



Rewarding Learning

**ADVANCED SUBSIDIARY (AS)
General Certificate of Education
2022**

Professional Business Services

Assessment Unit AS 1

assessing

Introduction to Professional Business Services

[SPB11]

MONDAY 30 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 Professional Business Services**.

Candidates should be able to:

- AO1** Demonstrate knowledge and understanding of terms, concepts, theories, methods and models used by professional business services firms and their client businesses.
- AO2** Apply knowledge and understanding of concepts, theories, methods and models used by professional business services firms and their client businesses.
- AO3** Investigate, analyse and evaluate concepts, theories, methods and models as used by professional business services firms and their client businesses.

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 either three or four levels of response.

Where there are three levels of response, quality of written communication is distinguished as follows:

Level 1: Quality of written communication is basic.

Level 2: Quality of written communication is good.

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

Level 3 (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 clear.

Where there are four levels of response, quality of written communication is distinguished 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 of a satisfactory standard to make meaning evident.

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 of a good standard to make meaning clear.

Level 4 (Excellent): The candidate successfully selects and used 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 the highest standard to make meaning absolutely clear.

COVID-19 Context

Given the unprecedented circumstances presented by the COVID-19 public health crisis, senior examiners, under the instruction of CCEA awarding organisation, are required to train assistant examiners to apply the mark scheme in case of disrupted learning and lost teaching time. The interpretation and intended application of the mark scheme for this examination series will be communicated through the standardising meeting by the Chief or Principal Examiner and will be monitored through the supervision period. This paragraph will apply to examination series in 2021–2022 only.

1 (a) AO1

Responses may include:

- Providing a public service, rather than making a profit
- Running the organisation in a more cost-efficient manner
- Improving the quality of their services for customers
- Achieving performance targets

All valid responses will be given credit

(3 × [1])

[3]

(b) AO1

Responses may include:

- Business regulations control business activity in markets. Regulations include rules about how businesses operate, often in the form of government intervention in markets

Examples:

- Laws on the age you can buy cigarettes and alcohol
- Rules to stop companies price fixing

All valid responses will be given credit

[1] basic definition of regulation or example

[2] good definition of regulation or basic definition of regulation with example

[3] good definition of regulation with example

(1 × [2] + [1])

[3]

6

2 AO1, AO2

Responses may include:

Land:

- Land to build on – Conway Construction may acquire land to build their housing developments
- Land includes all the benefits from a temperate climate or the harnessing of wind power, solar power and other forms of renewable energy for Conway Construction to use
- Energy Conway Construction may use, e.g. wind and solar power
- Materials can be extracted from the land which Conway Construction will need

Labour:

- Labour is the human input into construction, e.g. the supply of employees available and their productivity with Conway Construction
- Employees are paid wages or salaries for the work they do for Conway Construction

Capital:

- Capital includes all the non-current assets and investments in the business
- Capital includes machinery, equipment, tools and buildings used by Conway Construction to build houses
- Working capital is the money available for the day to day running of Conway Construction

Enterprise:

- Enterprise is the factor or individual/s who brings the other factors of production together to deliver a business idea

- The owner of Conway Construction is an individual/s who supplies houses to the market for profit
- The owner of Conway Construction will usually invest their own financial capital in the business and take on the risks. Their main reward is the profit made from running the business

All valid responses will be given credit

- [1] identification of business resource or an example for Conway Construction
 - [2] identification of business resource with basic explanation or an example for Conway Construction
 - [3] identification of business resource with good explanation or a basic explanation and an example for Conway Construction
 - [4] identification of business resource with good explanation with an example for Conway Construction
 - [5] identification of business resource with excellent explanation with an example for Conway Construction
- (2 × [5]) [10]

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3 AO1, AO2, AO3

Responses may include:

Professionalism

- Confidentiality – A Professional Business Services firm must be able to share and make decisions with their clients in a professional and confidential manner. For example Evans Accountancy must not disclose any information relating to any of their clients to a third party.
- Experience – A Professional Business Services firm will have a diversity of opinion and experience which often brings strengths and knowledge to a team. Evans Accountancy can harness the knowledge gathered to advise and benefit their clients in decision-making.
- Knowledge – A Professional Business Services firm has a high degree of knowledge and expertise in their chosen field. Evans Accountancy will be able to use their knowledge of the latest developments in their field to the benefit of their clients.
- Problem-solving – A Professional Business Services firm can use their industry expertise to solve financial problems/conflict within their client's business. Evans Accountancy will implement their skills to avert problems and deal with issues or concerns of their clients, e.g. taxation issues.

