



Mark Scheme (Results)

Summer 2018

Pearson Edexcel GCSE
In Business (5BS04)
Unit 4: Business Communications

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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.

Section A:

Question Number	Answer	Mark
1(a)	<p>C Colour</p> <p>A Podcast - is incorrect because it is an electronic form of communication</p> <p>B Telephone - is incorrect because it is an oral form of communication</p> <p>C Colour - is correct because it is a silent form of communication</p> <p>D Meeting - is incorrect because it is an oral form of communication</p>	(1)

Question Number	Answer	Mark
1(b)	<p>1 mark for each party of the communication model identified.</p> <ul style="list-style-type: none"> • Sender • Receiver 	(2)

Question Number	Answer	Mark
1(c)	<p>1 mark for the identification of an advantage of having a flat organisational chart and 1 mark for an appropriate development of the advantage.</p> <p>Possible advantages include:</p> <ul style="list-style-type: none"> • Decisions/communication takes place quicker. • Helps develop team spirit/cooperation. • Employees understand business objectives. • Increased flexibility in the business. <p>E.g. A flat organisation helps develop team spirit with employees (1 mark) therefore employees will be more motivated (1 mark).</p> <p>This response would gain two marks since an advantage has been identified 'develop team spirit' and there is some development through 'will be more motivated'.</p>	(2)

Question Number	Answer	Mark
1(d)	<p>For 3 marks, there will be one benefit identified and two clearly identifiable linked strands of explanation between the statements. These may contain connective words such as, 'this leads to...', 'because...' etc.</p> <p>Possible benefits include:</p> <ul style="list-style-type: none"> • Helps the consumer remember the product. • Helps build a brand image. • Helps create a need in the customer. • Can be used as a focus for advertising. <p>E.g. The slogan will help the customer remember the product (1 mark) because they will associate the slogan with the product when they read/hear it (1 mark). This will lead to more sales for the business (1 mark).</p> <p>This answer would gain 3 marks since there are at least two relevant, linked points made, following the identification of a valid benefit.</p>	(3)

Question Number	Answer	Mark
2(a)	<p>D</p> <p>A Accessibility – is incorrect because it is a legal obligation B Data protection – is incorrect because it is a legal obligation C Copyright – is incorrect because it is a legal obligation D E-commerce – is correct because it is not a legal obligation</p>	(1)

Question Number	Answer	Mark
2(b)	<p>1 mark for each way of measuring success stated.</p> <p>Ways of measuring success include:</p> <ul style="list-style-type: none"> • Increased brand awareness • Increased sales from website • Increase in market share • Decrease in calls to helplines • Number of hits/visits to website • Customer feedback. <p>Accept any reasonable response that could conceivably measure the success of a website.</p>	(3)

Question Number	Answer	Mark
2(c)	<p>For 3 marks, one disadvantage will be identified and there will be at least two clearly identifiable linked strands of explanation. These may contain connective words such as, 'this leads to...', 'because...' etc. The explanation must be in the context of <i>The Boardroom/skateboarding</i> if it is to secure all 3 marks.</p> <p>Possible disadvantages include:</p> <ul style="list-style-type: none"> • The cost of setting up the website • Maintenance of the website • Clothing cannot be tried on before purchasing • Loss of human interaction • Difficulty in returning goods. <p>E.g. The customers will not be able to try on the hoodies before they buy them (1 mark). This is bad because they might buy the wrong size clothes (1 mark). This will lead to customers buying from a skateboarding shop instead (1 mark).</p> <p>This answer would gain 3 marks since a disadvantage has been stated and there are two linked strands. Context is achieved through the use of 'hoodies' and 'skateboarding'.</p>	(3)

