following is an advantage to the business?</p> <p>Answer: C (Increased market size)</p>	<p>1</p> <p>AO1=1</p>								
2		<p>Which one of the following would be an advantage of starting a business as a partnership rather than as a sole trader?</p> <p>Answer: A (Different partners can bring different skills)</p>	<p>1</p> <p>AO1=1</p>								
3		<p>Which one of the following is an example of secondary market research?</p> <p>Answer: D (Other company reports)</p>	<p>1</p> <p>AO1=1</p>								
4		<p>Below is some financial information for a business.</p> <table border="1" data-bbox="550 1115 1099 1422"> <thead> <tr> <th></th> <th style="text-align: center;">\$</th> </tr> </thead> <tbody> <tr> <td>Revenue</td> <td style="text-align: center;">175 000</td> </tr> <tr> <td>Fixed costs</td> <td style="text-align: center;">35 000</td> </tr> <tr> <td>Profit target</td> <td style="text-align: center;">100 000</td> </tr> </tbody> </table> <p>To achieve the profit target, variable costs must be equal to or lower than:</p> <p>Answer: A (\$40 000)</p>		\$	Revenue	175 000	Fixed costs	35 000	Profit target	100 000	<p>1</p> <p>AO1=1</p>
	\$										
Revenue	175 000										
Fixed costs	35 000										
Profit target	100 000										
5		<p>Multinational corporations are defined as companies that:</p> <p>Answer: C (operate in several countries.)</p>	<p>1</p> <p>AO1=1</p>								

<p>6</p>	<p>Explain what is meant by ‘price penetration’.</p> <p>One mark for identifying a low initial price, plus one mark for development such as to increase market share.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • charging a low initial price to attract more customers in order to gain a greater market share. <p>Specimen response:</p> <p>Price penetration is a pricing strategy that involves setting a relatively low initial entry price to attract customers (1) so that the business can increase its market share (1).</p>	<p>2</p> <p>AO1=2</p>
<p>7</p>	<p>Explain what is meant by a ‘stakeholder’ of a business.</p> <p>One mark for making a valid point, plus one mark for offering some explanation or development.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • individuals, groups or organisations that are affected by the activity of a business • people who have an interest in how an organisation or business is run and can be external or internal to the business • people with interests in a business, such as employees, customers and investors • anyone with an interest in a business. <p>Specimen response:</p> <p>Stakeholders are individuals, groups or organisations (1) that are affected by the activity of a business (1).</p> <p>(Misread of stakeholder for shareholder, maximum 1 mark)</p>	<p>2</p> <p>AO1=2</p>

<p>8</p>	<p>Explain one benefit of limited liability to a business owner.</p> <p>One mark for identifying a valid benefit, plus one mark for offering some explanation or development.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • limits the risk for the owner to the sum the owner has invested in the company • the business exists as a separate legal entity so there is a separation of ownership and control • can raise large sums of finance through shareholders. <p>Specimen response:</p> <p>Limited liability means that the owners are only responsible for some of the debts of the business (1). If the business goes bankrupt the owners will only lose what they have invested (1).</p>	<p>2</p> <p>AO1=2</p>
<p>9</p>	<p>Explain two reasons why someone may want to start their own business.</p> <p>One mark for identifying a valid reason, plus one mark for offering some explanation or development. (Apply twice)</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • to be your own boss • to provide a service or product that benefits others • to pursue an interest or hobby • to escape an uninteresting job • to gain the satisfaction from setting up a successful business • to gain independence and set one's own working hours. <p>Specimen response:</p> <p>To be independent (1). You will be able to set your own working hours (1).</p>	<p>4</p> <p>AO1=4</p>