Ethical behaviour

- Values – Evans Accountancy should be conducting themselves in an ethical manner demonstrating core values such as integrity, accuracy and respect for their clients.
- Confidence – A Professional Business Services firm enhances their organisation's reputation and inspires client's confidence in their business. Evans Accountancy will impart and engender the impression to their customers that they can conduct their business activities efficiently.
- Excellence – A Professional Business Services firm promotes a culture of excellence by demonstrating the commitment of their organisation to ethical behaviour, for example by having an ethical behaviour policy. Evans Accountancy will demonstrate to their customers certainty and consistency in the delivery of their service by adhering to this policy.
- Code of conduct – By having a code of conduct Evans Accountancy can demonstrate commitment to delivering their business in an ethical manner.

All valid responses will be given credit

[1] explanation of key element

[2] explanation of key element with application to Evans Accountancy Ltd

[3] explanation of key element with application to Evans Accountancy Ltd and basic analysis

[4] explanation of key element with application to Evans Accountancy Ltd and good analysis

[5] explanation of key element with application to Evans Accountancy Ltd and excellent analysis

(2 × [5])

[10]

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4 (a) AO1

Responses may include:

Market share represents the percentage of an industry, or a market's total sales, that is held by a particular company over a specified time period.

Market share is typically calculated by taking the company's sales over the period and dividing it by the total sales of the industry over the same period.

[1] basic definition of the term market share

[2] good definition of the term market share

[2]

(b) AO1, AO2, AO3

Responses may include:

Age – Segmenting according to the age of the market is a great strategy for personalised marketing. Most of the products and services in the bank are not universal and used by all age groups. Fermanagh Bank segmenting the market by age group will promote better marketing and communication strategies more effectively for example, children's saving accounts, current accounts for customers over 16 to get their wages paid into, mortgage accounts for customers to purchase property.

Socioeconomic class – Fermanagh Bank may target customers based on their employment status, level of income, job security or social expectations. For example, customers who earn a lot may want to save money so are looking for good interest rates in saving accounts and therefore the bank may advertise certain products in professional journals to encourage business from potential wealthy customers. Other customers may not have enough money and may need access to loan/overdraft facilities.

Lifestyle – Fermanagh Bank may want to segment their market on the basis of lifestyle. Lifestyle includes subsets like marital status, interests, hobbies, ethics and other factors which affect the decision making of an individual. For example, couples may need two bank cards to access the one account.

Geographical region – this will have an impact on Fermanagh Bank products and services. Depending on where the customers live and the nature of the region, for example rural, urban, semi-rural or suburban, the customers may want access to online banking facilities. The customers may not be able to visit the bank regularly but will need access to bank services.

All valid responses will be given credit

[0] is awarded for response not worthy of credit

Level 1 ([1]–[4]) Basic

- Basic knowledge and understanding of up to four ways in which Fermanagh Bank might segment their market.
- Application is basic with limited or no relevance to Fermanagh Bank.
- Analysis is basic.
- The quality of the candidate’s written communication is basic.

Level 2 ([5]–[8]) Satisfactory

- Satisfactory knowledge and understanding of at least two ways in which Fermanagh Bank might segment their market.
- Application is satisfactory with reasonable reference to Fermanagh Bank.
- Analysis is satisfactory.
- The quality of the candidate’s written communication is satisfactory.

