



Rewarding Learning

**ADVANCED SUBSIDIARY (AS)
General Certificate of Education
2024**

Business Studies

Assessment Unit AS 1

assessing

Introduction to Business

[SBU11]

FRIDAY 17 MAY, MORNING

**MARK
SCHEME**

General Marking Instructions

Introduction

The main purpose of the mark scheme is to ensure that examinations are marked accurately, consistently and fairly. The mark scheme provides examiners with an indication of the nature and range of candidates' responses likely to be worthy of credit. It also sets out the criteria which they should apply in allocating marks to candidates' responses.

Assessment objectives

Below are the assessment objectives for GCE Business Studies.

Candidates should be able to:

- AO1** Demonstrate knowledge of terms, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues.
- AO2** Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues.
- AO3** Analyse issues within a business, showing an understanding of the impact on individuals and organisations of external and internal influences.
- AO4** Evaluate quantitative and qualitative information to make informed judgements and propose evidence-based solutions to business issues.

Quality of candidates' responses

In marking the examination papers, examiners should be looking for a quality of response reflecting the level of maturity which may reasonably be expected of a 17 or 18-year-old which is the age at which the majority of candidates sit their GCE examinations.

Flexibility in marking

Mark schemes are not intended to be totally prescriptive. No mark scheme can cover all the responses which candidates may produce. In the event of unanticipated answers, examiners are expected to use their professional judgement to assess the validity of answers. If an answer is particularly problematic, then examiners should seek the guidance of the Supervising Examiner.

Positive marking

Examiners are encouraged to be positive in their marking, giving appropriate credit for what candidates know, understand and can do rather than penalising candidates for errors or omissions. Examiners should make use of the whole of the available mark range for any particular question and be prepared to award full marks for a response which is as good as might reasonably be expected of a 17 or 18-year-old GCE candidate.

Awarding zero marks

Marks should only be awarded for valid responses and no marks should be awarded for an answer which is completely incorrect or inappropriate.

Marking Calculations

In marking answers involving calculations, examiners should apply the 'own figure rule' so that candidates are not penalised more than once for a computational error. To avoid a candidate being penalised, marks can be awarded where correct conclusions or inferences are made from their incorrect calculations.

Types of mark schemes

Mark schemes for tasks or questions which require candidates to respond in extended written form are marked on the basis of levels of response which take account of the quality of written communication.

Other questions which require only short answers are marked on a point for point basis with marks awarded for each valid piece of information provided.

Levels of response

In deciding which level of response to award, examiners should look for the 'best fit' bearing in mind that weakness in one area may be compensated for by strength in another. In deciding which mark within a particular level to award to any response, examiners are expected to use their professional judgement.

The following guidance is provided to assist examiners.

- **Threshold performance:** Response which just merits inclusion in the level and should be awarded a mark at or near the bottom of the range.
- **Intermediate performance:** Response which clearly merits inclusion in the level and should be awarded a mark at or near the middle of the range.
- **High performance:** Response which fully satisfies the level description and should be awarded a mark at or near the top of the range.

Quality of written communication

Quality of written communication is taken into account in assessing candidates' responses to all tasks and questions that require them to respond in extended written form. These tasks and questions are marked on the basis of levels of response. The description for each level of response includes reference to the quality of written communication.

For conciseness, quality of written communication is distinguished within levels of response as follows:

Level 1: Quality of written communication is basic.

Level 2: Quality of written communication is satisfactory.

Level 3: Quality of written communication is good.

Level 4: Quality of written communication is excellent.

In interpreting these level descriptions, examiners should refer to the more detailed guidance provided below:

Level 1 (Basic): The candidate makes only a basic selection and use of an appropriate form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 (Satisfactory): The candidate makes a satisfactory selection and use of an appropriate form and style of writing. Relevant material is organised with some degree of clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are satisfactory enough to make meaning clear.

Level 3 (Good): The candidate makes a good selection and use of an appropriate form and style of writing. Relevant material is organised with good clarity and coherence. There is good use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 4 (Excellent): The candidate successfully selects and uses the most appropriate form and style of writing. Relevant material is organised with a high degree of clarity and coherence. There is widespread and accurate use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning very clear.

