



Rewarding Learning

**General Certificate of Secondary Education
2023**

Business and Communication Systems

Unit 2: The Business Environment

[GSY21]

TUESDAY 20 JUNE, AFTERNOON

MARK SCHEME

General Marking Instructions

Introduction

Mark schemes are intended to ensure that the GCSE examinations are marked consistently and fairly. The mark schemes provide markers with an indication of the nature and range of candidates' responses likely to be worthy of credit. They also set out the criteria which they should apply in allocating marks to candidates' responses.

Assessment Objectives

Below are the assessment objectives for Business and Communication Systems

Candidates must:

- AO1** recall, select, and communicate their knowledge and understanding of concepts, issues and terminology;
- AO2** apply skills, knowledge and understanding in a variety of contexts and in planning and carrying out investigations and tasks; and
- AO3** analyse and evaluate products, make reasoned judgements and present appropriate conclusions.

Quality of candidate's responses

reflecting the level of maturity which may reasonably be expected of a 16-year-old which is the age at which the majority of candidates sit their GCSE 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 16-year-old GCSE 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.

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

Tasks and questions requiring candidates to respond in extended writing are marked in terms of 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 limited.

Level 2: Quality of written communication is satisfactory.

Level 3: Quality of written communication is good.

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

Level 1 (Limited): Candidate demonstrates a limited level of accuracy in spelling, punctuation and grammar. The meaning of the text is clear some of the time. The candidate demonstrates a limited level of writing, form and style appropriate to the purpose of the question. The organisation of the work is limited.

Level 2 (Satisfactory): Candidate demonstrates a satisfactory level of accuracy in spelling, punctuation and grammar. The meaning of the text is clear most of the time. The candidate demonstrates a satisfactory level of writing, form and style appropriate to the purpose of the question. The organisation of the work is satisfactory.

Level 3 (High standard): Candidate demonstrates a good level of accuracy in spelling, punctuation and grammar. The meaning of the text is always clear. The candidate demonstrates a good level of writing, form and style appropriate to the purpose of the question. The organisation of the work is good.

1 Young Brothers plc is a supermarket selling all types of food and household goods.

(a) What type of business ownership is Young Brothers plc?

Public Limited Company

(1 × [1]) (AO1)

[1]

(b) Explain **one** advantage and **one** disadvantage of this type of business ownership for Young Brothers plc.

Advantages:

- Young Brothers plc has a separate legal identity from that of its owners; it can take legal action without involving the shareholders.
- Young Brothers plc has continuity and shareholders may buy and sell their shares freely.
- Shareholders at Young Brothers plc have limited liability.
- Public limited companies like Young Brothers plc are very powerful organisations, with great influence in the market.
- The capital available to Young Brothers plc is large which gives the business all the benefits of easier borrowing and economies of scale.
- A public limited company like Young Brothers plc has the resources necessary for growth and expansion.
- Each director and manager has his/her own area of responsibility in Young Brothers plc, giving the benefits of specialisation and division of labour.

Disadvantages:

- Decision making in large companies like Young Brothers plc is frequently slow because a series of meetings have to be held and numerous people consulted.
- The financial information of Young Brothers plc must be published and can be viewed by anyone.
- In some public companies like Young Brothers plc top management and employees feel out of touch with one another.
- The shareholders are the owners of Young Brothers plc but the directors and managers make all the decisions. Therefore, the owners of Young Brothers plc have no real say in its running.
- The formation of a public limited company like Young Brothers plc involves a lengthy legal procedure.

Any other suitable response.

[1] advantage identified

[2] advantage identified and explained

[1] disadvantage identified

[2] disadvantage identified and explained

(2 × [2]) (AO1, AO2)

[4]

(c) Name the **two** legal documents that Young Brothers plc must complete before this type of business ownership starts trading.

- Articles of Association
- Memorandum of Association

(2 × [1]) (AO1)

[2]

- (d) Young Brothers plc plans to recruit a supervisor for their Dungiven supermarket.

Identify **one** suitable method of internal recruitment that Young Brothers plc could use.