Question Number	Answer	Mark
2(d)	<p>For 3 marks, one factor will be identified and there will be at least two clearly identifiable linked strands of explanation. These may contain connective words such as, 'this leads to...', 'because...' etc. The explanation must be in the context of <i>The Boardroom</i>/skateboarding if it is to secure all marks.</p> <p>Possible factors include:</p> <ul style="list-style-type: none"> • Available budget • Type of content • The potential users of the site • Download speeds • Browsers • Technical issues • Testing • Implementation • Maintenance. <p>E.g. <i>The Boardroom</i> should consider the type of content (1 mark) because it should include pictures/videos of skateboarding equipment (1 mark). Therefore customers will be more likely to buy a new t-shirt/hoody (1 mark).</p> <p>This answer would gain 3 marks since a factor has been stated and there are two linked strands. Context is achieved through the use of 'skateboarding equipment' and 't-shirt/hoody'.</p>	(3)

Question Number	Answer	Mark
3(a)	<p>C A method of applying a particular layout</p> <p>A A method of checking for spelling or grammar mistakes - is incorrect because this is not a function of a template</p> <p>B A method of oral communication - is incorrect because a template is not a method of communication</p> <p>C A method of applying a particular layout - is correct because a template enforces a specific layout for a given document</p> <p>D A method of electronic communication - is incorrect because a template is not a method of communication</p>	(1)

Question Number	Answer	Mark
3(b)	<p>1 mark for the identification of a possible barrier to communication that could affect customers when placing orders at <i>No.4 Café Bistro</i> and 1 mark for some kind of appropriate development of the impact in context.</p> <p>Possible barriers include:</p> <ul style="list-style-type: none"> • Language/menu terms used • Knowledge of receiver/customer • Background noise • Cultural differences. <p>E.g. The customer may not understand the wording of ingredients on the menu (1 mark). Therefore, they could order the wrong food for their meal (1 mark).</p> <p>This answer would gain 2 marks since a barrier has been identified 'may not understand the wording' and there is some development in context in the second sentence, e.g. 'wrong food for their meal'.</p>	(2)

Question Number	Answer	Mark
3(c)	<p>For 3 marks, there will be one benefit identified and two clearly identifiable linked strands of explanation between the statements. These may contain connective words such as, 'this leads to...', 'because...' etc. The explanation must be in the <i>No.4 Café Bistro</i>/ food context if it is to secure all 3 marks.</p> <p>Possible benefits include:</p> <ul style="list-style-type: none"> • Reduce costs. • Easier to make changes if the menu changes. • The business has more control over the design of the menus. • DTP can be used to combine text and images. <p>E.g. DTP makes it easier to make changes to the menu (1 mark). This would help if <i>No.4 Café Bistro</i> added new dishes to the menu (1 mark). The café could make its own changes rather than using a printing business (1 mark).</p> <p>This answer would gain 3 marks since a benefit has been stated and there are two linked strands of development. The answer is heavily contextualised through the use of the words 'dishes' and 'café'.</p>	(3)

Question Number	Answer	Mark
3(d)	<p>For 4 marks, the description will make up to four relevant points (linked or separate) describing how the local community could be affected by the change in opening hours. Four marks could also be achieved through a consideration of one or two points plus sufficient development of each. One mark can be awarded for a definition of '<i>local community</i>'.</p> <p>Without the use of context the response can only be awarded a maximum of 3 marks.</p> <p>NB Do not award marks if candidate describes internal stakeholders.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • The local community may have more choice when dining out. • Local community may be affected by more noise during later opening hours. • Increased car-parking on local streets. • Increased job opportunities for local community. <p>E.g. The local community are external stakeholders who live near to the business (1 mark). The local community could be affected because the café is now open on Friday and Saturday night (1 mark). Therefore, this could cause an increase in noise as customers leave the building (1 mark). It could also provide more job opportunities if <i>No.4 Café Bistro</i> needs more kitchen staff (1 mark).</p> <p>This answer would gain 4 marks since the candidate has offered an accurate definition for 1 mark and has offered three strands of description as to how local residents could be affected. The answer has strong context throughout through the use of 'café', 'Friday and Saturday night' and 'kitchen staff'.</p>	(4)