1 (a) Explain the local community's interest in Dalradian Gold Limited's mining operations in Co. Tyrone, using an example from the case study.

- Local community is an external stakeholder hence its interest in Dalradian Gold Limited.
- Investments in local area, on machinery and equipment.
- Employment opportunities for all mining operatives.
- Detrimental Effects on Environment, Pollution, Contamination.

Marking:

[4] Detailed explanation of the local community's interest in Dalradian Gold Limited mining operations in Co. Tyrone with detailed example from Case Study.

[2]–[3] Appropriate explanation of the local community's interest in Dalradian Gold Limited mining operations in Co. Tyrone with appropriate example from Case Study.

[1] Basic application of local community's interest in Dalradian Gold Limited mining operations in Co. Tyrone [2] with basic application from Case Study.

[0] Incorrect explanation and/or application of stimulus material. [4]

(b) (i) Using Table 1, analyse **two** factors that influence the worldwide demand for gold.

- Jewellery Manufacturers
- Information Technology – computers, smart telephones and televisions – complementary goods
- Income/Taxation/Government Policy
- Consumer tastes/preferences
- Price of gold/Expectation about future price
- Price of substitutes such as silver
- Advertising
- Seasonality
- State of Economy
- Population changes

Marking:

Level 3 [5]–[6]

An excellent response demonstrates:

- Well-focused and sound analysis of **two** factors that influence the worldwide demand for gold.
- Comprehensive and relevant, accurate knowledge and understanding of **two** factors that influence the worldwide demand for gold.
- Thorough and detailed use of relevant source material to analyse **two** factors that influence the worldwide demand for gold.

Level 2 [3]–[4]

A good response demonstrates:

- Focused analysis of **two** factors that influence the worldwide demand for gold.
- Good use of relevant source material to analyse **two** factors that influence the worldwide demand for gold.

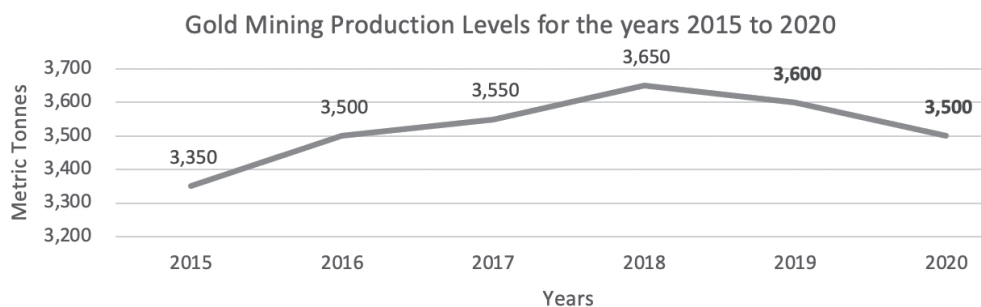
Level 1 [1]–[2]

A basic response demonstrates:

- Basic analysis of up to **two** factors that influence the worldwide demand for gold.
- Basic knowledge and understanding of up to **two** factors that influence the worldwide demand for gold.
- Limited use of relevant source material to analyse **two** factors that influence the worldwide demand for gold.

Answers not worthy of credit **[0]** marks. [6]

(ii) Complete the graph below, using the data provided in Table 2.



Marking:

Correct entries on graph for both points, 3,600 (2019) and 3,500 (2020) [2]

One correct entry on graph, either 3,600 (2019) or 3,500 (2020) [1]

No entries or incorrect entries on graph [0] [2]

(c) (AO1, AO2, AO3)

Analyse **three** factors that influences innovation in Dalradian Gold Limited.

- Digital technology such as Wi-Fi and optical fibre has transformed mining and with this new IT technology Dalradian is provided with real time information on employees, equipment and ongoing operations.
- Dalradian aims to operate a carbon-neutral mine, achieved through the use of conveyor belts to transport materials instead of trucks, adding biodiesel and electric vehicles to their fleet to reduce carbon emissions.
- Dalradian meets all rigorous legal environmental regulations with the construction of a water treatment facility, an innovative water protection system, which enables water to be treated to strict environmental quality standards in order to protect groundwater and local rivers.
- Competition – if competitors are innovative with their product range, Dalradian will have to innovate to compete.
- Capital/Finance available.
- Culture of innovation/Management style.
- The state of the economy will influence the need/desire to innovate.
- Skills of workforce – highly motivated, well trained workforce will be more innovative.

