



Rewarding Learning

**General Certificate of Secondary Education
2024**

Learning for Life and Work

Unit 3

Employability

[GLF31]

MONDAY 20 MAY, 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 GCSE Learning for Life and Work.

Candidates must:

- AO1** recall, select and communicate their knowledge and understanding of Learning for Life and Work;
- AO2** apply skills, knowledge and understanding of Learning for Life and Work; and
- AO3** analyse and evaluate information, sources and evidence, make reasoned judgements and present conclusions related to Learning for Life and Work.

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 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.

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 basic.

Level 2: Quality of written communication is competent.

Level 3: Quality of written communication is highly competent.

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 (Competent): 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 (Highly Competent): 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.

- 1 (a) Write down **two** characteristics a successful entrepreneur should have. (AO1)

Answers may include **two** of the following:

- enthusiasm
- confidence
- leadership skills
- commitment
- competence
- dedication
- decision making skills
- reliability
- creativity
- professionalism

All other valid answers will be credited

(2 × [1])

[2]

- (b) Explain **one** reason why a business would place importance on recycling waste. (AO2)

Answers may include **one** of the following reasons:

- the business will attract more customers as they will want to be seen as environmentally friendly
- recycling could work out cheaper for the business and save them money in the long run
- the corporate image of the business will be enhanced as their customers will see that they are aware of their carbon footprint

All other valid answers will be credited

(1 × [2])

[2]

- (c) Explain **one** reason why an employee would need to be adaptable for a successful career. (AO1, AO2)

Answers may include **one** of the following points:

- a person will be able to undertake different jobs in the workplace and this may provide them with more job satisfaction
- an employee may better their chances of promotion and being adaptable will please the employer as they can further their career within the business

All other valid answers will be credited

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

[1] basic statement

[2] accurate explanation with clear reference to **one** reason why an employee would need to be adaptable for a successful career

(1 × [2])

[2]

(d) Explain **two** reasons why a job applicant may not be placed on a shortlist for an interview. (AO1, AO2)

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Answers may include **two** of the following points:

- if there has been a large number of applicants for the post, the employer may enhance the original criteria and this may rule out the applicant
- the applicant may not have completed the application form to a satisfactory standard and therefore will not be deemed suitable for the post
- the application form may not have arrived before the stated deadline and therefore their application could not be considered by the employer
- the applicant's references may not be satisfactory for the post applied for, so the employer will not consider the applicant a suitable employee
- the applicant may not have the expected qualifications related to the post so this will rule them out of their chances of an interview

All other valid answers will be credited

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

[1] basic statement

[2] accurate explanation with clear reference to **one** reason why a job applicant may not be placed on a shortlist for an interview

(2 × [2])

[4]

10

2 (a) Write down **one** example of a workplace policy. (AO1)

Answers may include **one** of the following:

- safety
- health and well-being
- safeguarding
- dress code
- social media use
- mobile phone
- child protection
- acceptable behaviour

All other valid answers will be credited

(1 × [1])

[1]

(b) Write down **one** role of a trade union. (AO1)

Answers may include **one** of the following points:

- to promote the rights of the employee
- to promote positive working relationships
- to provide benefits to their members
- to promote the health and safety of the employee

All other valid answers will be credited

(1 × [1])

[1]

(c) Describe **one** reason why a person would need finance to set up a business. (AO1, AO2)

Answers may include **one** of the following points:

- in order to purchase items which they will need to run the business, e.g. premises, vehicles, equipment, stock etc
- in order to cover various other costs such as advertising so that they can promote their business

All other valid answers will be credited

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

[1] basic statement

[2] accurate description with clear reference to **one** reason why a person would need finance to set up a business

(1 × [2])

[2]

(d) Describe **one** reason why an employee should know where emergency exits are located in the workplace. (AO1, AO2)

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Answers may include **one** of the following points:

- the employee will need to know the nearest way to vacate the workplace in case of an emergency so that they can leave the workplace as quickly as they can
- the employee will need to ensure that there is nothing blocking their passageway to emergency exits so that they can get out of the workplace as safely as possible

All other valid answers will be credited

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

[1] basic statement

[2] accurate description with clear reference to **one** reason why an employee should know where emergency exits are located in the workplace.

