



GCE A LEVEL MARKING SCHEME

SUMMER 2025

**A LEVEL
BUSINESS - COMPONENT 3
A510U30-1**

About this marking scheme

The purpose of this marking scheme is to provide teachers, learners, and other interested parties, with an understanding of the assessment criteria used to assess this specific assessment.

This marking scheme reflects the criteria by which this assessment was marked in a live series and was finalised following detailed discussion at an examiners' conference. A team of qualified examiners were trained specifically in the application of this marking scheme. The aim of the conference was to ensure that the marking scheme was interpreted and applied in the same way by all examiners. It may not be possible, or appropriate, to capture every variation that a candidate may present in their responses within this marking scheme. However, during the training conference, examiners were guided in using their professional judgement to credit alternative valid responses as instructed by the document, and through reviewing exemplar responses.

Without the benefit of participation in the examiners' conference, teachers, learners and other users, may have different views on certain matters of detail or interpretation. Therefore, it is strongly recommended that this marking scheme is used alongside other guidance, such as published exemplar materials or Guidance for Teaching. This marking scheme is final and will not be changed, unless in the event that a clear error is identified, as it reflects the criteria used to assess candidate responses during the live series.

GENERAL MARKING GUIDANCE

Positive Marking

It should be remembered that learners are writing under examination conditions and credit should be given for what the learner writes, rather than adopting the approach of penalising him/her for any omissions. It should be possible for a very good response to achieve full marks and a very poor one to achieve zero marks. Marks should not be deducted for a less than perfect answer if it satisfies the criteria of the mark scheme, nor should marks be added as a consolation where they are not merited.

For each question there is a list of indicative content which suggest the range of business concepts, theory, issues and arguments which might be included in learners' answers. This is not intended to be exhaustive and learners do not have to include all the indicative content to reach the highest level of the mark scheme.

The level-based mark schemes sub-divide the total mark to allocate to individual assessment objectives. These are shown in bands in the mark scheme. For each assessment objective a descriptor will indicate the different skills and qualities at the appropriate level. Learner's responses to questions are assessed against the relevant individual assessment objectives and they may achieve different bands within a single question. A mark will be awarded for each assessment objective targeted in the question and then totalled to give an overall mark for the question.

EDUQAS GCE A LEVEL BUSINESS – COMPONENT 3

BUSINESS IN A CHANGING WORLD

SUMMER 2025 MARK SCHEME

SECTION A

1 1	Explain the possible impacts of India's protectionist measures on businesses. [8]		
Band	AO1	AO2	AO3
	2 marks	2 marks	4 marks
3			4 marks Excellent explanation of protectionist measures and their effect on India's relationship with businesses. Well-developed and in context.
2	2 marks Good understanding of protectionist measures. The learner demonstrates detailed understanding of protectionist measures.	2 marks Good application of protectionist measures and their effect on India's relationship with businesses. The learner makes effective use of the case study context.	2-3 marks Good explanation of protectionist measures and/or their effect on India's relationship with businesses. Developed answer explaining the usefulness of protectionist measures.
1	1 mark Limited understanding of protectionist measures. Learner identifies relevant uses of protectionist measures.	1 mark Limited application of protectionist measures and/or their effect on India's relationship with businesses. The learner makes some use of the case study context during the answer.	1 mark Limited explanation of protectionist measures and/or their effect on India's relationship with businesses. A limited number of measures are explained.
0	0 marks No valid understanding.	0 marks No valid application.	0 marks No valid explanation.

Indicative content:

Protectionism measures include tariffs on imports, quotas on imports, subsidies on exports and import regulations.

High tariffs in India will increase the price of imports. This will make imported products more expensive than they would otherwise be. The effect of this will be a reduction in sales of imports within India due to the higher than necessary price. This may put off some businesses from trading with India as higher profits can be achieved elsewhere.

India's trade regulations can be complex. This will make it difficult for businesses to trade with the nation. It is an issue for India as this may put off businesses from using India as a manufacturing base.

