

Mark Scheme (Results)

Summer 2014

Pearson Edexcel GCSE

In Business (5BS04)

Paper 01: Business Communications

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Publications Code UG038250

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General Marking Guidance

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

Section A:

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

Question Number	Answer	Mark
1(b) AO1= 2	<p>1 mark for the identification of a reason why good communication is important for a business and 1 mark for some kind of appropriate development of the reason.</p> <p>Possible reasons include:</p> <ul style="list-style-type: none">• Highlights the objectives of the business.• To help reduce conflict in a business.• To improve efficiency of the workforce.• To help avoid misunderstanding in the business. <p>E.g. Good communication will highlight the objectives of the business (1 mark). Therefore the business will have clear targets (1 mark).</p>	(2)

Question Number	Answer	Mark
1(c) (i) AO1= 2	<ul style="list-style-type: none">• Sender• Receiver	(2)

Question Number	Answer	Mark
1(c) (ii) AO1=1 AO3=2	<p>For 3 marks, there will be one reason identified and two clearly identifiable linked strands of explanation between the statements. These may contain connective words such as, 'this leads to...' 'because...' etc.</p> <p>Possible reasons include:</p> <ul style="list-style-type: none"> • Informs if message has been received correctly • Highlights if there is a problem with the message • Verifies that the message has been understood • Feedback can influence what actions will be taken following communication • Informs if the correct medium has been selected <p>E.g. Feedback will inform the sender that the message has been understood (1 mark). Both sender and receiver now know what needs to be done (1 mark) so there should be no delay in tasks being carried out (1 mark).</p> <p>This answer would gain three marks since there are at least two relevant, linked points made, following the identification of a valid reason.</p>	(3)

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

Question Number	Answer	Mark
2(b) AO1=1 AO2=1	<p>For 2 marks, one method will be given with some development in context.</p> <p>Possible methods include:</p> <ul style="list-style-type: none"> • Website • Posters • Newsletters • Leaflets/flyers • Telephone calls • Newspaper/TV/magazine adverts • Letters • Text messages <p><i>NB Do not accept answers which indicate communication method is to be used with existing customers.</i></p> <p>E.g. easyJet could advertise special offers in a newspaper(1 mark) by printing a price-list of their fares and destinations (1 mark).</p>	(2)

Question Number	Answer	Mark
<p>2(c)</p> <p>AO2=1</p> <p>AO3=2</p>	<p>For 3 marks, one disadvantage will be given and there will be at least two clearly identifiable linked strands of explanation. These may contain connective words such as, 'this leads to...' 'because...' etc. The explanation must be in the <i>easyJet</i> context if it is to secure all three marks.</p> <p>Possible disadvantages include:</p> <ul style="list-style-type: none"> • It will not be seen by new customers • Past passengers may have changed their email address • People view this type of email as junk • Past passengers may see email as intrusive • Opens up possibilities of security breaches <p><i>NB Do not accept answers that suggest customers may not have email address – this has been given in a previous booking.</i></p> <p>E.g.</p> <p>Anyone who has not booked a flight before will not receive the message (1 mark). They will not be aware of the special offers (1 mark). This will reduce the number of bookings they will receive (1 mark).</p> <p>This answer would gain three marks since there are at least two linked strands that build the explanation following the identification of a disadvantage. The answer is also rooted in the context of <i>easyJet</i>. Without this use of context the answer can score a maximum of 2 marks.</p>	<p>(3)</p>

Question Number	Answer	Mark
<p>2(d)</p> <p>AO1=1</p> <p>AO2=2</p> <p>AO3=1</p>	<p>For 4 marks, the description will make up to four relevant points associated with how a business can protect the data of passengers which it collects when bookings are made online. Four marks could also be achieved through focusing on one method of data protection. One mark can be given for a definition of data protection.</p> <p>Possible methods of data protection include:</p> <ul style="list-style-type: none"> • Ensuring all information is kept secure. • Password protect any files that contain customer data • Allow access to data to only authorised employees • All data held about passengers is encrypted • <i>easyJet</i> follow the requirements of the Data Protection Act <p>E.g <i>easyJet</i> must keep passenger data in a secure place(1 mark).Only authorised employees at <i>easyJet</i> should be able to access the data (1 mark). Once <i>easyJet</i> has collected passenger details from their booking they could encrypt the data (1 mark) and must always follow the Data Protection Act (1 mark).</p> <p>This answer would gain four marks since the candidate has described what data protection is. They then describe measures <i>easyJet</i> can take to make sure data is restricted and kept safe, in the context of booking a flight/holiday.</p>	<p>(4)</p>

