



Rewarding Learning

**General Certificate of Secondary Education
2025**

Business and Communication Systems

Unit 2: The Business Environment

[GSY21]

WEDNESDAY 18 JUNE, MORNING

**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 Jumbo Transport plc delivers goods for businesses all over the world.

(a) What type of business ownership is Jumbo Transport plc?

Public Limited Company

(AO1 [1])

[1]

(b) This type of business ownership must be registered with whom?

Registrar of Companies/Companies House

(AO1 [1])

[1]

(c) Name the **two** documents that Jumbo Transport plc must complete for this type of business ownership.

- Articles of Association
- Memorandum of Association

(2 × [1]) (AO1)

[2]

(d) Explain **two** advantages of this type of business ownership for Jumbo Transport plc.

Advantages

- Jumbo Transport plc will be able to raise large amounts of store capital through trading on the stock market/selling shares to the general public.
- Jumbo Transport plc has a separate identity from that of its owners and may take legal action on its own behalf without involving the owner.
- The amount of capital available to Jumbo Transport plc is much greater than other forms of business ownership.
- There are opportunities for specialisation and division of labour.
- Jumbo Transport plc has a number of directors and managers in the business, so responsibility and workloads are shared.
- Jumbo Transport plc has continuity, if one shareholder dies the business is not affected.
- Jumbo Transport plc can benefit from economies of scale.
- Shareholders at Jumbo Transport plc have limited liability.

Any other suitable response.

[1] advantage identified

[2] advantage identified and explained

(2 × [2]) (AO1, AO2)

[4]

- (e) Jumbo Transport plc uses email as its main method of communication.
- (i) Explain **one** advantage and **one** disadvantage to Jumbo Transport plc of using email for its business.

Advantages

Any **one** from:

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

Disadvantages

Any **one** from:

- It can take Jumbo Transport plc a long time to read emails and they may not be relevant.
- There could be information overload for Jumbo Transport plc as a lot of the emails sent may not be necessary.
- Jumbo Transport plc could receive a lot of spam emails.
- Emails can spread viruses easily.
- Jumbo Transport plc may not read their emails on a regular basis.

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]

- (ii) Explain why effective communication is important in Jumbo Transport plc.

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

Any other suitable response.

[1] basic explanation

[2] good explanation

(1 × [2]) (AO1, AO2)

[2]

(f) Jumbo Transport plc has a number of stakeholders who are interested in its business.

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(i) Define the term stakeholder to Jumbo Transport plc.

A stakeholder is an individual, group or organisation that has an interest or concern in the activities and performance of Jumbo Transport plc.

[1] basic explanation

[2] good explanation

(1 × [2]) (AO1, AO2)

[2]

(ii) Identify **two** stakeholder groups of Jumbo Transport plc and describe how the aims of these two stakeholder groups may be in conflict.

- Owners or shareholders vs managers or employees. Owners will want to maximise profits, this may mean that they will aim to pay lower wages to employees, to minimise costs and may be less willing to agree to wage increases. Employees will want to negotiate wage increases on an ongoing basis and therefore may conflict with owners. This may also involve potential trade union action.
- Owners or shareholders vs consumers. Owners will be concerned about profit margins and may aim to increase prices as a means of achieving higher profits. This may result in conflict with consumers who will want value for money and may be unwilling to pay higher prices. This could lead to consumers moving to competitors.
- Managers vs suppliers. Managers will want to get the best deal from suppliers. They will want to negotiate effectively with suppliers as a way to control costs. Suppliers will want to get regular custom from the business and the best prices paid for their supplies. This may lead to conflict and could negatively impact supply to Jumbo Transport plc.
- Owners or managers vs competitors.
- Owners or managers vs financial institutions.
- Owners or managers vs local community.

Any other suitable response.

[1] stakeholder identified

[2] stakeholder identified with basic description

[3] stakeholder identified with detailed description

(2 × [3]) (AO1, AO2)

[6]

(g) Jumbo Transport plc uses digital technology every day. Explain the following digital technologies in relation to Jumbo Transport plc.

Radio Frequency Identification (RFID)

Jumbo Transport plc uses electromagnetic fields to identify and track tags attached to objects. Each tag is a unique identifier of the object. Radio Frequency Identification device is scanned to retrieve the information. For example, stock tracking.

Global Positioning System (GPS)

Jumbo Transport plc uses a satellite navigation system that determines their position. For example, distribution tracking deliveries.

[1] basic explanation

[2] good explanation

(2 × [2]) (AO1, AO2)

[4]

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2 Jenny owns Classy Clothes which sells clothes for children. She currently employs five sales assistants and plans to recruit a manager.