Indian businesses may benefit from the high tariffs. These will protect businesses within India as they are not subject to the high tariff. As this may lead to Indian businesses having a comparatively lower cost base, they will have more opportunity to offer goods at a price which enables a suitable level of profit to be attained.

If India subsidises its domestic businesses this may lead to the price of Indian products being reduced. The effect of this may be to increase trade for Indian businesses. However, this may lead to non-Indian businesses losing sales as they may find it difficult to compete on price.

If India imposes any protectionist measures it may find that other countries respond in the same manner toward India. For example, if India imposed a tariff on steel imports from America, America may place a tariff on goods being imported from India. This will negatively affect exports for India and worsen their economic position.

Credit any other valid point.

1 2	Evaluate the usefulness of the Ansoff matrix to Apple.				[10]
Band	AO1	AO2	AO3	AO4	
	2 marks	2 marks	2 marks	4 marks	
3				4 marks An excellent well-balanced evaluation of the usefulness of the Ansoff matrix to Apple. Clear reference to the case study and context to support the judgement.	
2	2 marks Good and clear knowledge of at least two categories of the Ansoff matrix. Learner constructs a fully labelled Ansoff matrix.	2 marks Good application of the ways in which the Ansoff matrix can be useful/not useful to Apple. The learner makes effective use of the data in the case study.	2 marks A good analysis of the ways in which the Ansoff matrix can be useful/not useful. The analysis is developed in context.	2-3 marks Good balanced evaluation of the usefulness of the Ansoff matrix to Apple. Candidate makes partial judgement, with some attempt to support their evaluation.	
1	1 mark Limited knowledge of at least one of the categories from the Ansoff matrix. The learner identifies part(s) of the Ansoff matrix.	1 mark Limited application of the ways in which the Ansoff matrix can be useful/not useful to Apple. The learner response is mainly theoretical with the limited use of examples from the case study.	1 mark Limited analysis of the ways in which the Ansoff matrix can be useful/not useful. Use of data is descriptive with little development.	1 mark Limited evaluation of the usefulness of the Ansoff matrix to Apple. Unsupported judgements are made.	
0	0 marks No valid knowledge.	0 marks No valid application.	0 marks No valid analysis.	0 marks No valid evaluation.	

Indicative content:

The Ansoff matrix measures contains 4 categories: market penetration, market development, product development and diversification.

Market penetration looks at selling existing products in an existing market. Apple is unlikely to gain success with this strategy given the short product life cycle of technology products. However, Apple may gain sales of cloud storage space as consumers continue to consume items through Apple devices and generate increasing numbers of files, photos and videos.

Product development refers to new products in an existing market. Apple frequently upgrades its iPhone, iPad and many of its other products. These upgrades target the same customers with an upgraded product which may be quicker, contain more features or be a different size. As existing Apple customers can use their account and apps on multiple Apple devices it is likely they may continue to upgrade Apple products rather than move to another provider. However, to understand the release time of new products Apple will also need to review the product life cycle.

Market development is the looks at existing products in a new market. Apple may find this useful when targeting new market segments. As Apple are using Asia more significantly as a manufacturing base it is likely that they may also aim to increase sales in this economically developing market. Therefore, Apple may increase their marketing in Asia with the aim of achieving a larger percentage of market share. However, success will depend on brand loyalty to android manufacturers such as Samsung.

Diversification looks at the creation of a new product in a new market. Apple has developed a range of technology products for different uses. The iPad is one of Apple's most successful launches of a new product into a new market. With the ability to attach a keyboard to the highly portable iPad this product became very popular as it could be used as a laptop or an app-based entertainment centre. This allowed Apple to become the market leader in the tablet market due to a lack of competition. As this enabled Apple to use a skimming pricing strategy the iPad was a great success.

Credit any other valid point.