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

Question Number	Answer	Mark
3(b) AO2=2	<p>1 mark for each appropriate benefit identified. Each method needs to be applicable to <i>TeeMartha</i>. Accept generic answers only if they can be realistically viewed as a benefit for Martha's business e.g. brand image, increased sales etc.</p> <p>Possible benefits include:</p> <ul style="list-style-type: none"> • Creates a brand image • Helps the customer recognise her business • Attracts more sales • Makes her business more memorable 	(2)

Question Number	Answer	Mark
3(c) AO2=2 AO3=1	<p>For 3 marks, there will be one disadvantage identified and two clearly identifiable linked strands of explanation between the statements. These may contain connective words such as, 'this leads to...' 'because...' etc. The explanation must be in the T-shirt/logo/use of image context if it is to secure all three marks.</p> <p>Possible disadvantages include:</p> <ul style="list-style-type: none"> • Their image may be tarnished if <i>TeeMartha</i> gain bad publicity • Reduces the impact of the customer's logo • Increases cost of T-Shirts due to extra printing • Could lead to a loss of customers. <p>E.g. The aim of a logo is to create recognition for a business (1 mark). Printing two logos on a T-shirt will cause confusion (1 mark). This leads to a reduction in brand recognition (1 mark).</p> <p>This answer would gain three marks since there are at least two linked strands that build the explanation, following the identification of a disadvantage. The answer is also rooted in the context T-shirts and the use of logos. Without this use of context the answer can score a maximum of 2 marks.</p>	(3)

Question Number	Answer	Mark
3(d) (i) AO2=1	<p>One mark for any appropriate reason for setting out clearly.</p> <p>Possible reasons include:</p> <ul style="list-style-type: none"> • The CV can be clearly understood • To create a good impression • To communicate skills and qualities effectively • Will help applicant get to next stage of recruitment process 	(1)

Question Number	Answer	Mark
3(d) (ii) AO2=2 AO3=1	<p>For 3 marks, there will be one way identified and two clearly identifiable linked strands of explanation. These may contain connective words such as, 'this leads to...' 'because...' etc. The explanation must be in the <i>TeeMartha</i>/T-shirt/printing context if it is to secure all three marks.</p> <p>Possible ways CV's will assist include:</p> <ul style="list-style-type: none"> • Identifies if they have the correct skills/qualities • Identifies if applicants have any relevant experience • Helps in the shortlisting process • Can be used to see if applicants meet the requirements of <i>TeeMartha</i> • Details in the CV can be matched to the person specification. <p>E.g. A CV will inform Martha of the applicant's skills (1 mark). <i>TeeMartha</i> require employees to be able to be aware of customer requirements (1 mark). If an applicant has these skills they can be selected for interview (1 mark).</p> <p>This answer would gain three marks since there are at least two linked strands that build the explanation following the identification of a way that CVs assist. The answer is also rooted in the context of <i>TeeMartha</i>. Without this use of context the answer can score a maximum of 2 marks.</p>	(3)

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

Question Number	Answer	Mark
4(b) AO2=2	<p>1 mark for the identification of each feature</p> <p>Possible features include:</p> <ul style="list-style-type: none"> • Navigation • Hyperlinks • Images • Video • Music • Accessibility • Security • Text • HTML/Code 	(2)

Question Number	Answer	Mark
4(c) AO2=2 AO3=1	<p>For 3 marks, there will be one advantage identified and two clearly identifiable linked strands of explanation. These may contain connective words such as, 'this leads to...' 'because...' etc. The explanation must be in the Geoff Marston/artist/displaying paintings context if it is to secure all three marks.</p> <p>Possible advantages include:</p> <ul style="list-style-type: none"> • Display the paintings to a wider audience • Available 24/7 • Cheaper than renting space in a gallery or music venue/festival. • Allows Geoff more opportunities to communicate with his customers. <p>E.g. A website allows a wider audience to view the paintings (1 mark). At present they will be only seen by people who visit the gallery or go to music venues (1 mark). If more people see Geoff's paintings then he should increase his sales (1 mark).</p> <p>This answer would gain three marks since there are at least two linked strands that build the explanation following the identification of an advantage. The answer is also rooted in the context of Geoff Marston/painting. Without this use of context the answer can score a maximum of 2 marks.</p>	<p style="text-align: right;">+</p> <p style="text-align: right;">(3)</p>