- Noticeboard
- Newsletter
- Email
- Intranet

(1 × [1]) (AO1)

[1]

- (e) Identify and describe **two** suitable methods of selection that Young Brothers plc could use for the supervisor.

- Application form/digital application form – allows Young Brothers plc to gather information they feel is relevant to the position of supervisor, because they decide what is included on the application form/digital application form. This enables the management team to compare potential applications.
- Curriculum Vitae (CV) – Young Brothers plc may ask for a CV because it shows all the applicant's details. It will also show how well the applicant can organise and display information. The applicant is simply listing their qualifications, work experience and achievements to date.
- Testing – is useful in the selection process of a supervisor in Young Brothers plc for customer service, managing employees and team work. This allows the management team to see how confident the applicant is.
- Interview – an interview will be useful for Young Brothers plc as they will be able to assess communication, IT skills, working independently and personal presentation of applicants.
- Presentation – this will allow Young Brothers plc to see the personality of the applicant and any ideas they may have about the job.

[1] method identified

[2] method identified with basic description

[3] method identified and fully described

(2 × [3]) (AO1, AO2)

[6]

- (f) The new supervisor will need to receive some training.

Explain **one** advantage and **one** disadvantage of off-the-job training to Young Brothers plc.

Advantages:

- A wider range of skills or qualifications can be obtained by the supervisor to use at Young Brothers plc.
- The supervisor can learn from outside specialists or experts and bring the skills back to use at Young Brothers plc.
- The supervisor can be more confident when starting their new post at Young Brothers plc.
- The supervisor will meet people from other organisations and can exchange ideas and bring them back to Young Brothers plc.
- The supervisor can attend evening classes which means they do not

- miss their work, and this reduces the cost.
- The supervisor is trained away from their place of work so any mistakes will not impact on Young Brothers plc.

Disadvantages:

- Off-the-job training is more expensive than on-the-job training for Young Brothers plc.
- The supervisor is sometimes taken away from Young Brothers plc.
- The equipment/machinery used may not be the same as the supervisor will be using in Young Brothers plc.
- Training may not be specifically related to Young Brothers plc.

Any other suitable response.

[1] advantage identified

[2] advantage identified and explained

[1] disadvantage identified

[2] disadvantage identified and explained

(2 × [2]) (AO1, AO2)

[4]

- (g) Give **one** example of how Young Brothers plc could provide off-the-job training for the supervisor.

Example:

- Day Release, Block Release learning/evening classes, Self-study/ computer-based training, Role Play

(1 × [1]) (AO1)

[1]

- (h) Explain **two** benefits to Young Brothers plc of providing training for the new supervisor.

Any **two** benefits:

- To increase productivity – the supervisor should be better able to do their job to a higher standard of quality.
- To remain competitive – a better trained supervisor will be more efficient and therefore Young Brothers plc should become more competitive.
- To increase staff motivation – the new supervisor may gain a recognised qualification.
- To improve health and safety – reducing the risks of accidents and subsequent issues at the supermarket.

[1] benefit identified

[2] benefit identified and explained

(2 × [2]) (AO2)

[4]

23

2 Tasty Treats is a sweet shop. Peter the owner plans to expand the business by providing sweet hampers. He intends to carry out some research to discover if there is a demand for this product.

- (a) Identify and analyse the **two** methods of market research that Peter could use, giving **one** example of each method.

Primary/Field Research – is the collection of original information collected by Peter to find out if there is a demand for his sweet hampers. It is carried out by making direct contact with customers and members of the public who may become customers of Peter. Peter can design the research in the best way to discover if there is a demand for his sweet hampers. This information will be up-to-date and will assist Peter in making his decisions regarding the sweet hampers. Primary research can be expensive and slow to analyse. Example: questionnaire, interviews, surveys, observation, experiments, focus groups.

Secondary/Desk Research – Peter will be collecting data that already exists. This information has been collected previously by someone else. The information is cheap to obtain, and it is available immediately to Peter regarding his decisions about sweet hampers. The information may be out-of-date. The data is unlikely to have been collected for the same purpose as Peter requires. Therefore, it may not meet Tasty Treats needs exactly. Example: government statistics, reports from market research agencies, company reports, websites, trade journals.

