Mark Scheme (Results)

Summer 2026

Pearson Edexcel GCE A Level in Business
Marketing, People, and Global Business
9BS0/01

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General Marking Guidance

- Allcandidatesmust 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.

Question Number	Answer	Mark
1(a)	**Knowledge 1, Application 3** Quantitative skills assessed: **QS2:** calculate, use and understand percentages and percentage changes **Knowledge: 1 mark** for calculation of percentage growth/change • Difference between figures/original figure x 100 **Application: up to 3 marks** for • (6700 – 5400)/5400 x 100 = 24.07% (24.074074074074 or 24) • (8900 – 6700)/6700 x 100 = 32.84% (32.8358208952239 or 33) • Difference = 8.77% or 8.76% (due to unrounded working) **NB:** if the only answer given is 8.77% or 8.77 or 8.76% or 8.76, award 4 marks. If the only answer given is 8.7658% or 8.7658, award 3 marks.	**(4)**

Question Number	Answer	Mark
1(b)	**Knowledge 1, Application 2, Analysis 1** **Knowledge/understanding: 1 mark** for knowledge of branding or types of branding or benefits of branding • A brand is a name, symbol, design or slogan that distinguishes a product or service from its competitors • Own branding is products marketed under the brand name of a retailer, like a supermarket, rather than the name of the manufacturer • Understanding of a reason e.g. Tesco brand is established and well known **Application: up to 2 marks** for e.g. • Tesco owns One Stop/One Stop is a subsidiary of Tesco • One Stop will no longer sell its own brand products • 95% of products from Tesco • Examples of Tesco own brands e.g. Finest **Analysis: 1 mark** for e.g. • One benefit could be increased sales as Tesco branded products are a nationally recognised brand and will be familiar to One Stop customers, potentially increasing sales • Added value through convenience as customers can buy some Tesco products from One Stop instead of needing to visit a Tesco supermarket. This could increase One Stop sales.	**(4)**

Question Number	Indicative content	Mark
1(c)	**Knowledge 2, Application 2, Analysis 3, Evaluation 3** • Market positioning is an effort to influence consumer perception of a brand or product, relative to the perception of competing brands or products. **Benefits of SPAR's market positioning** • SPAR UK's emphasis on local suppliers could help to differentiate its products from those of other convenience stores, such as One Stop that stock Tesco nationally supplied brands. This may attract additional sales from customers hoping to support local farmers and suppliers. • SPAR's emphasis on pricing and adding value could exploit a gap in the market for convenience store sales that are competitively priced. Other convenience stores such as One Stop may be charging higher prices, with wider availability, which gives an opportunity for SPAR to sell to more price conscious consumers in this market. • SPAR's market position may give it a competitive advantage over other local convenience stores that are not part of an international chain. Its national purchasing power may give it lower average costs due to economies of scale, which can be passed on to customers in prices lower than those of locally owned convenience stores. *Potential counterbalance* • Using some local suppliers could lead to reliability problems if those suppliers are supplying small quantities. This might lead to SPAR running out of some stock and disappointing customers. • Despite emphasising pricing in its marketing plan, SPAR may not be cheaper than competitors such as One Stop. This is because there could be a trade-off between considering the interests of workers, by increasing wages, and minimising costs to maximise profits. • The benefits of possible lower average costs from being part of an international chain may not be passed on in lower prices, so the competitive advantage is not utilised. *Potential judgement* • Sales for convenience stores are likely to be driven by location and customer convenience rather than a specific market position. SPAR UK may spend on marketing this repositioning, without significant benefits from increased sales.	**(10)**

Level	Mark	Descriptor
	0	• A completely inaccurate response.
Level 1	1–2	• Isolated elements of knowledge and understanding – recall based. • Weak or no relevant application to business examples. • Generic assertions may be presented.
Level 2	3–4	• Elements of knowledge and understanding. Which are applied to the business example. • Chains of reasoning are presented, but may be assertions or incomplete. • A generic or superficial assessment is presented.
Level 3	5–6	• Accurate and thorough knowledge and understanding. • Analytical perspectives are presented, with developed chains of reasoning, showing cause(s) and/or effect(s). • An attempt at an assessment is presented using quantitative and/or qualitative information • Supported throughout by relevant and effective use of the business behaviour/context, and shows an awareness of competing arguments/factors leading to a supported judgement.
Level 4	7–10	• Accurate and thorough knowledge and understanding. • A coherent and logical chain of reasoning, showing cause(s) and/or effect(s). • Assessment is balanced and well contextualised, using quantitative and/or qualitative information • Supported throughout by relevant and effective use of the business behaviour/context, and shows an awareness of competing arguments/factors leading to a supported judgement.