(a) Analyse **two** suitable methods of internal recruitment that Jenny could use to recruit the manager.

Any **two** from:

- Noticeboard – this will allow Jenny to display the post of the manager on an internal noticeboard which can be seen by all the sales assistants who may be interested in the position of the manager.
- Newsletter – this will allow Jenny to promote the position of the manager in full, outlining the job description and person specification for the position of manager on an internal newsletter.
- Email – Jenny can directly email all her employees to inform them of the promotion opportunity.
- Intranet – Jenny can use the intranet to communicate information regarding the new position. This is only available to employees of Classy Clothes. Therefore it is only targeting current employees.

[1] method identified

[2] method identified with basic analysis

[3] method identified and fully analysed

(2 × [3]) (AO1, AO2, AO3)

[6]

(b) Analyse **one** suitable method of selection that Jenny could use to select the manager.

- Application form/digital application form – this will allow Jenny to ask questions relevant to the position of the manager. It will also make it easier for Jenny to compare potential applicants.
- Curriculum Vitae (CV) – Jenny may ask for a CV because it contains all the applicant's details. It will also show how well the applicant can organise and display information. This is easier for management because the applicant is simply listing their qualifications, work and achievements to date.
- Testing – is useful in the selection process for manual, practical jobs. In a practical test the applicant may be asked to undertake a skills test.
- Interview – an interview will be useful for Jenny as they will be able to assess communication, working independently and personal presentation of applicants. This is important as the sales assistant needs to be up-to-date with the products and be able to communicate with customers.
- Presentation – this will allow Jenny to see the personality of the applicants, do they have excellent communication skills, level of presentation and ideas about the job.

[1] method identified

[2] method identified with basic analysis

[3] method identified and fully analysed

(1 × [3]) (AO1, AO2, AO3)

[3]

- (c) Identify **one** way that an applicant might prepare for a manager interview in Classy Clothes.

Any **one** from:

- Research Classy Clothes.
- Read job description.
- Read person specification.
- Rehearse practice interview questions.
- Think about body language, e.g. eye contact, posture.
- Think about their appearance.

Any other suitable response.

([1]) (AO1)

[1]

- (d) Explain **two** benefits to the new manager of receiving training.

Any **two** benefits:

- To increase productivity – the new manager should be more confident to do their job to a high standard.
- To remain competitive – the new manager will be more efficient and competitive within Classy Clothes.
- To increase staff motivation – the new manager will feel valued within Classy Clothes and may gain a recognised qualification.
- To improve health and safety – the new manager will be more aware of reducing the risk of accidents within Classy Clothes.

Any other suitable response.

[1] benefit identified

[2] benefit identified and explained

(2 × [2]) (AO1, AO2)

[4]

- (e) Classy Clothes products can be purchased online.

Explain the term digital trading to Jenny, giving an example.

Explanation

Buying and selling goods or services over the Internet. Marketing of goods and services over the Internet.

Example

Buying products from Classy Clothes online, e.g. jumper, trousers.

[1] basic explanation or example

[2] good explanation or brief explanation with example

[3] good explanation with example

(1 × [2] + 1) (AO1, AO2)

[3]

- (f) Analyse **two** advantages and **two** disadvantages of digital trading for Classy Clothes.

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The quality of written communication is assessed in this question.

Advantages

Any **two** from:

- An effective website will give Classy Clothes a professional image.
- Provide access to a global market.
- Increased sales due to a larger market.
- 24/7/365.
- Website information can be updated quicker than business documents.
- Digital trading could lead to lower costs for Classy Clothes.

Disadvantages

Any **two** from:

- Costs associated with the design, maintenance and updating their website.
- New staff with expertise in this area may need to be appointed or existing staff retrained, all of which adds to costs.
- Technical difficulties can lead to a poor corporate image.
- Security concerns can be a problem, especially when dealing with people's money or personal details.
- Costs of delivery to customers.
- Increased levels of competition.

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 advantages and disadvantages to Classy Clothes. 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 advantages and disadvantages to Classy Clothes. 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 advantages and disadvantages to Classy Clothes. 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]

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3 Gareth is planning to open a shop called Judo Academy in November 2025 selling Judo suits, belts, books and accessories.

(a) Judo Academy plans to hold personal details about its customers.

(i) Identify the Act that Judo Academy must comply with.

