



Rewarding Learning

**General Certificate of Secondary Education
2022**

Business and Communication Systems

Unit 2: The Business Environment

[GSY21]

TUESDAY 21 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.

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 Seaview Vets was established in 2020 by four friends John, Chris, Mark and Victor.

(a) What type of business ownership is Seaview Vets?

Partnership

(1 × [1]) (AO1) [1]

(b) Identify the legal document that Seaview Vets would be advised to draw up.

Any **one** from:

Deed of Partnership

Partnership Agreement

(1 × [1]) (AO1) [1]

(c) Explain **one** advantage and **one** disadvantage of this type of ownership for Seaview Vets.

Advantage

Any **one** from:

- There is more capital in Seaview Vets which allows them to expand.
- If one partner is ill or on holiday Seaview Vets can carry on.
- Specialisation is possible as the four partners may bring different skills to Seaview Vets.
- The financial affairs of the partnership do not have to be published although tax authorities must have access to them.
- The four partners can share responsibility for decision making and discuss the problems which occur in Seaview Vets.
- It is relatively easy to set up/few legal formalities.

Disadvantage

Any **one** from:

- The partnership has unlimited liability. This means that if the partners do not have enough money in Seaview Vets to pay their bills, they have to use their own private money. Their private possessions are at risk. Each partner is liable in this way, even if the debt was created by one of the other partners.
- When compared to a large company, the amount of capital in Seaview Vets is small. They have the same difficulty as a sole trader in borrowing money from banks and cannot take advantage of economies of scale.
- There is the possibility of conflict between the partners.
- The death or bankruptcy of one partner may cause the dissolution of Seaview Vets. Otherwise the remaining partners have to buy them out.
- If there is no Deed of Partnership debts are shared equally between the partners, regardless of the capital invested.
- Profits are split between partners.
- If one partner is dishonest or inefficient, all partners are held liable for the partner's action or decisions.

Any other suitable response.

[1] advantage identified

[2] advantage identified and explained

(1 × [2]) (AO1, AO2)

[1] disadvantage identified

[2] disadvantage identified and explained

(1 × [2]) (AO1, AO2)

[4]

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(d) Seaview Vets plans to hold personal details about its customers.

(i) Identify the Act that Seaview Vets must comply with.

Data Protection Act.

(1 × [1]) (AO1)

[1]

(ii) Identify and explain **two** principles of this Act that could apply to Seaview Vets.

Seaview Vets ensure the information is:

- **Accuracy:** DPA: Seaview Vets shall record accurately and keep up-to-date client's information. GDPR: Seaview Vets must take every reasonable step to ensure that client's personal data is accurate, having regard to the purposes for which it is processed, is erased or rectified without delay.
- **Storage:** DPA: Seaview Vets shall not keep personal data for longer than is necessary for that purpose. GDPR: Seaview Vets must ensure that data is kept in a form which permits identification of data subjects. It must be kept for no longer than necessary for the purposes for which the data is processed.
- **Lawfulness:** DPA: Seaview Vets must ensure that personal data shall be processed fairly and lawfully and subject to specific conditions. GDPR: Provides that any personal data gathered by Seaview Vets must be processed fairly, lawfully and in a transparent manner.
- **Purpose:** DPA: Seaview Vets must not engage in further processing of client's data in any manner incompatible with the purpose for which it was originally obtained. GDPR: Seaview Vets must collect client's information only for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with the purpose for which it was originally obtained.
- **Overseas Transfer:** DPA: Seaview Vets shall not transfer client's data to a country outside of the European Economic Area unless the recipient country ensures an adequate level of protection for the rights and freedoms of data subjects in relation to the processing of personal data. GDPR: Seaview Vets must ensure that the transfer of personal data is compliant with Chapter V of the General Data Protection Regulations.
- **Accountability:** GDPR: These regulations introduce a duty on the data controller for Seaview Vets to demonstrate compliance with other data protection principles.
- **Access:** DPA: Seaview Vets shall process personal data including those of their client's in accordance with the rights of data subjects.
- **Data Minimisation:** DPA: Seaview Vets shall ensure that data shall be adequate, relevant and not excessive in relation to the purpose or purposes for which they are processed. GDPR: The Regulations provide that Seaview Vets personal data must be adequate, relevant and limited to what is necessary in relation to the purposes for which it is processed.