Question Number	Answer	Mark
4(a)	<p>B A particular group at which communication is aimed</p> <p>A Doing something with the least amount of waste - is incorrect because it is a definition of efficiency</p> <p>B A particular group at which communication is aimed – is correct because it is a definition of the term target audience</p> <p>C The total population of a town or city - is incorrect because this is an example of a target audience, but not a definition of the term</p> <p>D The number of employed people in the UK - is incorrect because this is an example of a target audience, but not a definition of the term</p>	(1)

Question Number	Answer	Mark
4(b)	<p>1 mark for the identification of a communication method <i>Pop Recs Ltd</i> could use to motivate its employees and 1 mark for some kind of appropriate development of the method in context.</p> <p>Possible methods include:</p> <ul style="list-style-type: none"> • Face- to -face to give praise. • Appraisal meeting. • Send positive letter/email. • Employee of the week poster. <p>E.g. They could praise the employee in a face- to- face discussion (1 mark). This would encourage the employee to sell more records (1 mark).</p> <p>This answer would gain 2 marks since one method has been identified through the use 'praise in a face- to- face meeting' and this is developed through 'sell more records'. Context is provided through the use of the words 'records' .</p>	(2)

Question Number	Answer	Mark
4(c)	<p>For 3 marks, there will be one benefit identified and two clearly identifiable linked strands of explanation between the statements. These may contain connective words such as, 'this leads to...', 'because...' etc. The explanation must be in <i>Pop Recs Ltd</i>/local council/music context if it is to secure all 3 marks.</p> <p>Possible benefits include:</p> <ul style="list-style-type: none"> • It is more formal so will be taken seriously. • Allows the opportunity to give detail for the reasons. • Not face-to-face so avoids conflict. • The letter can be referred to as evidence at a later date. <p>E.g. A letter will allow the council to provide detailed reasons for closing the shop (1 mark). This helps to explain that there is a greater need for student flats (1mark). This is good as it could reduce conflict for the council (1 mark).</p> <p>This answer would gain 3 marks since a benefit has been stated and there are two linked strands of development. Context is provided through the use of the words 'student flats'.</p>	(3)

Question Number	Indicative content	
4(d)	<p>The aim here is for candidates to make a judgement as to whether 'putting up posters' (option 1) or 'word of mouth' (option 2) is more effective in allowing <i>Pop Recs Ltd</i> to promote its concerts. There is no right or wrong answer and the candidate can argue that either option is better, depending on the circumstances. Candidates might consider the following possible ideas as part of their answer:</p> <p>Option 1: Putting up posters:</p> <ul style="list-style-type: none"> • Reach a larger number of customers. • Allows creativity so will attract attention. • Can be displayed in areas that target specific customers. • Could be vandalised. <p>Option 2: Word of mouth:</p> <ul style="list-style-type: none"> • Much cheaper than posters. • Better at targeting specific customers. • Concerts are free so do not want too many people turning up. <p>To be evaluative and support the judgement made, the candidate might suggest that option 2 might be better since the concerts are free. If posters were displayed then too many people might try to attend. Using word of mouth means only people who have been told could attend.</p> <p>An alternative route to evaluation might come through the candidate suggesting that option 1 is the better option because it is a better form of promotion for the shop and will attract new customers.</p>	
Level	Mark	Descriptor
No mark	0	Non-rewardable material.
Level 1	1-2	A judgement or point is given as to which method is more likely to allow <i>Pop Recs Ltd</i> to promote its concerts. If there is just a simple judgement, or where the support shows misunderstanding, 1 mark should be awarded. If this judgement/point has some simple support, the response should be placed at the top of this level.
Level 2	3-4	A judgement/point is given on one or both issues with some development/support, which includes at least <u>one</u> reason/cause/consequence etc. At the top of this level this analysis will be relevant and linked to the judgement/point made.
Level 3	5-6	<p>A judgement/point is given on one or both issues with some development/support, which includes at least <u>two</u> reasons/causes/consequences etc. <u>and includes some balance</u>.</p> <p>At the top of this level there will be a conclusion drawn from the analysis <u>and the answer will be in <i>Pop Recs Ltd</i>/music context</u>.</p>