Data Protection Act/GDPR

(1 × [1]) (AO1)

[1]

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

Judo Academy must ensure:

- Accuracy: DPA: Judo Academy shall record accurately and keep up-to-date client's information. GDPR: Judo Academy must take every reasonable step to ensure that customer's personal data is accurate, having regard to the purposes for which it is processed, is erased or rectified without delay.
- Storage: DPA: Judo Academy shall not keep personal data for longer than is necessary for that purpose. GDPR: Judo Academy 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: Judo Academy must ensure that personal data shall be processed fairly and lawfully and subject to specific conditions. GDPR: Provides that any personal data gathered by Judo Academy must be processed fairly, lawfully and in a transparent manner.
- Purpose: DPA: Judo Academy must not engage in further processing of customers data in any manner incompatible with the purpose for which it was originally obtained. GDPR: Judo Academy 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: Judo Academy shall not transfer customer'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: Judo Academy 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 Judo Academy to demonstrate compliance with other data protection principles.
- Access: DPA: Judo Academy shall process personal data including those of their customers in accordance with the rights of data subjects.
- Data Minimisation: DPA: Judo Academy 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 Judo Academy personal data must be adequate, relevant and limited to what is necessary in relation to the purposes for which it is processed.

- [1] principle identified
- [2] principle identified and explained

(2 × [2]) (AO1, AO2)

[4]

Gareth plans to carry out some market research to identify if there is a demand for his products.

(b) Define the term marketing to Gareth, giving an example.

Marketing is the process responsible for identifying, anticipating and satisfying customer requirements profitably. It is how Judo Academy can increase their sales, reputation and profits by making their products more attractive to consumers.

Examples: Market Research (primary, secondary), Marketing Mix (product, price, promotion, place).

- [1] basic definition or example
- [2] good definition or basic definition with example
- [3] good definition with example

(1 × [3]) (AO2)

[3]

(c) Identify the **two** methods of market research that Gareth could use and analyse **one** advantage of each method, giving an example.

Market Research Method 1 identified: Primary Research

Advantage

Any **one** from:

- Gareth will be assured that any information gathered is up-to-date and collected specifically for Judo Academy. This will allow him to choose what products and services he should sell to his potential customers. This will highlight to Gareth if there is a demand for his business.
- Information can be obtained directly from Gareth's potential customers.
- Data can be collected very quickly for Gareth if he uses online surveys and telephone interviews.

Example: questionnaires, interviews, surveys, observation, testing, focus groups.

Market Research Method 2 identified: Secondary Research

Advantage

Any **one** from:

- Information is available immediately for Gareth.
- If the information is taken from a reliable source, it should be reasonably accurate for Gareth, so it can assist in his planning and financial decision-making.
- Information is cheaper for Gareth to obtain as it has already been collected.
- It can provide Gareth 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, Gareth could find out if there are not enough potential customers for the product to breakeven.

Example: government statistics, reports from market research agencies, company reports, websites, trade journals.

Any other suitable response.

[1] method identified or example

[2] method identified and advantage explained or example given

[3] method identified, advantage explained and analysed, or advantage explained and example given

[4] method identified, advantage explained and analysed with an example

$(2 \times [2]) + (2 \times [1]) + (2 \times [1])$ (AO1, AO2 and AO3) [8]

- (d) Gareth plans to use digital technology to develop Judo Academy's marketing mix.

Analyse the impact digital technology has on the marketing mix of Judo Academy.

The quality of written communication is assessed in this question.

Product

- Gareth could expand the range of products offered. For example, videos, photos, apps.
- Judo suits could be personalised. Given that they could be given as gifts or prizes, digital technology will enable personalisation and individual messages to be included with the product.
- A list of all the Judo products could be made available to download on Judo Academy.
- 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.

Price

- Gareth 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.
- Digital technology will allow Gareth to make price comparisons with his competitors, enabling him to select the best pricing strategy in order to remain competitive in the market.

Promotion

- Gareth could use digital advertising to promote his business. For example, email marketing, website, social media to keep his customers up-to-date on special offers. This will mean that customers are well informed about the range of products available and encourage them to buy Judo Academy products.
- Through the use of Search Engine Optimisation, Gareth could ensure that customers are directed to his website, though this is likely to increase his marketing costs.

Place

- Customers could purchase judo products using an app, providing a convenient shopping experience.
- Digital technology will provide Gareth with alternative channels of distribution, through online shopping. Customers would have the opportunity to purchase judo products online, providing greater

convenience for customers and access to a wider market for Judo Academy, both of which are likely to lead to increased sales.

Any other suitable response.

Level 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 Judo Academy’s 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 Judo Academy’s 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 Judo Academy’s 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]

24

Total

75

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