Question Number		Indicative content
4(d) AO2=2 AO3=4		<p>The aim here is for candidates to make a judgement as to whether using a flipchart or using presentational software is the best way to give the presentation. There is no right answer and the candidate can argue that either method is better, depending on the circumstances. Candidates might consider the following possible ideas as part of their answer:</p> <p>Flipchart:</p> <ul style="list-style-type: none"> • No need for technical expertise. • Portable so can be used anywhere. • Sheets can be updated easily during presentation. • Allows both presenter and audience to add information. • Can be difficult to read. • Can look untidy/unprofessional. <p>Presentational software:</p> <ul style="list-style-type: none"> • Looks more professional. • More engaging for audience. • Extra features such as animation and images of his paintings. • Easier to produce template of a website therefore easier to demonstrate ideas. • Requires knowledge of hardware and/or software. • Difficult to adapt or modify during the presentation. <p>To be evaluative and support the judgement made, the candidate might suggest (for example) that the more effective method might be to use presentational software because it can be used to 'mock-up' a website. However, as Geoff is going to get ideas from the web designer this may not be necessary.</p> <p>An alternate route to evaluation might come through the candidate examining the drawbacks of presentational software and/or flip charts, since both will be affected by Geoff's lack of technical knowledge, or using the 'it depends' rule.</p>
Level	Mark	Descriptor
No mark	0	Non-rewardable material.
Level 1	1-2	A judgement or point is given as to which method is most likely to allow Geoff Marston to communicate his ideas during the presentation. If there is just a simple judgement or where the support shows misunderstanding of the concept 1 mark should be awarded. If this judgement/point has some simple support, the response should be placed at the top of this level.
Level 2	3-4	A judgement/point is given on one or both issues with some development/support, which includes at least one reason/cause/consequence etc. At the top of this level this analysis will be relevant and linked to the judgement/point made.

Level 3	5-6	A judgement/point is given on one or both issues with some development/support, which includes at least two reasons/causes/consequences etc. and includes some balance. At the top of this level there will be a conclusion drawn from the analysis and the answer will be in context.
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Section B:

Question Number	Answer	Mark
5(a) AO1=2	<p>A mission statement is a short sentence or paragraph used to explain, in simple and concise terms, the goals of a business.</p> <p>2 marks for an accurate definition. If an accurate definition is not given award 1 mark for an answer that suggests that candidate has some understanding of the term. E.g. the aims of a business.</p> <p>An imperfect definition can be raised to 2 marks through the use of an example or some kind of accurate elaboration.</p>	(2)

Question Number	Answer	Mark
5(b) AO1=1 AO3=2	<p>For 3 marks, there will be one disadvantage identified and two clearly identifiable linked strands of explanation between the statements. These may contain connective words such as, 'this leads to...' 'because...' etc. The explanation must be in the <i>TfL</i>/public transport/public safety context if it is to secure all three marks.</p> <p>Possible disadvantages include:</p> <ul style="list-style-type: none"> • Possible vandalism • Limited amount of information and images • Difficult to capture people's attention • Competing with other posters which are displayed on public transport <p>E.g. There will be many other posters displayed on the London Underground (1 mark). As a result passengers may not notice this particular poster (1 mark). Therefore the intended message may not be communicated effectively (1 mark).</p> <p>This answer would gain three marks since there are at least two linked strands that build the explanation, following the identification of a disadvantage. The answer is also rooted in the context of public transport and passengers.</p> <p>Without this use of context the answer can score a maximum of 2 marks.</p>	(3)

Question Number	Answer	Mark
<p>5(c)</p> <p>AO1=1</p> <p>AO3=2</p>	<p>For 3 marks, there will be one reason identified and two clearly identifiable linked strands of explanation between the statements. These may contain connective words such as, 'this leads to...' 'because...' etc. The explanation must be in the <i>TfL</i>/public transport/public safety context if it is to secure all three marks.</p> <p>Possible reasons include:</p> <ul style="list-style-type: none"> • It shows that the campaign has the support from stakeholder groups • Passengers may recognise the logos and therefore take more attention • It will show the importance of the message to the passengers • The logos show that the campaign is supported by both the employers and employees <p>E.g. The logos show that the campaign is supported by both employers and employees (1 mark). <i>TfL</i> are the employers and trade unions represent the employees (1 mark). This will show that the campaign is important (1 mark).</p> <p>This answer would gain three marks since there are at least two linked strands that build the explanation, following the identification of a reason. The answer is also rooted in the context of public transport and stakeholder groups.</p> <p>Without this use of context the answer can score a maximum of 2 marks.</p>	<p>(3)</p>