1 3	Discuss the arguments for and against Apple outsourcing production. [10]			
Band	AO1	AO2	AO3	AO4
	1 mark	2 marks	3 marks	4 marks
3			3 marks Excellent analysis of the arguments for and against outsourcing production. Analysis is well structured and developed in context.	4 marks Excellent well-balanced evaluation of the arguments for and against outsourcing production. Clear reference to the case study and context to support the judgement.
2		2 marks Good application of the arguments for and against Apple outsourcing production. Reference is made to several relevant points in the case study.	2 marks Good analysis of the arguments for and/or against outsourcing production. Analysis is developed.	2-3 marks Good balanced evaluation of the arguments for and/or against outsourcing production. Partial judgements with some attempt to support evaluation.
1	1 mark Understanding of outsourcing.	1 mark Some application of the arguments for and/or against Apple outsourcing production. Reference is made to some relevant points in the case study	1 mark Limited analysis of the arguments for and/or against outsourcing production.	1 mark Limited evaluation of the arguments for and/or against outsourcing production. Unsupported judgements are made.
0	0 marks No valid understanding.	0 marks No valid application.	0 marks No valid analysis.	0 marks No valid evaluation.

Indicative content:

Outsourcing occurs when a function of the business is carried out by another. In this case, some of Apple's production is carried out by other businesses.

It is noteworthy that the outsourcing of Apple's production has gone to businesses operating in China and India. As labour costs are lower in these regions Apple will be able to keep costs down meaning that more capital is available to invest in new products. This is vital to Apple due to the short product life cycle of its products.

As Apple products such as the iPhone need to be manufactured this necessitates the use of machinery and factories. Outsourcing avoids the need for capital investment in production facilities. As Apple products have a short product life cycle, purpose-built machinery may become redundant quickly. Therefore, outsourcing may assist in reducing the risk to Apple of capital investment. However, the business carrying out outsourced work will need to make a profit and this can increase the overall production costs for Apple leading to a higher selling price and reduced demand.

On occasion Apple have had to carry out product recalls shortly after product launch due to faulty items coming from some of their outsourced manufacturing bases. News of faulty products may deter customers from purchasing Apple's products during the launch phase. This is particularly problematic as Apple relies on recouping much of the research and development costs in the first few weeks of product launch. If customers went to an alternative provider such as Samsung the reduction in revenue may significantly affect Apple's ability to reinvest in other new products causing longer term damage to Apple.

It may be more difficult to implement just-in-time (JIT) system when outsourcing. If a function such as production is outsourced, it may be more difficult to operate a JIT system as Apple will be one step removed from the production process. As outsourced manufacturers will have their own suppliers it may be more difficult to coordinate and track elements of the production process in the same way as would have been possible if the work was carried out in-house.

Outsourcing could create reputational risk. As Apple are outsourcing to businesses in China and India, Apple have faced criticism for removing the potential for employees to access jobs in the US. As social media platforms could gain support when highlighting this issue, the impact could create reputational damage for Apple. This could lower demand in the US market. Therefore, this could have a negative impact on Apple's revenue.

Credit any other valid point.

1 4	Evaluate the importance of leadership on the employees, shareholders and customers of a business. [10]		
Band	AO1	AO3	AO4
	2 marks	4 marks	4 marks
3		4 marks An excellent analysis of the importance of leadership on the employees, shareholders and customers of a business. Lines of reasoning are well developed.	4 marks An excellent well-balanced evaluation of the importance of leadership on employees, shareholders and customers of a business. Clear judgements are made with supporting statements to build an argument.
2	2 marks Good and clear understanding of leadership on the employees, shareholders and customers of a business.	2-3 marks A good analysis of the importance of leadership on at least two of: employees, shareholders and customers of a business. Lines of reasoning are developed.	2-3 marks Good evaluation of the importance of leadership on at least two of: employees, shareholders and customers of a business. Partial judgement, with some attempt to support evaluation.
1	1 mark Limited understanding of leadership on the employees or shareholders or customers of a business.	1 mark Limited analysis of the importance of leadership on the employees and/or shareholders and/or customers of a business.	1 mark Limited evaluation of the importance and impact of leadership on at least one of: employees, shareholders and customers of a business. Unsupported judgements are made.
0	0 marks No valid understanding.	0 marks No valid analysis.	0 marks No valid evaluation.