[1] method identified

[2] example identified

[3] basic analysis

[4] full analysis

(2 × [4]) (AO1 [2], AO2 [2], AO3 [4])

[8]

- (b) Peter knows it is important to promote Tasty Treats sweet hampers. Explain the following terms to Peter:

Advertising

Advertising is a means of communication with potential customers of Tasty Treats products. Advertisements are messages paid for by Peter and are intended to inform or persuade potential customers who receive them to purchase sweet hampers. Advertising can take the form of leaflets, social media, online marketing.

Sales Promotion

Sales promotion is the process of persuading a potential customer to buy sweet hampers. Sales promotion is designed to be used as a short-term tactic to increase Tasty Treats sales. Examples include money-off coupons, competitions, discount vouchers, free gifts and buy one get one free.

(2 × [2]) (AO1, AO2)

[4]

- (c) Peter uses the following channels of distribution for Tasty Treats. Explain the terms to Peter:

Retailer

Tasty Treats is the final seller of the goods to the consumer. The retailer (Tasty Treats) makes the goods available for the consumer at a convenient place and also further breaks bulk of the products so that the consumer is able to buy small amounts.

Consumer

The consumer is the final user of Tasty Treats products and services. The consumer would buy small usable amounts of Tasty Treats products for a household or gift.

(2 × [2]) (AO1, AO2)

[4]

- (d) Tasty Treats offers contactless payment. Describe **one** benefit to Tasty Treats of using this method of payment.

- Customers will experience faster transactions. Tasty Treats may see the number of customers increase due to its convenience.
- Tasty Treats will experience reduced receipt handling costs. Receipts will only need to be produced for a contactless payment when a customer requests one or it is company policy to do so.
- Tasty Treats will see a reduced cost of cash handling therefore less chance of human error.
- As with all card payments, the risks to Tasty Treats are lower than other payment types for a number of reasons; a clear trail exists for record keeping and accounting and money is transferred straight into Tasty Treats bank account.
- Improved staff productivity at Tasty Treats as customers make contactless transactions with minimal staff intervention.

(1 × [2]) (AO1, AO2)

[2]

- (e) Peter plans to use digital technology to develop Tasty Treats' marketing mix. Analyse the impact digital technology has on the marketing mix of Tasty Treats.

Product

- Peter could use digital technology to enhance the appearance of his sweet hampers and improve the packaging. This would make products more appealing to customers and encourage them to buy the hampers.
- Digital technology may also reduce the packaging costs, as he could print the materials without the need to pay an external printer. This would, however, mean additional costs due to investment in the required technology, e.g. printing equipment.
- Sweet hampers could be personalised. Given that sweet hampers are likely to be gifts, digital technology will enable personalisation and individual messages to be included with the product.
- A list of all the products could be made available to download on Tasty Treats' website. This download could include details of ingredients, highlighting any allergies such as nuts.

Place

- Digital technology will provide Peter with alternative channels of distribution, through online shopping. Customers would have the

opportunity to purchase the sweet hampers online, providing greater convenience for customers and access to a wider market for Tasty Treats, both of which are likely to lead to increased sales.

- Customers could purchase sweet hampers using an app, providing a convenient shopping experience.

Price

- Digital technology will allow Peter to make price comparisons with his competitors, enabling him to select the best pricing strategy in order to remain competitive in the market.
- Customers will also be able to compare prices online and this could lead to them shopping with competitors.

Promotion

- Peter will be able to use digital advertising to promote his business. For example, email marketing. Tasty Treats' website and social media. These methods will help to keep his customers up-to-date and allow Peter to promote any special offers. This will mean that customers are well informed about the range of products available and encourage them to buy Tasty Treats' products.
- Through the use of Search Engine Optimisation, Peter could ensure that customers are directed to his website, though this is likely to increase his marketing costs.

Any other suitable response.

Level 0 [0]

Candidate's answer is not worthy of credit.

Level 1 ([1]–[3])

The candidate has made a limited analysis of the impact that digital technology has on Tasty Treats' marketing mix. Candidate makes limited use of specialist terms. Candidate demonstrates a limited level of accuracy in spelling, punctuation and grammar. The meaning of the text is clear some of the time. The candidate demonstrates a limited level of writing, form and style appropriate to the purpose of the question. The organisation of the work is limited.