- **Security: DPA:** All data to be kept secure at all times.

[1] principle identified

[2] principle identified and explained

(2 × [2]) (AO1, AO2)

[4]

(e) Seaview Vets need to recruit a receptionist.

(i) Identify and describe **two** external methods of recruitment that Seaview Vets could use.

Any **two** from:

- Media – newspapers/magazines these usually contain a jobs section that receptionists would be familiar with. It is usually an inexpensive method of advertising.
- Internet – there are different kinds of websites that Seaview Vets could use, including sites that advertise a range of jobs, e.g. social networking sites such as Facebook, Twitter. It is relatively inexpensive to use these sites.
- Job centres – government agency which advertise job vacancies for Seaview Vets to potential applicants. It is free to advertise.
- Private recruitment agencies – these businesses will try to find suitable receptionists in return for a fee.

[1] method of recruitment identified

[2] method of recruitment identified with basic description

[3] method of recruitment identified and fully described

(2 × [3]) (AO1, AO2)

[6]

(ii) Identify and describe **two** methods of selection that Seaview Vets could use.

Any **two** from:

- Application Form – an application form is used because it has the advantage that the applicant is given exactly the type of information Seaview Vets requires, enabling the comparison of applicants.
- Curriculum Vitae – this is produced by the candidate using their own or a downloaded template, it enables the candidate to tailor the CV to the job and present information to Seaview Vets.
- Testing – this will allow Seaview Vets to measure the candidate's ability to do the job and measures the candidate's personality, attitude, character and skills.
- Interview – an interview will be useful for Seaview Vets as they will be able to assess communication, IT skills, working independently and personal presentation of applicants.
- Presentation – This will allow Seaview Vets to see the personality of the applicant, communication skills, level of presentation and ideas about the job.

[1] method of selection identified

[2] method of selection identified with basic description

[3] method of selection identified and fully described

(2 × [3]) (AO1, AO2)

[6]

(f) Describe what makes an effective application for the post of receptionist.

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Any from:

- Tailor their answers to the job.
- Demonstrate how they meet essential and desirable criteria.
- Highlight their skills.
- Keep their information relevant and concise.
- Use accurate spelling, punctuation and grammar.
- Write neatly if not typed.
- No blanks.
- Follow the guidelines provided.
- Keep a copy of their form.
- Check their online presence.

Any other suitable response

(1 × [2]) (AO1)

[2]

25

2 Ben is planning to open a fun-farm business. Customers will have the ability to walk around and interact with the animals as well as taste fresh farm produce in the cafeteria.

(a) Ben wants to carry out market research to gauge what products and services he should sell. Identify the **two** methods of market research that Ben could use and analyse **one** advantage of each method.

Method 1 identified: Primary Research

Advantage

Any **one** from:

- Information: Ben will need to ensure that any information gathered is up-to-date and collected specifically for the fun-farm business. This will allow him to choose what products and services he should sell to his potential customers. This will highlight to Ben if there is a demand for his business.
- Customers: Information can be obtained directly from Ben's potential customers.
- Data: Data collected by Ben will be confidential and not shared with anyone else.
- Methods: Data can be collected very quickly for Ben if he uses online surveys and telephone interviews.

Method 2 identified: Secondary Research

Advantage

Any **one** from:

- Information is cheaper for Ben to obtain as it has already been collected.
- Information is available immediately for Ben.
- If the information is taken from a reliable source, it should be reasonably accurate for Ben, so it can assist in his planning and financial decision-making.
- It can provide Ben with a perspective on the whole market, giving his business a feel for whether he should spend more money on developing products for that market. For example, Ben could find out that there are not enough potential customers for the product to breakeven.