Indicative content:

Shareholders may be significantly impacted by the leadership of a business. A new leader may change the strategic direction of a business. In the case of Aer Lingus, a failing Irish airline, Willie Walsh was brought in as CEO to make the business successful. This was done by significantly cutting costs and restructuring the organisation. Mr. Walsh was able to turn the business around and generate profits which led to profits for Aer Lingus and higher dividends for shareholders who would have lost their investment in shares if the company had become bankrupt.

Employees want a secure job with reasonable pay. In the case of Mr. Walsh taking over Aer Lingus many employees, particularly managers, lost their jobs. As this was a key part of the cost saving measures the business survived but employees lost job security. As the tasks still needed to be completed this led to a change in role for some employees which would again have impacted their day-to-day activities.

Customers would like good quality products at a reasonable price. Steve Jobs was clearly focused on the design and functionality of Apple products whilst CEO. Therefore, customers can benefit from excellent leadership in receiving high quality goods. Although Apple products are relatively expensive, their functionality and interconnectivity allow Apple customers to have a high-quality experience comparable to the price when experiencing Apple products.

Credit any other valid point.

1 5	Consider the impact on Apple of implementing environmental targets and policies. [12]			
Band	AO1	AO2	AO3	AO4
	2 marks	2 marks	4 marks	4 marks
3			4 marks An excellent analysis of the impact on a business of implementing environmental targets and policies. Lines of reasoning are well developed in context.	4 marks An excellent well-balanced evaluation of the impact on a business of implementing environmental targets and policies. Clear reference to the case study and context to support the judgement.
2	2 marks Good and clear understanding of environmental targets and policies.	2 marks Good application of the impact on Apple of environmental targets and policies. The learner makes effective use of the data in the case study.	2-3 marks A good analysis of the impact on a business of implementing environmentally friendly policies. Lines of reasoning are developed in context.	2-3 marks Good balanced evaluation of the impact on a business of implementing environmental targets and policies. Partial judgement, with some attempt to support evaluation.
1	1 mark Limited understanding of environmental targets and/or policies.	1 mark Limited application of the impact on Apple of implementing environmental targets and/or policies. The learner response is mainly theoretical.	1 mark Limited analysis of the impact on a business of implementing environmentally friendly targets and/or policies. Analysis is descriptive with little development.	1 mark Limited evaluation of the impact on a business of implementing environmental targets and/or policies. Unsupported judgements are made.
0	0 marks No valid understanding.	0 marks No valid application.	0 marks No valid analysis.	0 marks No valid evaluation.

Indicative content:

Apple have committed to becoming carbon neutral in the supply chain by 2030. As this puts the emphasis on suppliers to take responsibility for change, Apple do not have to make changes to their operation. This is a large cost saving to Apple as they achieve the benefit of claiming “zero climate impact” at the point of sale but do not have to undergo significant change. However, as other technology giants are attempting to achieve similar results, it may be difficult to find enough suppliers willing to become carbon neutral in time to meet the 2030 deadline.

As noted in the case study, there is no immediate replacement for aviation fuel. As this environmental cost is part of Apple’s operations additional measures will need to take place to offset such environmental costs. This may involve the restoration of mangrove trees in Columbia. However, developing the full benefit of these activities will take many years as environmental restoration is slow. Therefore, Apple may struggle to hit the 2030 target.

The cost of implementing strategies such as providing eco-friendly energy projects will improve the perception of Apple as a ‘green’ champion. This can be used to promote the business. Customers actively seeking out environmentally friendly businesses are more likely to select Apple over alternatives such as Samsung. This could provide a USP and allow Apple to potentially charge a higher price without an adverse effect on revenue. However, with other technology companies making the same promises, the achievement of green credentials may make no difference to sales.

The environmental policies such as the development of solar panels may lead to an increase in business costs whilst the research and development process is taking place. These increased costs may lead to an increase in selling price for Apple products. Therefore, this may decrease the level of demand in the market. However, this will depend on the level of price elasticity for Apple products due to their unique and cutting-edge technology.

