

Mark Scheme (Results)

Summer 2016

Pearson Edexcel GCSE Business Studies
(5BS01)

Paper 01: Introduction to Small Business

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.
- Mark schemes will indicate within the table where, and which strands of QWC, are being assessed. The strands are as follows:
 - i) ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear*
 - ii) select and use a form and style of writing appropriate to purpose and to complex subject matter*
 - iii) organise information clearly and coherently, using specialist vocabulary when appropriate.*

Question Number	Answer	Mark
1	B, -£4 000 (1)	(1)

Question Number	Answer	Mark
2	B, How to finance the business (1) E, The legal aspects (1)	(2)

Question Number	Answer	Mark
3	A, Allowing staff to work flexible hours (1)	(1)

Question Number	Answer	Mark
4	C, Recruit more staff (1) D, Increase product range (1)	(2)

Question Number	Answer	Mark
5	A, Increase spending on marketing C, Failure of a competitor	(2)

Question Number	Answer	Mark
6	B, 37% of those interviewed were over the age of 35 D, 112 people would pay up to £6 for a tub of ice cream	(2)

Question Number	Answer	Mark
7	D, Luxury filling (1)	(1)

Question Number	Answer	Mark
8	B, Bad weather reduces the sugar harvest (1) C, Government report showing the benefits of ice cream (1) F, sugar farmers pay higher wages (1)	(3)

Question Number	Answer	Mark
9	A, Introducing a customer loyalty scheme (1) D, Ensuring customer orders are accurate (1)	(2)

Question Number	Answer	Mark
10	B, Reduced consumer demand (1) E, The risk of insolvency is greater (1)	(2)

Question Number	Answer	Mark
11	D, Solving problems using a creative approach (1)	(1)

Question Number	Answer	Mark
12	C, Potential conflict between the shareholders (1) E, It will reduce the control of the existing owners (1)	(2)

Question Number	Answer	Mark
13	B, A willingness to undertake training (1) E, Being prepared to work as part of a team (1)	(2)

Question Number	Answer	Mark
14	A, provides proof of ownership of an invention or process (1) C, establishes sole rights to the use of a product (1)	(2)

Question Number	Answer	Mark
15	D, Raw materials (1)	(1)

Question Number	Answer	Mark
16	B, Product not customer orientated (1) E, Rapid growth and over expansion (1)	(2)

Question Number	Answer	Mark																		
17	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th></th> <th>August</th> <th>September</th> </tr> </thead> <tbody> <tr> <td>Total revenue</td> <td></td> <td>£4 850 (1)</td> </tr> <tr> <td>Fixed costs</td> <td></td> <td></td> </tr> <tr> <td>Variable costs</td> <td>£4 400 (1)</td> <td></td> </tr> <tr> <td>Total Cost</td> <td></td> <td>£6 300 (1)</td> </tr> <tr> <td>Profit</td> <td></td> <td></td> </tr> </tbody> </table> <p>The correct answer must be in the correct box, If a candidates enters an incorrect figure In the box is it wrong regardless of whether that figure would be correct in another box.</p> <p>NB: Accept with or without the £ symbol Accept any separator, e.g. 4 400, 4400, 4,400</p>		August	September	Total revenue		£4 850 (1)	Fixed costs			Variable costs	£4 400 (1)		Total Cost		£6 300 (1)	Profit			(3)
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18	C, Job description (1) E, Application form (1)	(2)

Question Number	Answer	Mark
19	C, be selling an established brand (1) E, have a better chance of survival (1)	(2)

Question Number	Answer	Mark
20	(ii) C (1) (iii) D (1) (iv) A (1) (v) H (1) (vi) E (1) NB: Accept either lower or upper case	(5)

Total for Paper = 40 marks