Section B:

Question Number	Answer	Mark
5(a)	<p>A '<i>business objective</i>' is a stated plan or action that a business will take in order to achieve its aims.</p> <p>2 marks for an accurate definition. If an accurate definition is not given award 1 mark for an answer that suggests the candidate has some understanding of the term. E.g. It is a plan or target.</p> <p>An imperfect definition can be raised to 2 marks through the use of an example or some kind of accurate elaboration. E.g. An objective of <i>Lush</i> was to sell ethical hair products.</p>	(2)

Question Number	Answer	Mark
5(b)	<p>1 mark for the identification of a drawback. The suggested drawback must be realistic to an ethical cosmetics company.</p> <p>Possible drawbacks include:</p> <ul style="list-style-type: none"> • Higher costs of production • Less demand due to higher prices • Harder to source ingredients • Poorly packaged goods. <p>Accept any realistic drawback that would apply to <i>Lush</i>. Accept generic responses if they could apply to a cosmetics manufacturer.</p>	(1)

Question Number	Answer	Mark
5(c)	<p>For 3 marks, there will be one advantage identified and two clearly identifiable linked strands of explanation between the statements. These may contain connective words such as, 'this leads to...', 'because...' etc. The explanation must be in <i>Lush</i>/cosmetics context if it is to secure all three marks.</p> <p>Possible advantages include:</p> <ul style="list-style-type: none"> • It shows that <i>Lush</i> is an ethical business. • It will provide an endorsement for <i>Lush</i> products. • It will attract new customers. • Will stop pressure groups focusing on <i>Lush</i> <p>E.g. The logo shows that <i>Lush</i> is an ethical business (1 mark). This is good because customers know that no animals have been hurt in producing the cosmetics (1 mark). This is good as they will buy more shampoo and soap from <i>Lush</i> (1 mark).</p> <p>This answer would gain 3 marks since an advantage has been stated and there are two linked strands of development. Context is provided through the use of the words 'cosmetics' and 'shampoo/soap'.</p>	(3)

Question Number	Answer	Mark
5(d)	<p>This question has a 2 x 4 mark split. There is 1 mark for identifying a benefit and 1 mark for identifying a drawback of handwritten signs. The remaining 3 marks are for the explanation which should develop the benefit/drawback of handwritten signs. Within the answer there should be at least three clearly identifiable strands of explanation. These may contain connective words such as, 'this leads to...', 'because...' etc. The explanation for both the benefit and drawback <u>must be</u> in context if it is to secure all 4 marks.</p> <p>Possible benefits include:</p> <ul style="list-style-type: none"> • Easier to update/change the signs. • It allows greater creativity. • It links in with the ethical objectives of the business. • Cheaper than printing the signs. <p>Possible drawbacks include:</p> <ul style="list-style-type: none"> • Quality of handwriting may be poor. • Extra staff training costs. • Poor image for the business if spelling or grammar mistakes. • Time consuming to write signs. <p>E.g. Advantage: Easier to change signs (1 mark).</p> <p>If <i>Lush</i> stocks new products then the signs can be updated (1 mark). Therefore customers have more ethical information about the new cosmetics (1 mark). As a result, customers may be tempted to try the new product (1 mark).</p> <p>This answer would gain 4 marks since a benefit has clearly been identified and there are at least <u>three</u> linked strands that build the explanation, with reference to the context through the use of the words 'ethical' and 'cosmetics'. Without the use of context this answer would only be worth 3 marks.</p>	(8)

Question Number	Answer	Mark
6(a)	<p>A '<i>flip chart</i>' is a small board with a pad of paper attached to it, which is used for presentations.</p> <p>2 marks for an accurate definition. If an accurate definition is not given award 1 mark for an answer that suggests the candidate has some understanding of the term. E.g. A board used in presentations.</p>	(2)