Question Number	Indicative content	Mark
1(d)	**Knowledge 2, Application 2, Analysis 4, Evaluation 4** • Cultural and social factors are those features of consumers in a market that may make them different from those in other markets. These factors could include religion, tastes, culture and language. **Considering social and cultural differences is important** • Kazakhstan is a majority Muslim market, so the products stocked in SPAR shops will need to be suitable for these differences. Meeting these needs should increase sales for SPAR, compared to merely selling an international range of stock. • Labelling, branding and promotion of products in SPAR shops in Kazakhstan will need to be in the Kazakh language so that potential customers can be targeted and attracted to the new stores. Labelling and signage will also need to be adapted to prevent inappropriate or inaccurate translations that may cause confusion or offence to potential customers. • Locally sourced produce, such as fruit and vegetables that are available from Kazakhstan businesses, will support SPAR in attracting customers who are used to buying these from existing shops. If SPAR can ensure reliable supplies of these, it can meet the traditional needs of shoppers who purchase in small quantities on a regular basis. *Potential counterbalance* • Kazakhstan has a growing middle class, with increasing demand for brand names. These brands could be SPAR brands or those already sold in SPAR's different stores around the world. These may be attractive to customers in Kazakhstan, limiting the need to adjust to specific cultural differences in the new stores. • A focus on selling internationally branded food and drink may differentiate SPAR from other stores in Kazakhstan. This differentiation may lead to increased sales among customers moving away from Kazakhstan stores that sell culturally familiar goods and services. • Adapting products to cultural and social differences could be expensive for SPAR, due to reprinting costs for labelling and signage, and sourcing requirements for produce. Given that it has only five stores in Kazakhstan, largescale adaptations may not be worth the impact on SPAR's costs. *Potential judgement* • • To succeed in entering a new market such as Kazakhstan, some consideration of cultural and social differences will be crucial for SPAR's success. Basic considerations such as language and stocking products that reflect local religions and culture will be necessary. However, this adaptation may not need to be total, with the international aspects of the SPAR brand and product range, as well as a focus on customer service, providing a key point of differentiation for the new stores.	**(12)**

Level	Mark	Descriptor
	0	• A completely inaccurate response.
Level 1	1–2	• Isolated elements of knowledge and understanding – recall based. • Weak or no relevant application to business examples. • Generic assertions may be presented.
Level 2	3–4	• Elements of knowledge and understanding. Which are applied to the business example. • Chains of reasoning are presented, but may be assertions or incomplete. • A generic or superficial assessment is presented.
Level 3	5–8	• Accurate and thorough knowledge and understanding. • Analytical perspectives are presented, with developed chains of reasoning, showing cause(s) and/or effect(s). • An attempt at an assessment is presented using quantitative and/or qualitative information. • Supported throughout by use of the business behaviour/context, though unlikely to show the significance of competing arguments.
Level 4	9–12	• Accurate and thorough knowledge and understanding. • A coherent and logical chain of reasoning, showing cause(s) and/or effect(s). • Assessment is balanced, wide ranging and well contextualised, using quantitative and/or qualitative information. • Supported throughout by relevant and effective use of the business behaviour/context, and shows an awareness of competing arguments/factors leading to a supported judgement.