Credit any other valid point.

SECTION B

2 1	Explain the factors that have contributed to the globalisation of food manufacturing businesses.			[10]
Band	AO1	AO2	AO3	
	4 marks	4 marks	2 marks	
3	4 marks Excellent understanding of the factors leading to globalisation. At least two factors are included.	4 marks Excellent application of the factors leading to globalisation of food manufacturers. Continuous, direct and specific reference to the context.		
2	2-3 marks Good understanding of the factors leading to globalisation. At least two factors are included.	2-3 marks Good application of the factors leading to globalisation of food manufacturers. The learner uses relevant content and data to develop and support their explanation.	2 marks Good explanation of the factors leading to globalisation. The explanation is well-developed. Clear lines of reasoning. At least two factors explained in detail.	
1	1 mark Limited understanding of the factors leading to globalisation. At least one factor is included.	1 mark Limited application of the factors leading to globalisation of food manufacturers. The learner response is mainly theoretical with the inclusion of some reference to the data.	1 mark Limited explanation of the factors leading to globalisation. Some line of reasoning and development. At least one factor explained.	
0	0 marks No valid understanding.	0 marks No valid application.	0 marks No valid explanation.	

Indicative content:

Improvements in technology have led to significantly improved levels of communication. As customers in multiple countries can access information about products performance, availability, price, etc. It is more likely that customers may order from another country. In the case of Cadbury or Heinz, this may mean dealing with international customers such as supermarkets or retailers worldwide as the brands are known internationally.

Cost of transportation has been significantly reduced due to the increase in efficiency of engines and the invention of shipping containers. Manufacturers gain significantly from these changes as the shipping of physical parts or products is reduced. The reduced cost leads to potentially lower prices or higher potential profits. This is very important in the branded food market as there is significant competition therefore price becomes an important factor in achieving sales.

Liberalisation of trade is a major factor in the globalisation of manufacturing businesses. As the move towards a free trade model has begun in large economies such as China and India it is possible to use these low labour cost areas as manufacturing bases. This has resulted in the ability to lower manufacturing costs whilst still producing goods of the same quality. As Cadbury are dealing with reasonably low-priced items, the need to reduce costs may lead to these businesses producing in countries with a cheaper labour supply.

As customers are exposed to many more purchasing options through m-commerce and e-commerce tastes and trends may change quickly. In the food market, customers may be tempted to try new foods from a wider range of countries. This will lead to changes in the export of ingredients such as spices or food indigenous to certain regions. Such practices are common for products such as coffee where the country of origin is often used as a selling point.

Credit any other valid point.

2 2	Discuss the view that globalisation will always have a positive impact on UK businesses.			[20]
Band	AO1	AO3	AO4	
	4 marks	8 marks	8 marks	
3		6-8 marks Excellent analysis of the impact of globalisation on UK businesses. Key issues for both sides of the debate are analysed in detail. The analysis will be well balanced, well-developed and with a clear line of reasoning.	6-8 marks Excellent evaluation of the impact of globalisation on UK businesses. The evaluation is balanced and detailed and will focus on the key issues. The evaluation provides a broad range of arguments on both sides of the debate. Clear judgements are made with supporting statements to build an argument. A holistic evaluation may be offered with an overall conclusion.	
2	3-4 marks Good understanding of globalisation. A clear understanding of the impact of globalisation.	3-5 marks Good analysis of the impact of globalisation on UK businesses. The analysis may be uneven, with some well-developed ideas and others where the development is more limited.	3-5 marks Good evaluation of the impact of globalisation on UK businesses. The evaluation will include most of the key issues. Evaluation is reasonably well balanced with some development on both sides of the debate. Judgements are made with some attempt to support statements and build arguments. A brief conclusion may be offered.	
1	1-2 marks Limited understanding of globalisation. Some understanding of the impact of globalisation.	1-2 marks Limited analysis of the impact of globalisation on UK businesses. A limited number of issues are analysed. The analysis may focus on one side of the argument.	1-2 marks Limited evaluation of the impact of globalisation on UK businesses. The evaluation will include some of the key issues but with limited development. Judgements are superficial and unsupported. Evaluation will be uneven and focus on one side of the argument.	
0	0 marks No valid understanding.	0 marks No valid analysis.	0 marks No valid evaluation.	