Marking:**Level 3 [8]–[10]**

An excellent response demonstrates:

- Well-focused and sound discussion of **three** factors that influence innovation in Dalradian Gold Limited.
- Comprehensive and relevant, accurate knowledge and understanding of **three** factors that influence innovation in Dalradian Gold Limited.
- Thorough and detailed use of relevant source material to analyse **three** factors that influence innovation in Dalradian Gold Limited.
- Excellent quality of written communication.

Level 2 [4]–[7]

A good response demonstrates:

- Focused discussion of up to **three** factors that influence innovation in Dalradian Gold Limited.
- Good, accurate knowledge and understanding of up to **three** factors that influence innovation in Dalradian Gold Limited.
- Good use of relevant source materials to analyse up to **three** factors that influence innovation in Dalradian Gold Limited.
- A good quality of written communication.

Level 1 [1]–[3]

A basic response demonstrates:

- Basic analysis of up to **three** factors that influence innovation in Dalradian Gold Limited.
- Basic knowledge and understanding of up to **three** factors that influence innovation in Dalradian Gold Limited.
- Limited use of relevant source material to analyse one, two or **three** factors that influence innovation in Dalradian Gold Limited.
- A basic quality of written communication.

Answers not worthy of credit **[0]** marks.

[10]

(d) (AO1, AO2, AO3, AO4)

Evaluate the issues that Dalradian Gold Limited may encounter if the directors decide to operate as a public limited company.

- The substantial costs involved in legally setting up and running a public company and administrative costs.
- Loss of control of original shareholders – divorce of ownership from control.
- Additional issued Share Sales on the stock exchange is the easier option to finance Dalradian's future mining costs.
- Dalradian Gold plc is open to friendly or hostile takeover by buying majority shares on the stock exchange.
- Benefits of specialisation.
- Profits have to be shared out amongst greater number of shareholders.
- Diseconomies of Scale – communication, coordination, control, motivation.
- Economies of Scale.
- Easier to borrow money from banks/lenders of finance.
- Increased status/recognition/market influence.

Marking:**Level 4 [14]–[18]**

An excellent response demonstrates:

- Comprehensive and relevant, accurate knowledge and understanding and detailed evaluation of the issues that Dalradian Gold Limited may encounter if the Directors decide to trade as a public limited company.
- Highly appropriate, clear and logical judgement of the issues that Dalradian Gold Limited may encounter if the Directors decide to trade as a public limited company based on well-focused and sound analysis.
- Thorough use of relevant source material to address the issues that Dalradian Gold Limited may encounter if the Directors decide to trade as a public limited company.
- An excellent quality of written communication.

Level 3 [10]–[13]

A good response demonstrates:

- Sound, good, accurate knowledge and understanding, and evaluation of the issues that Dalradian Gold Limited may encounter if the Directors decide to trade as a public limited company.
- An appropriate clear and logical judgement of the issues that Dalradian Gold Limited may encounter if the Directors decide to trade as a public limited company based on well-focused analysis.
- Good use of relevant source materials to address the issues facing Dalradian Gold Limited operating as a private limited company.

Level 2 [6]–[9]

A satisfactory response demonstrates:

- Satisfactory knowledge and understanding, an evaluation of the issues that Dalradian Gold Limited may encounter if the Directors decide to trade as a public limited company.
- A suitable, appropriate judgement of the issues that Dalradian Gold Limited may encounter if the Directors decide to trade as a public limited company.
- A satisfactory quality of written communication.

Level 1 [1]–[5]

A basic response demonstrates:

- Basic knowledge and understanding, with unfocused evaluation of the issues that Dalradian Gold Limited may encounter if the Directors decide to trade as a public limited company.
- Basic or no judgment based on limited analysis of the issues that Dalradian Gold Limited may encounter if the Directors decide to trade as a public limited company.
- Limited use of relevant source material to address the issues that Dalradian Gold Limited may encounter if the Directors decide to trade as a public limited company.
- A basic quality of written communication.