Question Number	Answer	Mark
<p>5(d)</p> <p>AO2=4</p> <p>AO3=4</p>	<p>This question has a 2 x 4 mark split. There is one mark for identifying an advantage and one mark for identifying a disadvantage. The remaining 3 marks are for the explanation which will show how the advantage/disadvantage of hierarchical organisation charts will impact on <i>TfL</i>. Within the answer there will be at least three clearly identifiable strands of explanation <u>and reference to the context</u> for each advantage/disadvantage considered. These may contain connective words such as, 'this leads to...' 'because...' etc.</p> <p>Possible advantages include:</p> <ul style="list-style-type: none"> • Each employee has a clearly defined role • There is a clear chain of command • Employees have a clear career structure • Specialists can be employed in particular roles • Creates loyalty to departments <p>Possible disadvantages include:</p> <ul style="list-style-type: none"> • Communication can be slow due to number of levels • Communication between departments can be difficult • It can create rivalry between departments • Staff can feel isolated and not part of the business <p>E.g. Advantage: Clear chain of command (1 mark).</p> <p>Employees will clearly know who their line manager is (1 mark). Therefore if an employee has an issue with dealing with the large number of passengers he/she will know who to ask for help (1 mark). As a result <i>TfL</i> has an efficient and productive workforce (1 mark).</p> <p>This answer would gain 4 marks since an advantage has clearly been identified and there are at least three linked strands that build the explanation, with some reference to the <i>TfL</i> context.</p>	<p>(8)</p>

Question Number	Answer	Mark
6(a) AO1=2	<p>Social credentials are the objectives of a business aimed at offering a service to people or improving people's living standards.</p> <p>2 marks for an accurate definition. If an accurate definition is not given award 1 mark for an answer that suggests that the candidate has some understanding of the term. E.g. it is an aim of a business not linked to profit.</p> <p>An imperfect definition can be raised to 2 marks through the use of an example or some kind of accurate elaboration.</p>	(2)

Question Number	Answer	Mark
6(b) AO1=1	<p>1 mark for an appropriate paper-based method of communication.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • Letter • Memo • Scribbled note • Report • Meeting notes/minutes • Handouts • Newsletters • Leaflet • Flyer 	(1)

Question Number	Answer	Mark
<p>6(c)</p> <p>AO2=2 AO3=1</p>	<p>For 3 marks, the explanation will show one benefit to tourists of the service. Within the answer there will be at least two clearly identifiable linked strands of explanation. These may contain connective words such as, 'this leads to...' 'because...' etc. The explanation must be in the <i>TfL</i>/tourist/route planning context if it is to secure all three marks.</p> <p>Possible benefits include:</p> <ul style="list-style-type: none"> • Improved product information about routes • They can plan a journey in advance • They are less likely to get lost • They have an opportunity to get specific route information <p>E.g. Tourists are less likely to get lost when they are on holiday (1 mark). This is because they can use the app to find the best routes to take (1 mark). This leads to them spending more time enjoying their holiday (1 mark).</p> <p>This answer would gain three marks since there are at least two linked strands that build the explanation following the identification of a benefit. The answer is also rooted in the context of <i>TfL</i>/tourist/route planning . Without this use of context the answer can score a maximum of 2 marks.</p>	<p>(3)</p>

Question Number		Indicative content
<p>*6(d)</p> <p>QWC Strands (i), (ii) and (iii)</p> <p>AO2=3</p> <p>AO3=5</p>		<p>The aim here is for candidates to consider whether it is better to provide customer service information to tourist passengers by face-to-face communication rather than by mobile phone app. The question asks the candidate to 'assess', so the candidate must develop some evidence of balance within the answer. This could take the form of considering the disadvantages of face-to-face communication. Assessment could also be developed by suggesting the implications of providing a face-to-face service on <i>TfL</i>. An alternative route to attain assessment marks could come through a consideration of the scale to which face-to-face communication would meet the needs of the customer.</p> <p>Possible advantages of face-to-face communication:</p> <ul style="list-style-type: none"> • More personal than using the phone. • Allows both parties to see and interpret body language. • Will build the reputation of <i>TfL</i>. • More accessible for tourists – they may not know the phone app exists. • More immediate service. <p>Possible disadvantages of face-to-face communication:</p> <ul style="list-style-type: none"> • Skill of the employee is important. • Can be influenced by emotion such as stress or poorly motivated staff. • Increase labour costs for <i>TfL</i>. • Longer queues in stations. • Passenger has to be in a station – mobile phones can be used anywhere.
Level	Mark	Descriptor
No mark	0	Non-rewardable material. No mark is to be awarded if the candidate just re-states the question. i.e. face-to-face communication is better than using mobile phones.
Level 1	1-2	<p>Candidate will consider face-to-face communication or using mobile phones with no development - bottom of level</p> <p>Candidate will consider with face-to-face communication or using mobile phones simple development – top of level</p> <p>Candidate will consider both face-to-face communication or using mobile phones – top of level</p> <p>The quality of written communication will be poor with frequent spelling, punctuation, style and grammar errors.</p>