Question Number	Indicative content	Mark
1(e)	**Knowledge4,Application4,Analysis6,Evaluation6** • Afranchiseagreementiswhenabusinessbuystherighttotrade using the brand/logo/business model of an existing firm in return forafee/royalty. • Apartnershipisatypeofbusinessownership/organisationowned bytwoormorepeople. **Remainasanindependentpartnership** • IfRakeshandNareshremainedasapartnership,theywouldnot need to pay the franchise fee or the royalty payments to One Stop. This would mean that their costs would be lower and they could keep a greater proportion of the sales income from Cranhill Stores. • CranhillStoreshasbeeninoperationsince2012,whichmeans that it has survived and suggests it is a successful business. This success could be based on customer service to the local communityandindependenceinsourcingstock. • PartofthefranchiseagreementwithOneStopcouldbethatthe opening hours for Cranhill Stores need to be extended, to match those offered at other One Stop stores. This might add to staffing costs for the extra hours. If Naresh and Rakesh worked these extra hours, this could reduce their work–life balance and be demotivatingforthem. • RakeshandNareshwillretainmuchmoreflexibilityandautonomy in business decision-making if they remain in a partnership. As well as opening hours and products to stock, pricing decisions will be at their discretion, along with plans for store layouts and design. As successful business owners for more than 13 years, this autonomymaynotbesomethingtheywishtosacrifice. **OperateaOneStopfranchise** • NareshandRakeshshouldbecomeaOneStopfranchisebecause One Stop is a recognised national brand, which sells Tesco own-brand products. These examples of brand recognition are likely to increase sales at Cranhill Stores and lead to increased income for itsowners. • OneStopwillprovidesupportwithtrainingofstaffand investment in a refit of the store. Both of these could help Cranhill Stores offer better customer service and potentially widen its customer base to those who would be less attracted to a traditional convenience store, which could increase revenue for Naresh andRakesh. • TheadviceofferedbytheOneStop Development Manager and franchise Action Line may give Naresh and Rakeshmarketingandbusinessmanagementsupportthat could increasesalesatCranhillStores.	

- As a national franchise, which also has a range of centrally run stores, One Stop is likely to provide national marketing campaigns, which would raise awareness of the One Stop brand and lead to increased sales for Cranhill Stores and income for its owners.
- Regular and reliable supplies of produce and stock, of which One Stop would provide 95%, reduces the risk of Cranhill Stores running out of stock and disappointing customers, who may then shop at competitor convenience stores in Glasgow.

Potential judgement

- Rakesh and Naresh have been running Cranhill Stores since 2012, which suggests that the business model works. It is likely that they and their staff are able to offer individual customer service to the community and stock products that meet the needs of local tastes and preferences. The fees involved in becoming One Stop franchisees are unlikely to be outweighed by any support offered from the franchisor, given the limited, local nature of the convenience store market.
- The benefits from being a franchisee of a national brand like One Stop, and the ability to sell Tesco own-brand products, are likely to increase the income of Cranhill Stores from increased sales. As the franchisees, Rakesh and Naresh should see an increase in income, which is unlikely to be cancelled out by the franchise fee and royalty fees. The national purchasing power of One Stop is likely to mean that stock can be sourced at lower cost, allowing Cranhill Stores to be more price competitive as well.

Examples of possible MOPS recommendations:

Market – The convenience store market is growing in the UK overall. However, it could be that the scope for growth of individual stores such as Cranhill is limited to the local community size and demand, therefore the support of a national franchise is unnecessary.

Objectives – Increasing income for Naresh and Rakesh could be best achieved with the support that a national brand such as One Stop would provide. Existing Cranhill Stores customers could still shop there due to convenience, while customers from outside the area may be attracted by the national brands of One Stop and Tesco.

Products/services – The support in terms of stock, and particularly Tesco branded products, makes becoming a One Stop franchisee attractive. The reliability and recognition this would offer could increase income for Naresh and Rakesh.

Situation – Cranfield Stores is an established business and its continuous existence since 2012 suggests it may not need to change a successful model. As joint owners, Rakesh and Naresh can stay as business partners without the obligations to One Stop.

(20)