Level 2 ([4]–[6])

The candidate has made a satisfactory analysis of the impact that digital technology has on Tasty Treats' marketing mix. Candidate makes satisfactory use of specialist terms. Candidate demonstrates a satisfactory level of accuracy in spelling, punctuation and grammar. The meaning of the text is clear most of the time. The candidate demonstrates a satisfactory level of writing, form and style appropriate to the purpose of the question. The organisation of the work is satisfactory.

Level 3 ([7]–[8])

The candidate has made a good analysis of the impact that digital technology has on Tasty Treats' marketing mix. Candidate demonstrates a good use of specialist terms. Candidate demonstrates a good level of accuracy in spelling, punctuation and grammar. The meaning of the text is always clear. The candidate demonstrates a good level of writing, form and style appropriate to the purpose of the question. The organisation of the work is good.

(AO2 [2], AO3 [6])

[8]

26

3 Anna is the manager of Gaming World, which sells computer games.

(a) Identify **two** stakeholder groups and explain their interest in Gaming World.

- Owners and shareholders – they are looking for a return on their investment, prices of the product/services to increase at Gaming World.
- Managers and employees – they are looking for a fair wage/salary, good working conditions, job security, training and development and career progression at Gaming World.
- Competitors – they are looking to compare prices, products/services, quality of the product/services at Gaming World.
- Suppliers – that Gaming World are financially stable to pay their suppliers, are paying promptly, are continuing to order regularly.
- Consumers – consumers will be looking for competitive prices, good range of products/services, quality of services/products, customer service and that there is a good reputation for Gaming World.
- Financial institutions – will look at the financial stability for Gaming World, whether they have the ability to meet repayments and if their business plans are sound.
- Trade unions – fair treatment of workers, negotiate a wage/salary at least in line with inflation, good working conditions, job security at Gaming World.
- Local community – corporate social responsibility, noise reduction, traffic congestion, opening hours, care for the environment, community involvement.

Any other suitable response

[1] stakeholder identified

[2] stakeholder identified with basic description

[3] stakeholder identified with full description

(2 × [3]) (AO1, AO2)

[6]

(b) Gaming World has been trading digitally for 12 months. Define the term digital trading.

Digital trading refers to ordering, buying, selling and paying for products and services using the Internet. This can be done with Gaming World's customers or other businesses.

(1 × [2]) (AO1)

[2]

(c) Explain why effective communication is important in Gaming World.

- Customers can enjoy a positive relationship with Gaming World, improving their corporate image.
- Employees are better informed and better decision making takes place within Gaming World.
- Staff understand their roles and responsibilities better within Gaming World.
- Gaming World employee motivation may improve.

Any other suitable response

(2 × [1]) (AO1, AO2)

[2]

- (d) Anna uses video conferencing to communicate with her suppliers.

Explain **one** advantage and **one** disadvantage to Anna of using video conferencing to communicate digitally with her suppliers.

Advantages

- It reduces travel time and costs for Anna.
- Reduced carbon footprint.
- Data can be shared straight away.
- Structured meetings with improved communications.
- Increased productivity in that decisions are able to be made faster and productivity increased.
- Anna can link to anyone in the world at anytime.

Disadvantages

- There will be a high initial cost of the equipment for Anna.
- Anna will be reliant on Internet speed. Connectivity speed may cause breakups in sentences.
- It will be less personal for Anna as it reduces the face-to-face communication.
- Anna could experience other technical issues and may require training.

Any other suitable response

[1] advantage identified

[2] advantage identified and explained

[1] disadvantage identified

[2] disadvantage identified and explained

(2 × [2]) (AO1, AO2)

[4]

- (e) Identify and explain **two** business documents that would be used in Gaming World.

Business report

A business report is a business document with detailed written information about Gaming World activities. It is formal in nature and the format is structured.