Answers not worthy of credit **[0]** marks.

[18]

40

2 (a) (AO1, AO2)

Explain the term staff appraisal, using examples from the case study. [4]

Staff Appraisal is a process of managers reviewing and evaluating an employee's work performance for the previous year. The manager and employee may discuss future plans for the employee, how to support staff with their plans. It provides feedback from which training and development needs are discussed.

Annual staff appraisals at North West Youth Club Ltd, carried out between managers and staff, seek to review the requirements of the job position in conjunction with the needs of the individual who is performing the duties of the job. The key features of staff appraisals are to review work completed in the previous year, plan ahead for future work, plan and prioritise specific tasks, support staff in their roles, receive feedback about their workload and to periodically identify training and development needs.

Marking:

- [2] Good, accurate knowledge and detailed explanation of the term Staff Appraisal.
- [1] Basic knowledge and explanation of what the term Staff Appraisal means.
- [2] Good use of relevant source material to support detailed explanation of what the term Staff Appraisal means.
- [1] Limited use of relevant source material to support detailed explanation of the term Staff Appraisal.

Answers not worthy of credit [0] marks. [4]

(b) (AO1, AO2)

Analyse **two** ways in which Maslow's Hierarchy of Needs is used to motivate the employees of North West Youth Club Ltd.

- Physiological
- Security

The Youth Club addresses employee motivation in many ways but considers Maslow's Hierarchy of Needs theory as a technique to inspire employees to aim for higher personal aspirations. In the table below the Youth Club suggests how it meets some of its employee needs.

Need	Application
Physiological	In 2021 North West Youth Club Ltd moved into its new £3 million building, funded by the Department of Education. The Youth Club offers a safe working environment, proper lighting throughout, clean facilities, proper airflow and constant heat for all its employees so that they have the correct tools to carry out their roles e.g. basic needs, food, shelter, water, good working conditions.
Security	The Youth Club values everyone's ideas in clear and distinct ways. The Club management treat its staff with respect when making decisions, not treated harshly, criticised or humiliated but are allowed the freedom to take risks e.g. job security, feeling safe and secure.

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Marking:**Level 3 [7]–[8]**

An excellent response demonstrates:

- Well-focused and sound analysis of **two** ways in which Maslow's Hierarchy of Needs is used to motivate the employees of NWYC Ltd.
- Comprehensive and relevant, accurate knowledge and understanding of **two** ways in which Maslow's Hierarchy of Needs is used to motivate the employees of NWYC Ltd.
- Thorough and detailed use of relevant source material to analyse **two** ways in which Maslow's Hierarchy of Needs is used to motivate the employees of NWYC Ltd.

Level 2 [4]–[6]

A good response demonstrates:

- Focused analysis of **two** ways in which Maslow's Hierarchy of Needs is used to motivate the employees of NWYC Ltd.
- Good use of relevant source material to analyse **two** ways in which Maslow's Hierarchy of Needs is used to motivate the employees of NWYC Ltd.

Level 1 [1]–[3]

A basic response demonstrates:

- Basic analysis of up to **two** ways in which Maslow's Hierarchy of Needs is used to motivate the employees of NWYC Ltd.
- Limited use of relevant source material to analyse up to **two** ways in which Maslow's Hierarchy of Needs is used to motivate the employees of NWYC Ltd.

Answers not worthy of credit **[0]** marks.

[8]

(c) (AO1, AO2, AO3)

Analyse **three** training methods North West Youth Club Ltd currently uses.

- On-the-job training through job shadowing, secondments, no loss of productivity/cheaper/pick up bad habits.
- CPD through one to one coaching, mentoring, professional career counselling, motivation/feeling valued/time consuming/continuous training/leads to promotion.
- Off-the-job attending external off-the-job training conferences. Trained by specialist/more expensive/better quality/certified qualification.