Question Number	Answer	Mark
6(b)	<p>1 mark for the identification of a drawback of using a video projector during training at <i>Lush</i> and 1 mark for some kind of appropriate development of the drawback in context.</p> <p>Possible drawbacks include:</p> <ul style="list-style-type: none"> • Technical problems. • Makes it difficult to add information during the training. • Expensive to buy equipment. <p>E.g. The bulb of the video projector may need replacing (1 mark). This would lead to employees not being able to see clear images of the new cosmetics (1 mark).</p> <p>This answer would gain 2 marks since one issue has been identified through the 'bulb of video projector may need replacing' and this is developed through 'not see clear images'. Context is provided through the use of the words 'cosmetics'.</p>	(2)

Question Number	Answer	Mark
6(c)	<p>For 4 marks, the description will make up to four relevant points (linked or separate) describing how the nature of the audience may affect presentations. Four marks could also be achieved through a consideration of one or two points plus sufficient development of each. One mark can be awarded for a definition of '<i>nature of audience</i>'.</p> <p>Without the use of context the response can only be awarded a maximum of 3 marks.</p> <p>Possible answers include:</p> <ul style="list-style-type: none"> • The audience may know nothing/a great deal about the product before the presentation. • The size of the audience will affect how the presentation is delivered. • The status of the audience may make the presentation more or less formal. • The attitude of the audience can make them more/less interested. <p>E.g. The nature of the audience refers to the characteristics of the people that are attending the presentation (1 mark). If the audience have little prior knowledge about soap and cosmetics then more content may need to be included (1 mark). This may be more difficult to do if there are a large number of people in attendance (1 mark). The status of the audience may make it necessary to use a more formal presentation style (1 mark).</p> <p>This answer would gain 4 marks since the candidate has offered an accurate definition for 1 mark and has offered three strands of description as to how the nature of the audience can affect the presentation. The answer has context through reference to 'soap' and 'cosmetics'</p>	(4)

Question Number	Indicative content	
<p>*6(d)</p> <p>QWC Strands (i), (ii) and (iii)</p>	<p>The aim here is for candidates to consider the impacts on <i>Lush</i> of having appraisal meetings three times a year. The question has the command word 'assess', so the candidate must develop some evidence of balance within their answer. This could take the form of considering size of the impacts. Assessment could also be demonstrated by considering the advantages and drawbacks of having appraisal meetings three times a year.</p> <p>Possible reasons for the appraisal meetings:</p> <ul style="list-style-type: none"> • They will help measure the performance of the employee at regular intervals. • They help provide feedback to employees about how well they have achieved set targets. • They can set targets for the future, which will help improve the business. • They provide an opportunity for employees to raise any issues. • They can help to motivate employees. <p>Possible sources of balance:</p> <ul style="list-style-type: none"> • They can take up a lot of time. • They can be stressful for employees. • Employees feel they are being constantly checked and not trusted. • Rely on human judgement and people's opinions of how well employees are doing. 	
Level	Mark	Descriptor
No mark	0	Non-rewardable material. No mark is to be awarded if the candidate just re-states the question.
Level 1	1-2	<p>Candidate will consider <u>one</u> factor related to the impact of holding frequent appraisal meetings <u>with no development</u> - bottom of level.</p> <p>Candidate will consider <u>one</u> factor related to the impact of holding frequent appraisal meetings <u>with simple development</u> - top of level.</p> <p>Candidate will consider <u>two</u> factors relating to the impact of holding frequent appraisal meetings <u>with no development</u> - top of level.</p> <p>The quality of written communication will be poor with frequent spelling, punctuation, style and grammar errors.</p>
Level 2	3-5	<p>Candidate will consider <u>one</u> factor relating to the impact of holding frequent appraisal meetings <u>with more detailed development</u> - bottom of level.</p> <p>Candidate will further develop their responses with a reason/cause/consequence - middle of level.</p> <p>Candidate will have <u>some evidence of balance</u> - top of level.</p>