<p>Level 2</p>	<p>3-5</p>	<p>Candidate will consider either face-to-face communication or mobile phones with more detailed development – bottom of level</p> <p>Candidate will further develop their responses with reason/cause/consequence – middle of level</p> <p>Candidate will have some evidence of balance – top of level</p> <p>At the top of the level there will be some evidence of balance to the point/judgement in the form of advantage/disadvantage, cost/benefit, pro/con or some counterbalancing factor. At the top of the level, candidates will attach some value/importance to one of the factors and will be answered in context.</p> <p>There will be a good level of quality of written communication with few mistakes in spelling, punctuation and grammar. The quality of the language used will be appropriate for the subject matter.</p>
<p>Level 3</p>	<p>6-8</p>	<p>Candidate will consider face-to-face communication and/or mobile phones with development which includes two reasons/causes/consequences, balance with unsupported conclusion/judgement(s) all of which is in the context of the business – bottom of level</p> <p>Candidate will consider face-to-face communication and/or mobile phones with development which includes two reasons/causes/consequences, clear balance with supported conclusion/judgement(s) all of which is in the context of the business – middle of level</p> <p>Candidate will consider face-to-face communication and/or mobile phones with development which includes two reasons/causes/consequences, clear balance with supported conclusion/judgement(s) all of which is in the context of the business and using the 'it depends' rule or something similar – top of the level</p> <p>The quality of written communication will be of a high standard with few, if any, errors in spelling, punctuation and grammar. The style of writing and the structure of the response will be appropriate and of a high standard and there will be clear evidence that the candidate has structured their answer clearly and coherently, using appropriate terminology.</p>

Section C:

Question Number	Answer	Mark
7 AO1=2	<p>An annual general meeting (AGM) is an annual meeting where the directors of a business presents an overview of the financial performance to shareholders.</p> <p>2 marks for an accurate definition. If an accurate definition is not given award 1 mark for an answer that suggests that the candidate has some understanding of the term. E.g. it is a meeting for shareholders.</p> <p>An imperfect definition can be raised to 2 marks through the use of an example or some kind of accurate elaboration</p>	(2)

Question Number	Answer	Mark
8 AO2=2	<p>1 mark for each appropriate act.</p> <p>Possible answers include:</p> <ul style="list-style-type: none">• Data Protection Act• Copyright, Designs and Patents Act• Sale of Goods Act• Trade Descriptions Act• Supply of Goods and Services Act• Weights and Measures Act• Consumer Credit Act• Disability Discrimination Act	(2)

Question Number		Indicative content
9 QWC Strands (i), (ii) and (iii) AO2=3 AO3=3		<p>The aim here is for candidates to discuss two benefits to <i>M&S</i> using TV adverts to promote its products. The command word is 'discuss', so we should expect some balance within the answer. This could take the form of considering the importance of one of the benefits relative to the other or by considering possible drawbacks to using TV adverts .</p> <p>Possible benefits:</p> <ul style="list-style-type: none"> • Reach a larger audience. • Combines visual, sound and written communication methods • Allows high level of creativity • Can be targeted at specific market groups <p>Possible sources of balance:</p> <ul style="list-style-type: none"> • High costs including production of advert. • Annoyance value - viewers get annoyed when TV shows are interrupted. • Short lived. Adverts usually only last 30 seconds. • Poor retention of information as advert cannot be revisited in own time.
Level	Mark	Descriptor
No mark	0	Non-rewardable material.
Level 1	1-2	<p>One benefit to <i>M&S</i> is highlighted with some simple development or two benefits are given with no development of either.</p> <p>An alternative route to marks in this level is if just a simple judgement or value is given to a benefit. 1 mark can be awarded for no support and 2 if some simple support is offered.</p> <p>The quality of written communication will be poor with frequent spelling, punctuation, style and grammar errors.</p>
Level 2	3-4	<p>Reference to at least two benefits is given with some development of each. A judgement/point is given at the lower end of the level with some development/support, which includes at least one reason/cause/consequence etc. for each benefit.</p> <p>At the top of the level this analysis will be relevant and linked to the judgement/point made and there may be some reference to the context.</p> <p>There will be a good level of quality of written communication with few mistakes in spelling, punctuation and grammar. The quality of the language used will be appropriate for the subject matter.</p>

