

Mark Scheme (Results)

Summer 2016

Pearson Edexcel GCSE Business
Studies (5BS06)

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Publications Code 5BS06_01_1606_MS

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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 (1) D, 112 people would pay up to £6 for a tub of ice cream (1)	(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)	(2)

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)	(1)

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)	(1)

Question Number	Answer	Mark																		
17	<table border="1" style="width: 100%; border-collapse: collapse;"> <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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Question Number	Answer	Mark
18	C, Job description (1)	(1)

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

Question Number	Answer	Mark
Question Number	Indicative Content	(6)
20	<p>Possible justification for each:</p> <p>Running the franchise</p> <ul style="list-style-type: none"> • Advice and support from franchisor • Advantage of a strong brand • Work within the area • Gaining training from experienced people • Less risk involved <p>Amarjit could benefit from taking on the franchise because she will be gaining support and help from those who have already been working in the business. She can still look after her son and work the hours she wants within the area which is local to where she lives. It is a new career for her and gives her lots of different opportunities for the future.</p> <p>Becoming a sole trader</p> <ul style="list-style-type: none"> • Independent – working for yourself • Able to work the hours she wants • Does not have to report to anyone • Does not have to pay fees to franchisor • No additional training needed – no expense <p>If Amarjit becomes a sole trader offering her knowledge of healthy living, she is in a field which she is trained for and therefore she is very knowledgeable and can give clients relevant and useful information. She does not have to train in a new job and learn new skills. She could fit the job around her son. She is more independent and all the profit will go to her as opposed to having to pay a franchisor for the facility of using its name. She can expand the area she works in as there is no limitation as there would be with the franchise.</p>	
Level	Mark	Descriptor
	0	No rewardable material.
1	1-2	<p>A choice will be made with some justification, but which may provide limited examples. The quality of written communication will be poor with frequent spelling, punctuation and grammar errors and the style of writing will not be appropriate to the subject matter.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.</p>

2	3-4	<p>A choice will be made with at least one reason/cause/consequence/factor etc. identified and developed.</p> <p>There will be some developed justification and supported by some appropriate examples, although development might be a little confused or incoherent. There will be a good level of quality of written communication with few mistakes in spelling, punctuation and grammar. The quality of language used will be appropriate for the subject matter; however its use will not be as confidently used as that in Level 3.</p>
3	5-6	<p>A judgement/point is given on one or both issues with some development/support, which includes at least two reasons/causes/consequences etc. and includes some balance. At the top of this level there will be a conclusion drawn from the analysis and the answer. 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.</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Total for Question 20 – 6 marks
Total for Paper – 40 marks