(1 × [2]) [2]

(e) Explain **two** reasons why a business may need to employ extra workers. (AO1, AO2)

Answers may include **two** of the following points:

- workers with specific skills may be needed and the business may have shortages in these skills
- the business may be falling behind with deadlines and the current employees may be unable to produce the goods/services within the timescale
- the business may have expanded and therefore extra employees will be required to cope with the extra workload
- to cover periods when the business may be required to meet demand at certain times of the year, e.g. Christmas
- employees within the business may have resigned or retired or have been given a promotion and hence a vacancy may have arisen for positions within the business

All other valid answers will be credited

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

[1] basic statement

[2] accurate explanation with clear reference to **one** reason why a business may need to employ extra workers

(2 × [2]) [4]

10

- 3 (a) Name the term used to describe the movement of people coming into Northern Ireland from another country. (AO1)

Answers may include **one** of the following:

- immigration
- migration
- immigrant/s
- migrant/s

(1 × [1])

[1]

- (b) Write down **one** technological item used in the workplace. (AO1)

Answers may include **one** of the following:

- computer
- scanner
- ipad
- mobile phone
- printer

All other valid answers will be credited

(1 × [1])

[1]

- (c) Explain **one** reason why a business should comply with equality employment legislation. (AO1, AO2)

Answers may include **one** of the following points:

- a business must respect their employees' rights at work, otherwise positive relationships could break down resulting in conflict between the employer and employee
- employees cannot be discriminated against in the workplace otherwise the employer could be taken to court

All other valid answers will be credited.

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

[1] basic statement

[2] accurate explanation with clear reference to **one** reason why a business should comply with equality employment legislation

(1 × [2])

[2]

- (d) Explain **one** reason why mobile phone use may be part of the code of conduct in the workplace. (AO1, AO2)

Answers may include **one** of the following points:

- using a mobile phone in the workplace will distract employees from their work and this can lead to less production in the workplace
- a mobile phone can be used in the workplace to record or video other work colleagues which could be viewed as illegal and lead to confrontation between employees

All other valid answers will be credited

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

[1] basic statement

[2] accurate explanation with clear reference to **one** reason why mobile phone use may be part of the code of conduct in the workplace

(1 × [2])

[2]

- (e) Explain **two** reasons why a job applicant would research a job before applying. (AO1, AO2)

Answers may include **two** of the following points:

- the applicant will research the amount of money they will earn in the job, as they will need to ensure that it will be worth their while in applying for it
- the applicant will need to know where the job is located as it may involve too much travel and therefore cost too much in travel expenses
- they will want to know if there are any perks with the job as these extras may make the job more enticing
- they will want to ensure that the employer is demonstrating social responsibility as they may not want to work for someone who does not address environmental issues
- they will research the holiday entitlements as they may wish to take time off during school holidays to save money on babysitting or creches

All other valid answers will be credited

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

[1] basic statement

[2] accurate explanation with clear reference to **one** reason why a job applicant would research a job before applying

(2 × [2])

[4]

10

- 4 (a) Explain **two** reasons why a job applicant should read over their application form before they attend an interview. (AO1, AO2)

Answers may include **two** of the following points:

- it will refresh their memory as to what they have written on the form, so therefore they will be able to answer the questions with more confidence
- the questions asked by the interview panel may have been drafted from the application form, so they will have the opportunity to practice answers to possible questions before they attend the interview
- personal details on the application form may be out-dated so the applicant can recognise this and can then update the interview panel with their current details

All other valid answers will be credited

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

[1] basic statement

[2] accurate explanation with clear reference to **one** reason why a job applicant should read over their application form before they attend an interview