Level 3 ([9]–[12]) Good

- Good knowledge and understanding of two or three ways in which Fermanagh Bank might segment their market.
- Application is good with appropriate reference to Fermanagh Bank.
- Analysis is good.
- The quality of the candidate’s written communication is good.

Level 4 ([13]–[16]) Excellent

- Excellent knowledge and understanding of four ways in which Fermanagh Bank might segment their market.
- Application is excellent with clear reference to Fermanagh Bank.
- Analysis is excellent.
- The quality of the candidate’s written communication is excellent. [16]

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5 AO1, AO2, AO3

Responses may include:

Government and agency publications

Advantages of government and agency publications may include:

- Quicker – government departments such as Finance and Economy have information which Spelga Hotel Group can access, for example tourism statistics and trends, census data.
- Inexpensive – Spelga Hotel Group may use government publications which are often free to access.
- Accuracy – researchers will be specialist so the information collected is likely to be reliable and can assist Spelga Hotel Group in planning and financial decision-making. Government information can be considered with a greater degree of reliability as this information is subject to many groups who will scrutinise it for evidence of bias.

Disadvantages of government and agency publications may include:

- Not specific – the publications may not be gathered for the specific purpose that Spelga Hotel Group needs, or it is not relevant in the current context. Therefore, if Spelga Hotel Group want to obtain specific information, they may have to employ a research company, this can be expensive for the business.
- Outdated – the publications may be out of date and therefore inaccurate for Spelga Hotel Group's purposes.

Online Information

Advantages of online information may include:

- Easy access – online information is very easy to access. This could be considered a more efficient method thereby allowing Spelga Hotel Group to manage their resources better.
- Inexpensive – comparatively cheaper and quick dispersion of information. Spelga Hotel Group can access large amounts of up-to-date information and articles for research/planning purposes allowing them to broaden and deepen their knowledge.
- Insight – online resources will enable Spelga Hotel Group to access the latest information to improve their knowledge of the aparthotel market and possibly open new avenues of information.

Disadvantages of online information may include:

- Information overload – too much information sourced online may create indecision within Spelga Hotel Group. Time and resources will be needed to collect and analyse the information which is relevant to them.
- Accuracy – there is very little opportunity for Spelga Hotel Group to verify or authenticate. Most information online does not go through a review process so Spelga Hotel Group will need to exercise caution when acting on reliance of this source of information.

All valid responses will be given credit

[0] is awarded for response not worthy of credit

Level 1 ([1]–[4]) Basic

- Basic knowledge and understanding of the use of one or two secondary research methods to Spelga Hotel Group.
- Application is basic with limited or no relevance to Spelga Hotel Group.
- Analysis and evaluation are basic.
- Basic judgement made.
- The quality of the candidate's written communication is basic.

Level 2 ([5]–[8]) satisfactory

- Satisfactory knowledge and understanding of the use of one or two secondary research methods to Spelga Hotel Group.
- Application is satisfactory with reasonable reference to Spelga Hotel Group.
- Analysis and evaluation are satisfactory.
- Satisfactory judgement made.
- The quality of the candidate's written communication is satisfactory.

Level 3 ([9]–[12]) Good

- Good knowledge and understanding of the use of the two secondary research methods to Spelga Hotel Group.
- Application is good with appropriate reference to Spelga Hotel Group.
- Analysis and evaluation are good.
- Good judgement made.
- The quality of the candidate's written communication is good.

Level 4 ([13]–[16]) Excellent

- Excellent knowledge and understanding of the use of the two secondary research methods to Spelga Hotel Group.
- Application is excellent with clear reference to Spelga Hotel Group.
- Analysis and evaluation are appropriate, clear and logical.
- Excellent judgement made.
- The quality of the candidate's written communication is excellent.

[16]

16

Responses may include:

Political:

- Government policies – Capacitor Comms will need to keep abreast of government policies such as taxation and the introduction of new legislation, for example health and safety. They will need to take steps to adhere to these policies and this is likely to increase expenses and reduce their competitiveness.
- Sanctions – government sanctions on countries may restrict trade for Capacitor Comms.
- International trade – Capacitor Comms must be aware of the import and export laws in each country where it trades.
- Political stability – a decision by Capacitor Comms to invest in a developing economy may be influenced by the political stability or instability of the country where the investment is being considered.