Section B

Total for this section: 39 marks

Question	Part	Marking guidance	Total marks
10	1	<p>Identify and explain two benefits to ACL of using a merger as a method of growth.</p> <p>1 mark for identifying a suitable 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"> • market power: ACL will be able to control developments in the Indian market to increase its sales at the expense of many new competitors entering the market • barriers to entry: ACL can create barriers to entry that maintain their position • attracts potential investors: market power will attract potential investors and build confidence in prospective customers • demonstrates that ACL is employing the correct marketing strategy. ACL has got its marketing strategy right as customers are happy with the product offers that clearly meets or exceeds their needs • builds a strong customer base: ACL has a good foundation for launching new products so that they can sustain their position for the long term. <p>Specimen response:</p> <p>ACL's high market share enables it to create barriers to entry (1), making it difficult for the new competitors to penetrate the market and increase their own share (1). Competitors will have to make major investments in marketing to overcome ACL's barriers, giving ACL a strong advantage in the Indian market (1).</p>	<p>6</p> <p>AO1=2 AO2=4</p>
10	2	<p>Identify and explain two diseconomies of scale that could arise from ACL merging with Protel.</p> <p>1 mark for identifying a valid diseconomy of scale, 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"> • poor communication • coordination issues • reduced staff motivation. 	<p>6</p> <p>AO1=2 AO2=4</p>

		<p>Specimen response:</p> <p>The merger with Protel could result in slower decision-making (1) because of the increased need to consult about mobile phone designs, tariffs and prices following ACL’s merger (1). More time will need to be spent on negotiations which could mean that other business opportunities are missed (1).</p>	
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10	3	<p>Analyse why ACL has decided to use a loss-leader pricing strategy by providing free Internet access.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • increased sales and growth • attracts new customers • potential for greater profit • increased brand recognition and establishment • provides a competitive advantage. <p>Specimen response:</p> <p>Providing free Internet access as a ‘loss leader’ strategy is essentially designed to entice customers to buy new products and services (L1). By offering free Internet access, ACL is hoping to increase its customer base (L2). The free Internet is also an alternative form of marketing, where ACL is essentially accepting losses on its Internet provision to get customers interested in the company so that they buy ACL’s other products and services. Because of this, ACL’s sales and revenue are likely to increase, offsetting the initial loss of the free Internet access, enabling ACL to increase its profits (L3).</p>	<p>6</p> <p>AO2=2 AO3=4</p>
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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.

10	4	<p>Analyse the importance to ACL of a good brand image.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> customers are likely to buy more of ACL’s products ACL’s profits will increase through increased sales new customers will be attracted towards ACL’s products image of quality will increase customer retention will allow ACL to differentiate themselves from other businesses can benefit from brand loyalty. <p>Specimen response:</p> <p>ACL’s brand is based on its reputation for good customer service and not charging customers for many of its services (L1). ACL knows that the brand image is important because the customer is not only buying its products or services but is also buying into the image associated with its products and will increase sales and profit (L2). Furthermore, existing customers are likely to buy more of ACL’s products and new customers will also be attracted towards its products. This will increase ACL’s sales and increase its market share, making it easier for ACL to introduce new products within its brand (L3).</p>	6 AO2=2 AO3=4
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Level	Marks	Descriptor
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2	3–4 AO3 AO2	Sound analysis of topics based on the context <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	Basic analysis of topics based on the context <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.