Level 3	5-6	<p>Reference to at least two benefits is given with development of each. A judgement/point is given with some development which includes at least two reasons/causes/consequences etc. for each benefit and should include some evidence of balance.</p> <p>Answers at the top of this level will refer to the <i>M&S/clothing/food/furniture</i> context.</p> <p>The quality of written communication will be of a high standard with few, if any, errors in spelling, punctuation and grammar. The style of writing and the structure of the response will be appropriate and of a high standard and there will be clear evidence that the candidate has structured their answer clearly and coherently, using appropriate terminology.</p>
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Question Number		Indicative content
<p>* 10</p> <p>QWC Strands (i), (ii) and (iii)</p> <p>AO2=4 AO3=6</p>		<p>The aim here is for candidates to make a judgement as to whether it will benefit <i>M&S</i> to increase the use of new technology to communicate with its customers. To demonstrate the evaluative skill, candidates could consider the importance of any new technology in <i>M&S</i>'s overall business strategy. For instance they may consider that the quality of the clothing or the price of the clothing is much more important and that <i>M&S</i>'s consumers are more concerned with the products rather than how to buy them. Other candidates might question the importance of new communication methods as they may not be suitable methods of communication to gain feedback from <i>M&S</i>'s target market. There is no right or wrong answer to this question, but candidates should aim to make a judgement which is supported. Candidates may consider the following ideas as part of their answer:</p> <p>Reasons why new technology could be important:</p> <ul style="list-style-type: none"> • Allows new information to be shared with customers. • Can be used to gather market research information and customer purchasing habits. • Allows products to be sold to a wider audience. • 24/7 availability of products. • Reduction of costs in the long term. <p>Reasons why new technology may not be important:</p> <ul style="list-style-type: none"> • Increased short term costs • Not a suitable medium to reach <i>M&S</i> target audience • Increased security and legal issues. • Failure to address other issues within <i>M&S</i>. • Requires a significant change to business strategy e.g. new distribution channels.
Level	Mark	Descriptor
No mark	0	Non-rewardable material.
Level 1	1-4	<p>Candidate will consider one point with no statement - bottom of level</p> <p>Candidate will consider one point with basic statement – middle of level</p> <p>Candidate statements are supported – top of level</p> <p>The quality of written communication will be poor with frequent spelling, punctuation, style and grammar errors.</p>

<p>Level 2</p>	<p>5-7</p>	<p>Candidate will consider two reasons/causes/consequences to support point(s) – bottom of level</p> <p>Candidate will develop their reasons/causes/consequences – middle of level</p> <p>Candidate will have some evidence of balance – top of level</p> <p>There will be a good level of quality of written communication with few mistakes in spelling, punctuation and grammar. The quality of the language used will be appropriate for the subject matter.</p>
<p>Level 3</p>	<p>8-10</p>	<p>Candidate will consider point(s) with development which includes two reasons/causes/consequences, balance with unsupported conclusion/judgement(s) all of which is in the context of <i>M&S/clothing/new technology methods</i> – bottom of level</p> <p>Candidate will consider point(s) with development which includes two reasons/causes/consequences, clear balance with supported conclusion/judgement(s) all of which is in the context of <i>M&S/clothing/new technology</i> – middle of level</p> <p>Candidate will consider point(s) with development which includes two reasons/causes/consequences, clear balance with supported conclusion/judgement(s) all of which is in the context of <i>M&S/clothing/new technology</i> and using the ‘it depends’ rule or something similar – top of the level</p> <p>The quality of written communication will be of a high standard with few, if any, errors in spelling, punctuation and grammar. The style of writing and the structure of the response will be appropriate and of a high standard and there will be clear evidence that the candidate has structured their answer clearly and coherently, using appropriate terminology.</p>