Indicative content:

Hyper competition can occur as a result of globalisation. As competitors from a range of countries enter the UK this can cause loss of market share for UK based businesses. Tesco has lost market share since the arrival of Aldi and Lidl on UK shores. This has led to a need to reduce prices to match these 'discount' stores. This will have a negative effect on Tesco's profits.

Globalisation often means the introduction of new products to a market. UK businesses will have issues meeting expectations of customers as customers may change their tastes as they become aware of new products. This is particularly true in the food industry which will need to adjust their portfolio to meet the changing fashions in food.

UK businesses can benefit strongly from economies of scale if they choose to increase their level of exports to meet growing demand in other countries. This is particularly true where UK products such as British beef or Scottish Whisky have strong reputations abroad.

Mergers and joint ventures may become more prevalent as businesses move into the UK. When Wal Mart moved into the UK, they took over ASDA to gain a foothold in the UK grocery market. As external growth is seen as a quick method of entering new markets it may be that UK businesses see the ownership of current rivals change, which may also lead to a change in strategy. This will mean UK businesses may have to change their strategic plan to cope with new types of competition.

Credit any other valid point.

3 1	Explain how technology may be used in the marketing of fast-food businesses. [10]		
Band	AO1	AO2	AO3
	4 marks	4 marks	2 marks
3	4 marks Excellent understanding of how technology is used in marketing. The key features of the use of technology are clearly understood.	4 marks Excellent application of how technology is used in the marketing of fast-food businesses. Continuous, direct and specific reference to the context.	
2	2-3 marks Good understanding of how technology is used in marketing. At least two key features of the use of technology are clearly understood.	2-3 marks Good application of how technology is used in the marketing of fast-food businesses. The learner uses relevant content and data to develop and support their explanation.	2 marks Good explanation of how technology is used in marketing. The explanation is well-developed. Clear lines of reasoning.
1	1 mark Limited understanding of how technology is used in marketing. At least one feature of the use of technology are clearly understood.	1 mark Limited application of how technology is used in the marketing of fast-food businesses. The learner response is mainly theoretical with the inclusion of some reference to the data.	1 mark Limited explanation of how technology is used in marketing. Some line of reasoning and development.
0	0 marks No valid understanding.	0 marks No valid application.	0 marks No valid explanation.

Indicative content:

Social media is often used to reach wide audiences. As fast-food businesses will be able to identify their target customers. As social media advertising can be low cost or in some cases free this will allow increased awareness of the product at a minimal cost. As fast-food businesses often have short-term or daily offers, social media is an excellent way of reaching the customer in a short period of time.

M-commerce is the use of mobile devices when, in this case, making food orders. This is an excellent tool as apps can send notifications direct to the customers mobile device. Apps will also be able to track a customer's spending and frequency of orders. This can inform the marketing team as to the best times to send notifications to a customer to achieve a sale. This may help to boost sales in midweek points where fast-food may be purchased less often.

E-tailing is selling via a website. This is not ideal for fast food as many customers will make use of apps or visit stores to make a purchase. However, websites can be used as a means of informing customers of wider issues around the business. KFC use their website to inform customers of the backstory to KFC and to give information about their environmental credentials as well as their nutritional and allergy information. This can help customers when deciding on products in more detail or in helping customers form an association with KFC as a business which mirrors their values.

Digital media may be used in promotion. Eye-catching advertisements may be used to promote fast food on electronic billboards around busy shopping areas to attract those looking for food whilst away from home. These could be sequenced to promote relevant meals as the time-of-day changes varying from breakfast menus to lunchtime offers. This will help attract increases in sales.

Credit any other valid point.