Marking:**Level 3 [8]–[10]**

An excellent response demonstrates:

- Well-focused and sound discussion of **three** training methods that NWYC Ltd currently uses.
- Comprehensive and relevant, accurate knowledge and understanding of **three** training methods that NWYC Ltd currently uses.
- Thorough and detailed use of relevant source material of **three** training methods that NWYC Ltd currently uses.
- An excellent quality of written communication.

Level 2 [4]–[7]

A good response demonstrates:

- Focused discussion of up to **three** training methods that NWYC Ltd currently uses.
- Good, accurate knowledge and understanding of up to **three** training methods that NWYC Ltd currently uses.
- Good use of relevant source material to discuss up to **three** training methods that NWYC Ltd currently uses.
- A good quality of written communication.

Level 1 [1]–[3]

A basic response demonstrates:

- Basic discussion of the **three** training methods that NWYC Ltd currently uses.
- Basic knowledge and understanding of **three** training methods that NWYC Ltd currently uses.
- Limited use of relevant source material to discuss **three** training methods that NWYC Ltd currently uses.
- A basic quality of written communication.

Answers not worthy of credit **[0]** marks.

[10]

- (d)** Evaluate the effectiveness of an interview as a method of selection for North West Youth Club Ltd.

For NW Youth Club Ltd

- Assess candidate's experience and ability to perform in the role.
- Has the applicant the communication or social skills required for job.
- Obtain additional information on candidate.
- Explain to the employees the learning opportunities and employee benefits.
- Allows candidates to expand on points made in their application form.
- Assess if they will fit into NW YC.
- Give the employee a positive impression of NW Youth Club Ltd as a good employer.
- Subjective evaluations on the candidates can be made during the interview process such as bias.
- Mind made up too quickly by interviewer.
- Time consuming.
- Some candidates do not perform well under interview conditions as they feel intimidated/nervous.
- Some candidates may interview well, however may not be capable of actually carrying out the duties required.
- Interviewer may not conduct interview with honesty, fairness, objectivity, confidentiality.

Marking:**Level 4 [14]–[18]**

An excellent response demonstrates:

- Comprehensive and relevant, accurate knowledge and understanding, and detailed evaluation of the effectiveness of an interview as a method of selection for North West Youth Club Limited in determining the most suitable candidate to employ.

- Highly appropriate, clear and logical judgement of the effectiveness of an interview as a method of selection for North West Youth Club Limited in determining the most suitable candidate to employ.
- Thorough use of relevant source material to address the effectiveness of an interview as a method of selection for North West Youth Club Limited in determining the most suitable candidate to employ.
- An excellent quality of written communication.

Level 3 [10]–[13]

A good response demonstrates:

- Sound, good, accurate knowledge and understanding, and evaluation of the effectiveness of an interview as a method of selection for North West Youth Club Limited in determining the most suitable candidate to employ.
- An appropriate, clear and logical judgement of the effectiveness of an interview as a method of selection for North West Youth Club Limited in determining the most suitable candidate to employ.
- Good use of relevant source material of the effectiveness of an interview as a method of selection for North West Youth Club Limited in determining the most suitable candidate to employ.
- A good quality of written communication.

Level 2 [6]–[9]

A satisfactory response demonstrates:

- Satisfactory knowledge and understanding and evaluation of the effectiveness of an interview as a method of selection for North West Youth Club Limited in determining the most suitable candidate to employ.
- A suitable, appropriate judgement on the effectiveness of an interview as a method of selection for North West Youth Club Limited in determining the most suitable candidate to employ.
- A satisfactory quality of written communication.

Level 1 [1]–[5]

A basic response demonstrates:

- Basic knowledge and understanding, with unfocused evaluation of the effectiveness of an interview as a method of selection for North West Youth Club Limited in determining the most suitable candidate to employ.
- Basic or no judgement based on limited analysis of the effectiveness of an interview as a method of selection for North West Youth Club Limited in determining the most suitable candidate to employ.
- Limited use of relevant source material on the effectiveness of an interview as a method of selection for North West Youth Club Limited in determining the most suitable candidate to employ.
- A basic quality of written communication.

Answers not worthy of credit [0] marks.

[18]

40

Total

80

**AVAILABLE
MARKS**