Business letter

Business letters are used to communicate with other businesses or individuals. Recipients may include Anna's customers, suppliers and government officials. It is a formal method of communication. A business letter is usually formatted in block style, in which all of the elements of the letter, except the letterhead, are aligned with the left margin. Anna can email, post or hand deliver the letter.

Agenda

An agenda is a list of meeting activities in the order in which they are to be taken up, beginning with the call to order and ending with adjournment. It usually includes one or more specific items of business to be acted upon.

Minutes

Minutes serves as an official record of meetings for Anna. This means she will have to take notes during meetings and submit the minutes providing details of what was discussed and agreed after the meeting to all listed on the agenda.

(2 × [2]) (AO1, AO2)

[4]

- (f) Evaluate the impact digital technology has on Gaming World’s business communication.

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Benefits

- Gaming World can use digital technology to improve the corporate image through the creation of business documents, for example promotional materials, letters to customers, and spreadsheets for accounts. Once created these documents can be amended for future use, which is likely to be more efficient for Gaming World managing their business.
- Gaming World can enhance their circulation by keeping everyone up-to-date.
- Gaming World can use digital technology to access a vast range of data related to their business, such as competitors. This will mean Gaming World will be kept up-to-date and this should enhance their decision making.
- Gaming World is instantly reachable via apps, social media, websites etc.
- Gaming World can communicate globally in an instant via VoIP, messenger, email, 24/7 websites etc.

Drawbacks

- Digital technology will require a significant capital investment in order to buy the latest technology and keep it up-to-date. This may prove difficult for Gaming World as they may not have the necessary capital available to set up and maintain the system. Gaming World will face additional costs in relation to the training of staff in the correct use of the technology and subsequent retraining as technology is continuously updated.
- Gaming World must ensure that they keep customer details secure when paying for products electronically. Gaming World must comply with all aspects of the Data Protection and Computer Misuse Acts, and the Copyright Designs and Patents Act. Gaming World should not give out customer contact details and must hold data securely in accordance with the General Data Protection Regulation (GDPR). They should not download any software without permission – Copyright Designs and Patents Act. Any breach of these regulations could lead to a loss of consumer confidence and will impact on their sales.
- Gaming World employees may need to be trained or retrained which could have an impact on costs.
- Gaming World may become too reliant on technology because if the technology breaks down or they can not connect to WIFI the technology will not work.
- There is a possibility of Gaming World customers and employees personal data/bank details being hacked or stolen.

Any other suitable response.

Level 0

Answer not worthy of credit.

Level 1 ([1]–[3])

The candidate shows limited knowledge and understanding of the advantages and disadvantages digital technology has on Gaming World’s

business communication. Analysis of the advantages and disadvantages is limited. Judgement of the overall value of digital technology to Gaming World is limited or missing. Candidate makes limited use of specialist terms. Candidate demonstrates a limited level of accuracy in spelling, punctuation and grammar. The meaning of the text is clear some of the time. The candidate demonstrates a limited level of writing, form and style appropriate to the purpose of the question. The organisation of the work is limited.

Level 2 ([4]–[6])

The candidate demonstrates a satisfactory knowledge and understanding of the advantages and disadvantages digital technology has on Gaming World’s business communication. Analysis of the advantages and disadvantages is satisfactory. Judgement of the overall value of digital technology to Gaming World is satisfactory. Candidate makes satisfactory use of specialist terms. Candidate demonstrates a satisfactory level of accuracy in spelling, punctuation and grammar. The meaning of the text is clear most of the time. The candidate demonstrates a satisfactory level of writing, form and style appropriate to the purpose of the question. The organisation of the work is satisfactory.

Level 3 ([7]–[8])

The candidate demonstrates a good knowledge and understanding of the advantages and disadvantages digital technology has on Gaming World’s business communication. Analysis of the advantages and disadvantages is good. Judgement of the overall value of digital technology to Gaming World is clear and logical. Candidate makes good use of specialist terms. Candidate demonstrates a good level of accuracy in spelling, punctuation and grammar. The meaning of the text is always clear. The candidate demonstrates a good level of writing, form and style appropriate to the purpose of the question. The organisation of the work is good.

(AO2 [2], AO3 [6])

[8]

26

Total

75

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