(2 × [2])

[4]

- (b) Explain **two** reasons why a person would carry out a self-evaluation after attending an interview. (AO1, AO2)

Answers may include **two** of the following points:

- a person would want to improve on their technique for answering questions so that they would be better prepared for their next interview
- a person would think about the clothes they wore during the interview and perhaps decide on a different dress code for future interviews
- a person may decide that they didn't give themselves enough time to make the journey to the interview and maybe arrived late so they would ensure that their journeys to future interviews would be more accurately planned

All other valid answers will be credited

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

[1] basic statement

[2] accurate explanation with clear reference to **one** reason why a person would carry out a self-evaluation after attending an interview

(2 × [2])

[4]

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8

Source A: Marketing a Product or Service

Market research provides businesses with information about their customers, their competitors, and their overall industry.

An average business spends between 25 and 50 percent of its annual marketing budget on research activities in order to find out if there is any demand for their product or service.

Market research can provide small business owners with the information they need to answer a wide range of questions, including: Who are my customers? How much and how often will they buy? Who are my competitors?

Source: Adapted from: <https://www.referenceforbusiness.com/small/Mail-Op/Market-Research.html#ixzz7ebtljEGp>

5 Read the information carefully in Source A to answer part (a) of the question below.

- (a) Using the information in the source and your own knowledge analyse the importance of an entrepreneur carrying out research before marketing a product or service. (AO1, AO2, AO3)

Answers may include **any** of the following points:

- the fact that an average business spends between 25 and 50 percent of its annual marketing budget on research activities shows that the business places importance on finding out if there is any demand for the product or service which they are considering to place on the market
- the entrepreneur will need to find out who their customers are going to be. This will be important as their product or service will have to be based around the needs of the customers who would be interested in buying it
- in order to make a profit from their product or service, the entrepreneur will need to find out the demand for their product. They will have to think about the best price to charge in order for the customer to not only buy it in the beginning but to continue to buy it
- it is important that the entrepreneur is sensitive to the price which their prospective customers can afford and are willing to pay and so therefore the results of their research will effectively inform them of this
- the entrepreneur will need to find out who their competitors are. They will have to consider this factor in order to provide them with the confidence to develop the most appropriate marketing strategy
- the results of their research will provide them with information on the quality of their competitors' products and services as well as their prices being charged
- the entrepreneur will be competing with their rivals for a share in the market so research is so important in order to engage in the best possible marketing activities so that the public are made aware of their product or service and by doing so, to create a desire to buy it

All other valid answers will be credited

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

Level 1 ([1]–[2])

Overall impression: basic analysis

- Shows basic knowledge and understanding of the importance of an entrepreneur carrying out research before marketing a product or service.
- Analysis: identifies at least one relevant point from the source and may provide a limited interpretation on the importance of an entrepreneur carrying out research before marketing a product or service.
- Quality of written communication is basic.

Level 2 ([3]–[4])

Overall impression: competent analysis

- Shows good knowledge and understanding of the importance of an entrepreneur carrying out research before marketing a product or service.
- Analysis: identifies and comments on at least two relevant points from the source and analyses in some detail the importance of an entrepreneur carrying out research before marketing a product or service.
- Quality of written communication is competent.

Level 3 ([5]–[6])

Overall impression: highly competent analysis

- Shows excellent knowledge and understanding of the importance of an entrepreneur carrying out research before marketing a product or service and applies this effectively in response to the question.
- Analysis: identifies and comments on at least two relevant points from the source and analyses effectively in detail the importance of an entrepreneur carrying out research before marketing a product or service.
- Quality of written communication is highly competent. [6]

It is a responsibility of an employee to be punctual for work.