3 2	Evaluate the impact of technological factors on businesses and their stakeholders. [20]		
	AO1	AO3	AO4
	4 marks	8 marks	8 marks
3		6-8 marks Excellent analysis of the impact of technological factors to businesses and their stakeholders. Key issues for both sides of the debate are analysed in detail. The analysis will be well balanced, well-developed and with a clear line of reasoning.	6-8 marks Excellent evaluation of the impact of technological factors to businesses and their stakeholders. The evaluation is balanced and detailed and will focus on the key issues. The evaluation provides a broad range of arguments on both sides of the debate. Clear judgements are made with supporting statements to build an argument. A holistic evaluation may be offered with an overall conclusion.
2	3-4 marks Good understanding of technological factors to businesses and their stakeholders. Clear understanding of technological factors affecting businesses and their stakeholders.	3-5 marks Good analysis of the impact of technological factors to businesses and their stakeholders. The analysis may be uneven, with some well-developed ideas and others where the development is more limited.	3-5 marks Good evaluation of the impact of technological factors to businesses and their stakeholders. The evaluation will include most of the key issues. Evaluation is reasonably well balanced with some development on both sides of the debate. Judgements are made with some attempt to support statements and build arguments. A brief conclusion may be offered.
1	1-2 marks Limited understanding of technological factors to businesses and/or their stakeholders. Some understanding of technological factors affecting businesses and/or their stakeholders.	1-2 marks Limited analysis of the impact of technological factors to businesses and/or their stakeholders. The analysis may focus on one side of the argument.	1-2 marks Limited evaluation of the impact of technological factors to businesses and/or their stakeholders. The evaluation will include some of the key issues but with limited development. Judgements are superficial and unsupported. Evaluation will be uneven and focus on one side of the argument.
0	0 marks No valid understanding.	0 marks No valid analysis.	0 marks No valid evaluation.

Indicative content:

CAD can have a significant benefit for businesses. When designing new products, it will be much easier and quicker to make changes to 3D modelling software than to produce prototypes. In this way, designers will be able to consider product design variations in greater detail before producing prototypes. However, when features such as a product flavour needs to be tested CAD is of little use.

CAM will be of great use to manufacturers in the production process. Where products such as cars are mass produced CAM will be useful in tracking the cars on the production line and ensuring the correct parts are fitted to the correct vehicle.

Robotics is of use to manufacturers when carrying out a range of practical production processes. If a robotic arm can be used to carry out welding this can be much quicker than using human labour to carry out the same task. The reduced use of labour for these skilled tasks will reduce the overall production cost and increase the number of cars which may be produced. However, there may still be welding tasks which are less routing or difficult to access on a vehicle. In which case, human input cannot be totally discounted from the production process.

Computer modelling is very useful to consider 'what if' scenarios with the aim of improving efficiency of production. Manufacturers of wind turbines have used this computer modelling to test the efficiency of blades at different angles to find the optimum position. However, it may be difficult to accurately model unusual wind conditions and therefore the data from modelling may only be useful as a guide.

Credit any other valid point.

4 1	Explain the legislation that may impact businesses in the supermarket industry. [10]		
Band	AO1	AO2	AO3
	4 marks	4 marks	2 marks
3	4 marks Excellent understanding of the laws concerning businesses. Key legislation is clearly understood.	4 marks Excellent application of the laws concerning the supermarket industry. Continuous, direct and specific reference to the context.	
2	2-3 marks Good understanding of the laws concerning businesses. At least two legislation areas are clearly understood.	2-3 marks Good application of the main laws concerning the supermarket industry. The learner uses relevant content and data to develop and support their explanation.	2 marks Good explanation of the main laws concerning businesses. The explanation is well-developed. Clear lines of reasoning.
1	1 mark Limited understanding of the laws concerning businesses. At least one legislation area is understood.	1 mark Limited application of the main laws concerning the supermarket industry. The learner response is mainly theoretical with the inclusion of some reference to the data.	1 mark Limited explanation of the main laws concerning businesses. Some line of reasoning and development.
0	0 marks No valid understanding.	0 marks No valid application.	0 marks No valid explanation.