		<p>At the top of the level there will be some evidence of balance to the point/judgement in the form of advantage/disadvantage, cost/benefit, pro/con or some counterbalancing factor. At the top of the level, candidates may attach some value/importance to one of the factors.</p> <p>There will be a good level of quality of written communication with few mistakes in spelling, punctuation and grammar. The quality of the language used will be appropriate for the subject matter.</p>
Level 3	6-8	<p>Candidate will consider factor(s) relating to the impact of holding frequent appraisal meetings with development, which includes <u>two</u> reasons/causes/consequences, balance with unsupported conclusion/judgement(s) all of which is in the context of the business - bottom of level.</p> <p>Candidate will consider factor(s) relating to the impact of holding frequent appraisal meetings with development, which includes <u>two</u> reasons/causes/consequences, clear balance with supported conclusion/judgement(s) all of which is in the context of the business - middle of level.</p> <p>Candidate will consider factor(s) relating to the impact of holding frequent appraisal meetings with development, which includes <u>two</u> reasons/causes/consequences, clear balance with supported conclusion/judgement(s) all of which is in the context of the business and using the 'it depends' rule or something similar - top of the level.</p> <p>The quality of written communication will be of a high standard with few, if any, errors in spelling, punctuation and grammar. The style of writing and the structure of the response will be appropriate and of a high standard and there will be clear evidence that the candidate has structured their answer clearly and coherently, using appropriate terminology.</p>

Section C:

Question Number	Answer	Mark
7	<p>'The Web' is an information space where documents are accessed using the internet.</p> <p>2 marks for an accurate definition. If an accurate definition is not given award 1 mark for an answer that suggests the candidate has some understanding of the term. E.g. A group of websites.</p>	(2)

Question Number	Answer	Mark
8	<p>1 mark for the identification of a benefit to <i>Walt Disney World</i> from guests using an app for dinner reservations and 1 mark for some kind of appropriate development of the benefit in context.</p> <p>Possible benefits include:</p> <ul style="list-style-type: none"> • Reduces the number of phone calls to restaurants. • Reservations can be made at any time. • Reduction in the number of staff required. • Helps overcome language barriers. <p>E.g. The app can be used at any time for guests to make reservations (1 mark), therefore <i>Walt Disney World</i> restaurants will be busier with guests (1 mark).</p> <p>This answer would gain 2 marks since a benefit has been identified 'the app can be used at any time' and there is some development in context in the second sentence, e.g. '<i>Walt Disney World</i> restaurants will be busier'.</p>	(2)

Question Number	Indicative content	
*9 QWC Strands (i), (ii) and (iii)	<p>The aim here is for candidates to consider the possible impacts on the guests at <i>Walt Disney World</i> from receiving confirmation by email. The question asks the candidate to '<i>discuss</i>', so we should expect to see some balance within the answer. This could come from considering the scale of the impacts on the guests or through a consideration of the negative and positive impacts of using email as a means of confirmation.</p> <p>Positive impacts on guests:</p> <ul style="list-style-type: none"> • No need to have paper copies of confirmation. • Receive almost immediate confirmation. • Can be accessed from anywhere with the internet. <p>Negative impacts on guests:</p> <ul style="list-style-type: none"> • Need the internet to access emails. • Some guests may not use email. • Could get lost in email folders (spam/accidentally deleted). 	
Level	Mark	Descriptor
No mark	0	Non-rewardable material.
Level 1	1-2	<p><u>One</u> impact of the use of email on guests at <i>Walt Disney World</i> with some simple development or <u>two</u> impacts are given with no development of either.</p> <p>An alternative route to marks in this level is if just a simple judgement or value is given to a benefit. 1 mark can be awarded for no support and 2 if some simple support is offered.</p> <p>The quality of written communication will be poor with frequent spelling, punctuation, style and grammar errors.</p>
Level 2	3-4	<p>Reference to at least <u>two</u> impacts of the use of email on guests at <i>Walt Disney World</i> with some development of each. A judgement is given at the lower end of the level with some development/support, which includes at least <u>one</u> reason/cause/consequence etc. for each point.</p> <p>At the top of the level there will be clear development of the effect.</p> <p>There will be a good level of quality of written communication with few mistakes in spelling, punctuation and grammar. The quality of the language used will be appropriate for the subject matter.</p>
Level 3	5-6	<p>Reference to at least <u>two</u> impacts of the use of email on guests at <i>Walt Disney World</i> with some development of each. A judgement is given with some development, which includes at least <u>two</u> reasons/causes/consequences etc. for each point <u>and should include some comparison/judgement as to which point is more important/evidence of balance.</u></p> <p>Answers at the top of this level will refer to the <i>Walt Disney World</i>/holiday context.</p>