- (b) Discuss reasons why employers expect their employees to be punctual in the workplace. (AO1, AO2, AO3)

Answers may include **any** of the following points:

- employers would not tolerate employees who are not punctual and therefore this could lead to warnings and eventually dismissal from their job
- employees would be expected to meet deadlines in the workplace to ensure that all orders are completed on time and thus earn profit for the employer
- employers value their reputation and would not be keen on word circulating that they were not taking action against employees who were continually late for work
- punctuality will show the employer that you are organised and this will reflect professionalism on the employee's part and consequently may lead to promotion
- being punctual will show that employees respect their co-workers and therefore this will lead to a more friendly atmosphere for all in the workplace

All other valid answers will be credited

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

Level 1 ([1]–[2])

Overall impression: basic discussion

- Shows basic knowledge and understanding about reasons why employers expect their employees to be punctual in the workplace.
- Discussion: makes reference to at least one relevant point and may provide limited detail about reasons why employers expect their employees to be punctual in the workplace.
- Quality of written communication is basic.

Level 2 ([3]–[4])

Overall impression: competent discussion

- Shows good knowledge and understanding about reasons why employers expect their employees to be punctual in the workplace and applies this to the question.
- Discussion: makes reference to two relevant points and provides adequate discussion about reasons why employers expect their employees to be punctual in the workplace.
- Quality of written communication is competent.

Level 3 ([5]–[6])

Overall impression: highly competent discussion

- Shows excellent knowledge and understanding about reasons why employers expect their employees to be punctual in the workplace and applies this effectively to the question.
- Discussion: makes reference to at least two relevant points and provides thorough discussion about reasons why employers expect their employees to be punctual in the workplace.
- Quality of written communication is highly competent. [6]

Some people choose to become self-employed rather than work for someone else.

6 Evaluate self-employment as a career option.

Answers may include **any** of the following points:

- a self-employed person will be their own boss. This means that they can make their own decisions without having to speak to anyone else, thus decisions can be reached without any discussion and actions can be taken immediately
- a self-employed person will have the opportunity of working hard and gaining job satisfaction by working at something they feel passionately about. This will boost a person's self-confidence and self-esteem and they will become more motivated
- a successful self-employed person can make a large profit which can enable them to have a good lifestyle or they can use it to expand the business or to invest in other businesses
- being self-employed means being in charge of your own time. You can dictate how much time you spend working in the business and this can be appealing to people who are juggling work with family life
- working long hours in order to meet the demands of the job may lead to stress and anxiety and therefore they may lose motivation after a while
- there is usually no guarantee of a weekly or monthly salary, therefore the self-employed person may not have a steady income in order to pay their overheads and expenses
- the working day and environment may invade their home life and thus they may miss out on social occasions with their families
- they will have to set up a private pension scheme, otherwise they may have no guaranteed pension at retirement
- if they do not have anyone else working with them in the business they may find it very difficult to operate the business if they become ill or wish to go on holidays

All other valid answers will be credited

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

Level 1 ([1]–[4])

Overall impression: basic evaluation

- Shows basic knowledge and understanding about self-employment as a career option.
- Evaluation: identifies and comments on at least one relevant point on self-employment as a career option.
- Conclusion: may be missing or inadequate about self-employment as a career option.
- Quality of written communication is basic.

Level 2 ([5]–[7])

Overall impression: competent evaluation

- Shows good knowledge and understanding about self-employment as a career option and applies this to the question.
- Evaluation: identifies and comments on at least two relevant points on self-employment as a career option.
- Conclusion: draws a relevant conclusion related to their evaluation on self-employment as a career option.
- Quality of written communication is competent.

Level 3 ([8]–[10])

Overall impression: highly competent evaluation

- Shows excellent knowledge and understanding about self-employment as a career option and applies this effectively in response to the question.
- Evaluation: identifies and comments in detail on at least two relevant points on self-employment as a career option.
- Conclusion: draws a detailed conclusion related to their evaluation on self-employment as a career option.
- Quality of written communication is highly competent. [10]

Total

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10

60