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	0	• A completely inaccurate response.
Level 1	1–4	• Isolated elements of knowledge and understanding. • Weak or no relevant application of business examples. An • argument may be attempted, but will be generic and fail to connect cause(s) and/or consequence(s)/effect(s).
Level 2	5–8	Elements of knowledge and understanding • are applied to the business example. • Which Arguments and chains of reasoning are presented, • but connections between cause(s) and/or consequence(s)/effect(s) are incomplete. Attempts to address the question. A comparison or judgement may be attempted, but • it will not successfully show an awareness of the key features of business behaviour or business situation.
Level 3	9–14	Accurate and thorough knowledge and understanding. Supported throughout by use of the business behaviour/context. • • Uses developed chains of reasoning, so that cause(s) and/or consequence(s)/effect(s) are complete, • showing an understanding of the question. Arguments are developed. Quantitative and/or qualitative information is/are introduced in an attempt to support judgements, a • partial awareness of the validity and/or significance of competing arguments and may lead to a conclusion.
Level 4	15–20	Accurate and thorough knowledge and understanding. Supported throughout by use of relevant and effective use of the business behaviour/context. • • Uses well-developed and logical, coherent chains of reasoning, showing a range of cause(s) and/or effect(s). Arguments are fully developed. • Quantitative and/or qualitative information is/are used well to support judgements. A full awareness of the • validity and significance of competing arguments/factors, leading to balanced comparisons, judgements and an effective conclusion that proposes a solution and/or recommendation(s).

Question Number	Answer	Mark
2(a)	**Knowledge 1, Application 3** Quantitative skills assessed: **QS7:** interpret values of price and income elasticity of demand **Knowledge: 1 mark** for calculation of income elasticity of demand • % change in quantity demanded/% change in income **Application: up to 3 marks** for • % change in quantity demanded = (48.3 − 33.7 = 14.6)/33.7 × 100 = 43.32% (43.32344214%) • % change in income = (41 314 – 35 128= 6186)/35 128 × 100 = 17.60988385 (17.61%) • YED = 43.32%/17.61% = 2.46 • YED = 43/17 = 2.38 (valid because working has been rounded to nearest whole number) **NB:** if the only answer given is 2.46 or 2.38, award 4 marks. If the answer given is 2.46% or 2.45, award 3 marks.	**(4)**

Question Number	Answer	Mark
2(b)	**Knowledge 1, Application 3** Quantitative skills assessed: **QS1:** calculate, use and understand ratios, averages and fractions **Knowledge/understanding: 1mark** for knowledge of market share • Sales value of one business/total value of all businesses × 100 **Application: up to 3 marks** for e.g. • 2021 sales value = 10.11 trillion yuan × 0.5 (50%) = 5.055 trillion yuan (5.06 trillion yuan) • 2024 sales value = 14.49 trillion yuan × 0.35 (35%) = 5.0715 trillion yuan (5.07 trillion yuan) • Difference = 5.07 – 5.06 = 0.01 or 5.0715 – 5.055 = 0.0165 trillion yuan (0.02 trillion yuan) **NB:** if the only answer given is 0.01 trillion yuan or 0.02 trillion yuan, award 4 marks. If the answer given is 0.01 or 0.02, award 4 marks.	**(4)**

Question Number	Answer	Mark
2(c)	**Knowledge 2, Application 2, Analysis 3, Evaluation 3** • A trading bloc is a group of countries where barriers to trade, such as tariffs and quotas, are removed or eliminated on trade between members. **Businesses will benefit from trading in the EU** • Businesses selling their products on europages will benefit from free trade with customers in all countries within the EU. This means that business customers wishing to buy and sell products online across the EU, such as between Germany and France, are likely to face lower prices, which may increase sales. • The EU provides businesses selling their products on europages with a larger potential market than if it was limited to their domestic market. This could lead to increased sales revenue and potentially economies of scale from the increased volume of business across different member states. • Businesses selling on europages could attract investment because of the increased trading opportunities offered by EU membership. This could lead to increased availability of finance for expansion of these businesses selling online. *Potential counterbalance* • The removal of trade barriers also benefits competitors selling across the European Union. This increases competition for businesses selling on europages and may reduce sales. • Trading blocs such as the EU have common rules and regulations. Complying with these could add to the costs for businesses selling on europages. • As Germany is part of the EU, businesses selling on europages may face barriers to trade for customers if they wish to trade outside the EU, such as in the UK. *Potential judgement* • Trading within the EU provides many opportunities for businesses selling on europages to maximise their customers across a large trading bloc. This provides opportunities to increase sales, and potentially profit, because the whole EU is effectively one market.	**(10)**