Any other suitable response

[1] method identified

[2] method identified and advantage explained

[3] method identified, advantage explained and analysed.

(2 × [3]) (AO1, AO2 and AO3)

(1 + (1 × [2])) × 2

[6]

(b) Explain the term marketing to Ben with an example.

Explanation

The gathering and analysis of data relating to market places or customers; any research which leads to more market knowledge and better informed decision-making.

Marketing refers to activities undertaken by a business to promote the

buying and selling of a product or service. Marketing includes advertising, selling and delivering products to consumers or other businesses.

Example:

Market research, marketing mix. Television commercials, pop-ups, newspaper advertisements, magazine advertisements.

[1] brief explanation

[2] good explanation

[3] good explanation with example

(1 × [3]) (AO1, AO2)

[3]

(c) Ben needs to market his business. Analyse the impact digital technology has on the marketing mix for Ben.

- Product – Ben could expand his products and services that he offers. For example, videos, photos, apps.
- Price – Ben will need to be aware of different pricing strategies to keep abreast of his competitors. Customers will be able to compare prices online and read reviews.
- Promotion – Ben will need to use digital advertising to promote his business. For example, email marketing, website, social media to keep his customers up-to-date on what special offers he has etc.
- Place – Ben needs to think about a possible booking system for customers to order products and services.

Any other suitable response

Level 0

Answer not worthy of credit

Level 1 ([1]–[3])

The candidate provides a limited analysis of the impact digital technology has on the marketing mix for Ben. 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 provides a satisfactory analysis of the impact digital technology has on the marketing mix for Ben. 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 provides a good analysis of the impact digital technology has on the marketing mix for Ben. 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]

(d) Explain **two** advantages to Ben of using email for communication in his business.

Advantage

Any **one** from:

- It will be convenient and quick for Ben to send and receive messages.
- Ben does not need to be available to receive it. It can be sent 24/7.
- Ben can send an email to multiple recipients at once. It saves time.
- It is relatively cheap for Ben to send emails in comparison to posting letters.
- Ben will have no waste of paper and benefits the environment.
- There is a permanent copy for Ben which he can use for reference compared to a telephone call.

Any other suitable response.

[1] advantage identified

[2] advantage identified and explained

(1 × [2]) (AO1, AO2) × 2

[4]

(e) Ben needs to create and design documents for his business.

(i) Explain a business letter to Ben.

Business letters are used to communicate with other businesses or individuals outside of Ben's business. Recipients may include Ben'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. Ben can email, post or hand deliver the letter.

(1 × [2]) (AO2)

[2]

(ii) Explain minutes to Ben.

Minutes serves as an official record of business meetings for Ben. This means he 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.

(1 × [2]) (AO2)

[2]

AVAILABLE
MARKS

25

3 Karen owns Pooch Parlour which grooms and pampers small dogs.

(a) Identify **two** stakeholder groups and explain their interest in Karen's business.

Any **two** from:

- Owners and shareholders – owners and shareholders will have a stake in Pooch Parlour since the value of their investment will depend upon the success of the business.
- Managers and employees – these are the people who work for Pooch Parlour. They will be rewarded with a salary or wage.
- Competitors – will be interested in Pooch Parlours prices and services.
- Suppliers – they supply goods/services to Pooch Parlour and they want it to succeed to receive repeat business.
- Consumers – consumers have a stake in Pooch Parlour and will support it if it supplies goods and services at suitable prices. Pooch Parlour improves competition and the variety of goods/services on offer.
- Financial institutions – if Pooch Parlour needs to borrow money. For example, banks.
- Trade unions – is an organisation which represents the interest of the employees at Pooch Parlour and negotiates with management on their behalf.
- Local community – Pooch Parlour will be creating jobs. For example, job seekers.

[1] stakeholder identified

[2] stakeholder identified and explained

(2 × [2]) (AO1, AO2)

[4]

Karen's business Pooch Parlour can trade digitally.