Economic:

- Competitiveness – Capacitor Comms competitors may offer products at lower prices. Therefore, Capacitor Comms may be tempted to reduce prices to compete.
- Exchange rates – the exchange rate is a consideration for Capacitor Comms when trading globally both in terms of purchasing from suppliers abroad and exporting their products. These rates tend to fluctuate and do not offer a great deal of certainty to the business.
- Market trends – Capacitor Comms may see a swing towards and away from their business depending on what is on offer from competitors.
- State of economy – if unemployment rises or an economic recession occurs, consumers will not have as much disposable income available and the demand for products such as those of Capacitor Comms may be significantly reduced.
- Economic growth may occur at a much quicker rate in developing economies, which will assist Capacitor Comms as they have invested in these economies.
- Rate of pay – Capacitor Comms may choose to invest in developing countries where labour is cheaper.

Social:

- Corporate Social Responsibility – Capacitor Comms has committed to paperless transactions when dealing with suppliers and customers. This is aimed at reducing their carbon footprint.
- Corporate Image – Capacitor Comms has invested in a satellite-based medical telecommunications system for remote parts of the world. This system is aimed at providing much needed medical help to communities where communication infrastructure is practically non-existent or of poor quality.
- Health and Safety – Capacitor Comms places a strong emphasis on health and safety and fairness to their employees. This element is significant in countries with differing health and safety standards.

Technological:

- Technological changes – Capacitor Comms is a market leader and as such has invested in a research and development facility in Lisburn. This enables advancements in technology to ensure they remain market leaders.
- Automation – Capacitor Comms manufacturing processes are fully automated.
- Technological awareness – Capacitor Comms is a market leader and, coupled with their research and development facility, means they are attuned to the latest technology.

- Working practices – virtual office technology provides opportunities for more tasks to be completed remotely, thus enabling cost efficiency.

Environmental:

- Carbon footprint – Capacitor Comms deals on preferential terms with carbon neutral companies.
- Environmentally aware – Capacitor Comms has invested in renewable energy. Capacitor Comms deals increasingly with paperless transactions thereby reducing the amount of paper used.

Legal:

- Trading – Capacitor Comms must adhere to local trading practices, for example local tariffs on trade.
- Sanctions – if sanctions are imposed by a government, this may reduce Capacitor Comms trade with the relevant country.
- Anti-competition laws – Capacitor Comms must be aware of anti-competitive practices which could incur financial penalties.
- Health and Safety – Capacitor Comms must adhere to relevant legislation.
- Financial – government fiscal policy will vary from country to country such as taxation.
- Legislation – regarding consumer rights may vary therefore Capacitor Comms will need to be aware of their responsibilities.

All valid responses will be given credit

[0] is awarded for a response not worthy of credit

Level 1 [1]–[5] Basic

- Basic knowledge and understanding of up to six elements of a PESTEL analysis.
- Basic application to Capacitor Comms.
- Basic PESTEL analysis carried out.
- The quality of the candidate’s written communication is basic.

Level 2 [6]–[10] Satisfactory

- Satisfactory knowledge and understanding of two or three elements of a PESTEL analysis.
- Satisfactory application to Capacitor Comms.
- Satisfactory PESTEL analysis carried out.
- The quality of the candidate’s written communication is satisfactory.

Level 3 [11]–[15] Good

- Good knowledge and understanding of four or five elements of a PESTEL analysis.
- Good application to Capacitor Comms.
- Good PESTEL analysis carried out.
- The quality of the candidate’s written communication is good.

Level 4 [16]–[20] Excellent

- Excellent knowledge and understanding of the six elements of a PESTEL analysis.
- Excellent application to Capacitor Comms.
- Excellent PESTEL analysis carried out.
- The quality of the candidate’s written communication is excellent. [20]

Total	80
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