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	0	• A completely inaccurate response.
Level 1	1–2	• Isolated elements of knowledge and understanding – recall based. • Weak or no relevant application to business examples. • Generic assertions may be presented.
Level 2	3–4	• Elements of knowledge and understanding. Which are applied to the business example. • Chains of reasoning are presented, but may be assertions or incomplete. • A generic or superficial assessment is presented. •
Level 3	5–6	• Accurate and thorough knowledge and understanding. • Analytical perspectives are presented, with developed chains of reasoning, showing cause(s) and/or effect(s). • An attempt at an assessment is presented using quantitative and/or qualitative information. • Supported throughout by use of the business behaviour/context, though unlikely to show the significance of competing arguments.
Level 4	7–10	• Accurate and thorough knowledge and understanding. • A coherent and logical chain of reasoning, showing cause(s) and/or effect(s). • Assessment is balanced and well contextualised, using quantitative and/or qualitative information. • Supported throughout by relevant and effective use of the business behaviour/context, and shows an awareness of competing arguments/factors leading to a supported judgement.

Question Number	Indicative content	Mark
2(d)	**Knowledge 2, Application 2, Analysis 4, Evaluation 4** • An entrepreneur is a person who sets up a business/takes risks in the hope of profit/reward. • Entrepreneurial roles include creating and setting up a business; running and expanding a business; innovation within a business (intrapreneurship); anticipating risk and uncertainty. **Creating and setting up a business was the main role** • Jack Ma was responsible for spotting the opportunity that e-commerce provided in the growing Chinese market. He made an initial attempt to set up a business with China Pages, and after its failure demonstrated the resilience to start again with a different business model. • He organised 18 of his friends to create an online marketplace for businesses, which would build on his original idea. His enthusiasm and determination to succeed were crucial to the launch of Alibaba. • Despite rejections and scepticism from potential sources of finance such as banks, he eventually secured $25 million in funding from Japan's SoftBank, as it was convinced by the opportunity that Alibaba presented. This supported Jack Ma and his team in setting up the business, which required finance to market and pay for the technology involved in launching an e-commerce platform. *Potential counterbalance* • Anticipating risk and uncertainty may have been a more important role in the success of Jack Ma. He recognised that there were growing opportunities in the Chinese market as consumer disposable income grew and with it the potential for online sales. Jack's experience with China Pages will have taught him that start-ups in this market were risky. • External factors, outside Jack's control, may have played more of a part in Alibaba's growth and success. Use of the internet became more widespread in China, which may have presented an opportunity for other entrepreneurs to exploit. • Jack's entrepreneurial characteristics, such as his resilience, may have been more important than the initial role of setting up Alibaba. His failure with China Pages, and rejections from potential sources of finance, could have led Jack to giving up on his idea. His resilience gave him the strength to continue with his vision of Alibaba. **Potential judgement** • Jack Ma's role in creating and setting up Alibaba was crucial. Without his creativity and vision, Alibaba is unlikely to have been established. However, the continued growth and development of Alibaba relied on others, for example the 18 friends who were in the original group, and SoftBank which provided $25 million to finance its growth.	**(12)**

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	0	• A completely inaccurate response.
Level 1	1–2	• Isolated elements of knowledge and understanding – recall based. • Weak or no relevant application to business examples. • Generic assertions may be presented.
Level 2	3–4	• Elements of knowledge and understanding. Which are applied to the business example. • Chains of reasoning are presented, but may be assertions or incomplete. • A generic or superficial assessment is presented.
Level 3	5–8	• Accurate and thorough knowledge and understanding. • Analytical perspectives are presented, with developed chains of reasoning, showing cause(s) and/or effect(s). • An attempt at an assessment is presented using quantitative and/or qualitative information. • Supported throughout by use of the business behaviour/context, though unlikely to show the significance of competing arguments.
Level 4	9–12	• Accurate and thorough knowledge and understanding. • A coherent and logical chain of reasoning, showing cause(s) and/or effect(s). • Assessment is balanced, wide ranging and well contextualised, using quantitative and/or qualitative information. • Supported throughout by relevant and effective use of the business behaviour/context, and shows an awareness of competing arguments/factors leading to a supported judgement.