(b) Explain the term digital trading to Karen with an example.

Explanation

Buying and selling goods or services over the Internet.

Marketing of goods and services over the Internet.

Example:

Booking a slot at Karen's business.

See what services are on offer.

[1] brief explanation

[2] good explanation

[3] good explanation with example

(1 × [2] + 1) (AO1, AO2)

[3]

(c) Analyse **two** advantages of digital trading to Karen's business.

Any **two** from:

- An effective website will give Karen's business a professional image.
- Provides access to a global market for Karen's business (e.g. accessories).
- Increased sales due to a larger market and the fact that Karen can trade digitally 24/7/365.
- Karen's business website information can be updated quicker than business documents such as catalogues.
- Digital trading could lead Karen's business to lower costs for the business.
- It is a cost effective way of promoting Karen's business to many customers, through search engine listings.

Any other suitable response

[1] advantage identified with basic analysis

[2] advantage identified and fully analysed

(2 x [2]) (AO3)

[4]

Karen has recently appointed two new members of staff.

(d) Identify and explain **two** reasons why these two new members of staff will need training.

Any **two** from:

- Induction – this is the training that Karen will give to the new employees when they start Pooch Parlour.
- Health and Safety – Karen will ensure that the new employees are made aware of correct policies and procedures that need to be followed to ensure their own safety and the safety of others.
- Continuing Professional Development – Karen will offer Continuing Professional Development to help the new employees in the process of lifelong learning and aid their development.
- Changes in procedures – Karen would like the new employees to be familiar with new ways of doing things.
- Legislation – the new employees must meet any changes to the legal requirements placed on Pooch Parlour.
- New technology - Karen's new employees will need training to ensure that they stay up-to-date and can use technology effectively and efficiently at Pooch Parlour.

[1] reason identified

[2] reason identified and explained

(2 x [2]) (AO1, AO2)

[4]

- (e) Identify and explain **one** example of on-the-job training that Karen could offer her employees.

Any **one** from:

- Work-shadowing – the employee ‘shadows’ an experienced employee at Pooch Parlour. This means that they work alongside one another, and the employee learns from the experienced worker.
- Role play – Karen could create a ‘make believe’ situation and the employee will have to work out how they would solve the problem.
- Demonstration/instruction – Karen could show the employee how to do the job.
- Coaching – this is a more intensive method of training that involves a close working relationship between an experienced employee at Pooch Parlour and another employee.
- Job rotation – where the employee is given several jobs in succession, to gain experience of a wide range of activities.
- Apprenticeship

[1] example identified

[2] example identified and explained

(1 × [2]) (AO1, AO2)

[2]

- (f) Evaluate **two** advantages and **two** disadvantages of on-the-job training to Karen for the employees.

Advantages

- It is relatively a cheaper method for Karen than off-the-job training.
- The employee does not need to take time off Pooch Parlour as the training is happening in the workplace meaning no loss of output.
- Effective if the experienced worker at Pooch Parlour is efficient.
- Training is tailored specifically to Pooch Parlour. It gives Pooch Parlour greater control over the content of the training programme and the processes used.
- The employees at Pooch Parlour are trained using their own equipment so it will help build their competence and confidence.

Disadvantages

- Karen will need to select a suitable employee at Pooch Parlour to carry out the training. The person needs to have the ability and willingness to conduct the training or they may not be able to teach the proper skills required for Pooch Parlour.
- The employee may make mistakes which might be costly for Pooch Parlour.
- Training delivered at Pooch Parlour may not be consistent.

Any other suitable answer.

Level 0

Answer not worthy of credit.

Level 1 ([1]–[3])

The candidate provides a limited evaluation of the advantages and disadvantages of on-the-job training. 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 provides a satisfactory evaluation of the advantages and disadvantages of on-the-job training. 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 provides a good evaluation of the advantages and disadvantages of on-the-job training. 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]

25

Total

75

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