10	5	<p>Calculate the payback period for the investment in video streaming services.</p> <p>Payback period = Negative years + $\left(\frac{\text{Deficit remaining}}{\text{Cash flow in relevant year}} \times 12 \text{ months}\right)$</p> <p style="text-align: center;">= 3 years (1) + $\left(\frac{90}{360} \times 12\right)$ (1)</p> <p style="text-align: center;">= 3 years + (0.25 years)</p> <p>Accept 3.25 years or 3 years 3 months (or equivalent) (1)</p>	3 AO1=1 AO2=2
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10	6	<p>ACL is considering offering video streaming services to its customers.</p> <p>Using information from items A, B and C analyse the arguments for and against ACL offering video streaming services.</p> <p>Recommend whether ACL should offer video streaming services. Use your analysis to support your recommendation.</p> <p>Possible points include:</p> <p>Arguments for offering video streaming services:</p> <ul style="list-style-type: none"> video streaming is a popular and expanding market. If successful this could significantly increase sales and revenue the nature of the market is changing – the arrival of big companies such as Netflix and Amazon mean that ACL will need to respond to this competitive threat will enable ACL to diversify and spread its risks. They already have a very strong customer base 	12 AO2=4 AO3=8
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		<ul style="list-style-type: none"> • ACL can focus on an expanding market and further grow their market share • ACL could achieve higher margins compared to their existing products and services. <p>Arguments against offering video streaming services:</p> <ul style="list-style-type: none"> • ACL could be overstretching itself with constant innovation. May struggle to provide a consistent level of service, which could lead to dissatisfaction and customer losses • the project may not be successful. Lack of knowledge or expertise in this area may lead to costly mistakes causing ACL to fail • ACL will need to borrow large sums of money at a time when its revenues are falling • the investment will take over three years to pay back • Amazon and Netflix have been investing heavily in the Indian market. They have considerable expertise in this area and ACL may struggle to compete. <p>Possible themes for evaluation:</p> <p>Not charging customers for some services may have been successful in enabling ACL to gain a large market share, but it is not economically sustainable. There does not seem to be a long-term strategy for the development of the company other than to undercut potential competitors. Whilst this has undoubtedly been successful, it has not left the business in a strong and stable financial position.</p> <p>The loss leading strategy has enabled ACL to gain a reputation for low prices but will need to charge for these services. Introducing a charging policy has lost ACL customers.</p>	
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Level	Marks	Descriptor
4	10–12 AO3 AO3 AO2	Detailed analysis and evaluation of topics based on the context <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 consistently detailed and appropriately applied within context.
3	7–9 AO3 AO3 AO2	Sound analysis and evaluation of topics based on the context <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	Limited attempt made to analyse the topics based on the context <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	Basic evaluation of topics but without any real support or analysis <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: 36 marks

Question	Part	Marking guidance	Total marks
11	1	<p>Profit is one measure of success. Identify and explain one other measure of business success that Ayesha could use.</p> <p>1 mark for identifying a suitable measure, 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"> customer satisfaction sales growth new customers repeat customers growth in market share survival and sustainability achieving the stated objectives. 	3 AO1=1 AO2=2

		<p>Specimen response:</p> <p>Ayesha could use repeat customers as a measure (1). If SE gets repeat customers, this will show that customers are satisfied (1), and that Ayesha is doing a good job despite her lack of business experience (1).</p>	
11	2	<p>Identify and explain one risk that Ayesha could have faced when the business started.</p> <p>1 mark for identifying a suitable risk, 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"> • competition from other businesses • changes in consumer tastes and preferences • insufficient knowledge and expertise to run the business • insufficient business planning • trying to grow too quickly • not being able to cover costs. <p>Specimen response:</p> <p>Ayesha may not have sufficient knowledge and expertise to run a business (1). She has just completed her qualification in electrical engineering and does not have any prior business experience (1). This lack of experience means that she may not be able to run the business successfully (1).</p>	<p>3</p> <p>AO1=1 AO2=2</p>
11	3	<p>Calculate the percentage change in SE’s marketing expenses from 2019 to 2020. Give your answer to 1 decimal place.</p> $\frac{25\,000 - 14\,522}{14\,522} (1) \times 100$ <p>= 0.72152(...) × 100 = 72.152</p> <p>Correct answer to 1 decimal place = 72.2% (2)</p> <p>Sight of 10 478 or 72.152.. – 1 mark</p> <p>Maximum 1 mark with correct calculation but omitting to simplify to 1dp.</p>	<p>2</p> <p>AO1=1 AO2=1</p>
11	4	<p>Analyse how SE might change its marketing mix to respond to LEMAR opening a new branch in Sharjah.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • could price its goods and services competitively to match or better LEMAR 	<p>6</p> <p>AO2=2 AO3=4</p>