Question Number	Indicative content	Mark
2(e)	**Knowledge 4, Application 4, Analysis 6, Evaluation 6** **Marks for application and analysis include up to 2 marks for quantitative skills** **Quantitative skills assessed:** **QS8:** use and interpret quantitative and non-quantitative information in order to make decisions **Further expansion in Germany** • Germany has a much bigger population than South Korea's. This provides a higher level of potential sales for Alibaba, particularly via joint ventures with businesses such as Visable, which is already established in the market. • Disposable income is more than $14 000 per person higher in Germany than in South Korea. Buying online may be more focused on luxury/income-elastic products, which means higher disposable income provides potential sales opportunities to Alibaba. • Expansion into Germany, such as its investment in Visable, will then provide access to other European Union ecommerce markets for Alibaba, and therefore increased revenue. • Germany is ranked first in the world for infrastructure. This makes it attractive for an e-commerce business such as Alibaba, that requires an internet and communication infrastructure, as well as reliable delivery and supply chains to transport its products. **Further expansion in South Korea** • South Korea has one of the largest e-commerce markets in the world, with internet usage among 94% of the population. This provides potential customers for Alibaba and its partners such as E-Mart, expanding Alibaba's customer base overall. • South Korea is fifth on the ease of doing business ranking. This suggests that business regulations and taxation may be low, with other aspects, such as corruption, being lower. This could reduce the set-up costs for Alibaba doing business in South Korea and support it in becoming operational more quickly. • South Korea is ranked as being more politically stable than Germany, which suggests more certainty in the legal and taxation environment for businesses. This could support Alibaba's growth by allowing more long-term planning, such as e-commerce equipment and premises investment plans. • South Korea is a member of the Regional Comprehensive Economic Partnership, which could mean that once Alibaba sets up in South Korea, it is able to sell to other members of the 15-member trading bloc, with reduced trade restrictions.	

	Potential judgement • Germany is likely to be the safest option for Alibaba to expand its international sales. It has already invested in Visable, and Germany itself is higher ranked on a range of measures than South Korea. The European Union, of which Germany is a member, provides an even wider range of potential customers for Alibaba to sell to. • South Korea provides an opportunity for more long-term growth for Alibaba. It is more highly ranked than Germany according to the ease of doing business and political stability measures. Both should provide stability and certainty for new investment by Alibaba, leaving it and joint venture businesses, such as E-Mart, to focus on marketing and customer service. It is also geographically closer to Alibaba's home market in China, so communication and transport of staff and goods are simpler. Examples of possible MOPS recommendations: **Market** – E-commerce is growing in both Germany and South Korea. However, Alibaba and Chinese businesses more generally have established links to the EU market. Focusing on what works may be the best chance for Alibaba to expand further. **Objectives** – International expansion may be better achieved by expanding into South Korea. It has a large e-commerce market and high internet usage, so Alibaba can take its successful approach from China, one of the world's biggest markets, and transfer this to South Korea. **Products/services** – As a primarily B2B e-commerce platform, the potential market size of Germany and the EU makes this a more attractive option for expansion. Alibaba may be able to bring its purchasing economies of scale to compete effectively on price here. **Situation** – Alibaba's investment in Visable is more established, so to expand further and spread risks between markets, expanding into South Korea offers the bigger opportunity.	**(20)**

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Level 2	5–8	• Elements of knowledge and understanding. Which are applied to the business example. • Arguments and chains of reasoning are presented, but connections between cause(s) and/or consequence(s)/effect(s) are incomplete. Attempts to address the question. • A comparison or judgement may be attempted, but it will not successfully show an awareness of the key features of business behaviour or business situation.
Level 3	9–14	• Accurate and thorough knowledge and understanding. • Supported throughout by use of the business behaviour/context. • Uses developed chains of reasoning, so that cause(s) and/or consequence(s)/effect(s) are complete, showing an understanding of the question. Arguments are developed. • Quantitative and qualitative information is introduced in an attempt to support judgements, a partial awareness of the validity and/or significance of competing arguments and may lead to a conclusion.
Level 4	15–20	• Accurate and thorough knowledge and understanding Supported • throughout by use of relevant and effective use of the business behaviour/context. • Uses well-developed and logical, coherent chains of reasoning, showing a range of cause(s) and/or effect(s). Arguments are fully developed. • Quantitative and qualitative information are used well to support judgements. A full awareness of the validity and significance of competing arguments/factors, leading to balanced comparisons, judgements and an effective conclusion that proposes a solution and/or recommendation(s).

NB: To access Levels 3 and 4, students will need to demonstrate quantitative skills to support their judgement.