Indicative content:

Many supermarkets have loyalty cards. This means they will be in possession of customers details. GDPR will require these to be stored safely. If a cyber-attack were to take place and details of Tesco's customers, including banking details, were released into the public domain this would be a significant issue.

Intellectual property is an issue for supermarkets. Aldi have become well known for copying the colours and design of popular brands. M&S have taken legal action against Aldi over their production of Colin the Caterpillar cake. Therefore, Aldi need to be aware of how similar they can make items without breaching the law.

Minimum wage is likely to be an issue for Supermarkets. As supermarkets employ a lot of low skilled employees. As such, many of their workers are likely to be at, or near to, minimum wage level. Therefore, supermarkets will need to ensure they budget for any potential rises in the minimum wage throughout the year.

Competition law will have an impact on some supermarkets. As Tesco has more than 25% of the grocery market their activities are monitored by the CMA. This may mean it is difficult to continue opening new stores. This may lead to a reduction in market share for Tesco's as Aldi and Lidl are still able to continue to open stores due to their limited market share at this stage.

Credit any other valid point.

4 2	Evaluate the relationship between government and businesses.			[20]
	AO1	AO3	AO4	
	4 marks	8 marks	8 marks	
3		6-8 marks Excellent analysis of the relationship between government and businesses. Key issues for both sides of the debate are analysed in detail. The analysis will be well balanced, well-developed and with a clear line of reasoning.	6-8 marks Excellent evaluation of the relationship between government and businesses. The evaluation is balanced and detailed and will focus on the key issues. The evaluation provides a broad range of arguments on both sides of the debate. Clear judgements are made with supporting statements to build an argument. A holistic evaluation may be offered with an overall conclusion.	
2	3-4 marks Good understanding of the relationship between government and businesses. Clear understanding of the relationship between government and business.	3-5 marks Good analysis of the relationship between government and businesses. The analysis may be uneven, with some well-developed ideas and others where the development is more limited.	3-5 marks Good evaluation of the relationship between government and businesses. The evaluation will include most of the key issues. Evaluation is reasonably well balanced with some development on both sides of the debate. Judgements are made with some attempt to support statements and build arguments. A brief conclusion may be offered.	
1	1-2 marks Limited understanding of the relationship between government and businesses. Some understanding of the relationship between government and business.	1-2 marks Limited analysis of the relationship between government and businesses. A limited number of issues are analysed. The analysis may focus on one side of the argument.	1-2 marks Limited evaluation of the relationship between government and businesses. The evaluation will include some of the key issues but with limited development. Judgements are superficial and unsupported. Evaluation will be uneven and focus on one side of the argument.	
0	0 marks No valid understanding.	0 marks No valid analysis.	0 marks No valid evaluation.	

Indicative content:

Corporation tax is a main feature of the relationship between government and businesses. Government needs to collect corporation tax from businesses in order to pay for public sector goods. However, some larger businesses will aim to minimise their UK profits by moving revenue generated in the UK to other countries and avoiding UK tax.

Subsidies may be given by the government to some businesses. Farming is often subsidised by the government. This will lower the cost for these businesses and this allows the business to make reasonable levels of profit. However, subsidies are only available to some businesses.

Privatisation occasionally takes place when businesses move from the public to the private sector. This allows new businesses to compete with the privatised business for the first time. This is beneficial to the government as competition may lead to lower prices and increased choice and innovation in the marketplace. However, the government will have to monitor this closely to ensure that a public monopoly does not become a private one.

Trade regulations are an issue for importers and exporters. As the UK is no longer part of the EU the implications of trade with other nations are now more variable. Tariffs and quotas can be imposed on goods imported to the UK. This would help some UK businesses as the cost for example of New Zealand lamb may become more expensive than Welsh lamb. This would lead to customers choosing Welsh lamb and improve sales for Welsh farmers. However, other countries can impose the same restrictions on imported UK goods. Therefore, although more Welsh lamb may be sold in the UK, if New Zealand imposed a tariff on Welsh lamb this would reduce export opportunities for Welsh farmers.

Credit any other valid point.