		<ul style="list-style-type: none"> • could increase the prices of the fans because of the excessive demand for them • could seek to improve the quality of its products and customer services • could keep updating the designs of the fans and bring out new products • could switch from using existing methods of promotion, to advertising on social media. <p>Specimen response:</p> <p>SE could decide to switch from using existing methods of promotion, to advertising on social media (L1). This will reduce costs, increase interest in their business and is likely to increase customers and sales revenue, which will increase profits (L2). In addition, SE may need to price its goods and services at a comparable or even lower price. However, this might be costly as LEMAR is larger and more established. This could affect SE's overall profitability (L3).</p>	
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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	5	<p>Calculate SE's gross profit for 2020.</p> <p>1 mark for correct answer</p> <p>Gross Profit = Total Revenue – Cost of sales = 990 000 – 425 000 (1) = 565 000 (1)</p>	<p>2</p> <p>AO1=1 AO2=1</p>
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11	6	<p>Calculate SE's net profit margin for 2020. Give your answer to two decimal places.</p> <p>1 mark for using a correct method ie showing 65000/990000 or NP/Revenue</p> <p>Plus:</p> <p>1 mark for correct answer without rounding (6.565656...%), or 1 mark for incorrect answer – with working shown – with correct rounding), or 2 marks for correct answer with rounding (6.57%)</p>	<p>2</p> <p>AO1=1 AO2=1</p>
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11	7	<p>Using Items E and F analyse why SE's net loss increased in 2019.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • spending on marketing has increased significantly – 72% • SE has had to spend heavily on advertising to counter the competitive threat • some sales lost due to competition • the increase in cost of goods sold has not increased at the same rate as revenue • total expenses have increased but not at the same rate as revenue • sales revenue has increased but there was a significant rise in costs. <p>Markers note:</p> <p>Sales revenue increased by 31.25% Cost of sales rose by 54.86% Expenses up by 41.42%</p> <p>Specimen response:</p> <p>In response to the new electrical business opening in Sharjah, SE increased its marketing spending by 72% (L1). This was mainly spent on advertising to counter the competitive threat from LEMAR. SE did this in the hope of increasing its market share by getting new customers to buy SE's products and services (L2). Despite this SE still lost sales due to the competition. In addition, the cost of goods sold also increased by 54.86% which is a faster rate than the increases in sales revenue. Although sales revenue was increasing this was offset by a faster and more significant rise in costs (L3).</p>	<p>6</p> <p>AO2=2 AO3=4</p>
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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	8	<p>SE would like to increase its net profit and is considering two ways to do this. Using information from Items D, E and F analyse the advantages of:</p> <ul style="list-style-type: none"> spending more on marketing its fans continuing to reduce costs. <p>Recommend which of these two options SE should use to increase net profit. Use your analysis to support your recommendation.</p> <p>Issues for consideration include:</p> <p>Benefits of increasing spending on marketing:</p> <ul style="list-style-type: none"> SE are a local business with a strong customer base and growing revenue streams. Could increase the number of new customers and thus boost profits revenue could increase significantly using advertising and successful sales promotions could offer a range of promotions including discounting as well as online advertising and promotion will enable SE to keep up with its competitors previous advertising campaigns have been very successful. <p>Benefits of reducing costs:</p> <ul style="list-style-type: none"> keeping costs low has always been an objective of SE. This has enabled SE to remain profitable SE is experienced in cost-cutting and has a successful track record cutting costs could allow prices to be lowered SE could pass on cost savings to consumers could increase profit margins which can then be re-invested into the business would be able to reduce variable costs and hence boost profit. 	12 AO2=4 AO3=8
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		<p>Possible themes for evaluation:</p> <p>Revenue has clearly increased significantly following the increased promotional spending. The increased promotion increased costs by 54%. However, the resulting financial gains were less than the percentage increases in costs.</p> <p>There are cheaper alternative promotion methods that SE could consider such as using online promotions. It could be very cost effective to go down this route as well as providing greater exposure for the business.</p> <p>SE is in an increasingly competitive environment. It is vital for SE to increase its marketing spending to make sure that it can remain competitive. SE has only just made a profit. Increasing spending on advertising is likely to be expensive and could make it harder for SE to make long-term profits.</p> <p>Is SE in a position to spend even more on advertising and promotion? Financially, SE has the revenues to invest in a further promotional campaign as long as costs do not rise significantly.</p> <p>Costs cutting has always been a major objective of the business. SE may find it difficult to cut costs further without compromising quality. This could damage the reputation of the business. SE could lose customers to competitors as a result.</p> <p>Reducing costs of material could mean reducing the quality. SE's products might breakdown more often and the quality of service may deteriorate. SE might have to spend more on repairs and dealing with customer complaints. This could increase costs which may result in a potential loss in customers, leading to a fall in profits.</p>	
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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 consistently detailed and appropriately applied within context.
3	7–9 AO3 AO3 AO2	<p>Sound analysis and evaluation of topics based on the context</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.