		The quality of written communication will be of a high standard with few, if any, errors in spelling, punctuation and grammar. The style of writing and the structure of the response will be appropriate and of a high standard and there will be clear evidence that the candidate has structured their answer clearly and coherently, using appropriate terminology.
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Question Number	Indicative content
<p>*10</p> <p>QWC Strands (i), (ii) and (iii)</p>	<p>The aim here is for candidates to make a judgement as to the impact of providing free internet access in <i>Walt Disney World</i>. To demonstrate the evaluative skill, candidates could consider the size of the possible impacts. For instance, candidates may suggest that it makes staying at <i>Walt Disney World</i> more attractive to guests so it could lead to increased sales. Other candidates may suggest that the size of <i>Walt Disney World</i> may make it very difficult to provide suitable access speed to the internet, which will lead to low levels of guest satisfaction. There is no right or wrong answer to this question, but candidates should aim to make a judgement that is supported and balanced. Candidates may consider the following ideas as part of their answer:</p> <p>Positive impacts of free internet access:</p> <ul style="list-style-type: none"> • Makes staying at <i>Walt Disney World</i> more attractive to guests. • Allows guests to update their plans whilst in the parks increasing guest satisfaction. • Creates a positive, modern impression of the business with the guests. • Improves efficiency of communication at <i>Walt Disney World</i>. <p>Possible sources of balance:</p> <ul style="list-style-type: none"> • Increased business costs. • Difficult to maintain high levels of access speed over such a large area. • Technical issues if the internet goes down. • The impact on guests who do not have correct equipment/knowledge.

Level	Mark	Descriptor
No mark	0	Non-rewardable material.
Level 1	1-4	<p>Candidates will consider <u>one</u> point with no statement - bottom of level.</p> <p>Candidate will consider <u>one</u> point with basic statement - middle of level.</p> <p>Candidate statements are supported - top of level.</p> <p>The quality of written communication will be poor with frequent spelling, punctuation, style and grammar errors.</p>
Level 2	5-7	<p>Candidate will consider <u>two</u> reasons/causes/consequences to support point(s) - bottom of level.</p> <p>Candidate will develop their reasons/causes/consequences - middle of level.</p> <p>Candidate will have some evidence of balance - top of level.</p> <p>There will be a good level of quality of written communication with few mistakes in spelling, punctuation and grammar. The quality of the language used will be appropriate for the subject matter.</p>
Level 3	8-10	<p>Candidate will consider point(s) with development, which includes <u>two</u> reasons/causes/consequences, balance with an unsupported conclusion or judgement(s) all of which is in the context of <i>Walt Disney World/holiday</i> - bottom of level.</p> <p>Candidate will consider point(s) with development, which includes <u>two</u> reasons/causes/consequences, clear balance with supported conclusion/judgement(s) all of which is in the context of <i>Walt Disney World/holiday</i> - middle of level.</p> <p>Candidate will consider point(s) with development, which includes <u>two</u> reasons/causes/consequences, clear balance with supported conclusion/judgement(s) all of which is in the context of <i>Walt Disney World/holiday</i> - and using the 'it depends' rule or something similar - top of the level.</p> <p>The quality of written communication will be of a high standard with few, if any, errors in spelling, punctuation and grammar. The style of writing and the structure of the response will be appropriate and of a high standard and there will be clear evidence that the candidate has structured their answer clearly and coherently, using appropriate terminology.</p>

Total for Paper – 90 marks

