



Pearson
Edexcel

GCSE (9-1) Business

Model answers for the 9-mark 'Justify' questions with examiner commentary.





9-mark 'Justify' exemplars

9-mark questions assess the following Assessment Objectives: **AO2 = 3; AO3a = 3; AO3b = 3**

Breakdown of Assessment Objectives

Assessment objective		Definitions
AO1 35%	Demonstrate knowledge and understanding of business concepts and issues	AO1a: Demonstrate knowledge of business concepts and issues. AO1b: Demonstrate understanding of business concepts and issues.
AO2 35%	Apply knowledge and understanding of business concepts and issues to a variety of contexts	AO2: Apply knowledge and understanding of business concepts and issues to a variety of contexts.
AO3 30%	Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions	AO3a: Analyse business information and issues to demonstrate understanding of business activity AO3b: Evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions

Specimen Papers Set 2, Paper 1

Question 6d

Zoella Beauty is considering two options to develop the marketing mix of its beauty product line:

Option 1: Increase promotion of the brand.

Option 2: Reduce prices to compete with rival products.

(d) Justify which one of these two options Zoella Beauty should choose.

(9)



Exemplar response 1

Zoella Beauty should choose option 1. I think that increasing the level of promotion will be most effective given that the **type of market segment for Zoella's products is mainly younger girls/teenagers** and those **interested in fashion** (explanation strand 1). These segments are **likely to use social media and websites such as YouTube**, where Zoella Beauty operate (explanation strand 2). As a result of this, promotion of products, **such as perfume and lipsticks**, on these platforms will be widely seen by the target audience (explanation strand 3). This is likely to lead to increased sales, **especially as promotion using social media will probably be shared and seen by even more teenage girls** (explanation strand 4). For Zoella Beauty this will lead to higher revenue and potentially higher profit margins (explanation strand 5).

However, a problem with promotion is that rivals will be doing the same. **Lush and Boots both target teenagers** with their own promotion of beauty products, so there is a risk for Zoella in that it needs to stand out. This means that if its promotion does not help it to stand out, then the costs of the promotion might not be covered by higher sales of its products such as perfume. As a result of this profits may fall.

Option 1 is better because of the type of customers. Young, **fashion-conscious girls will want to have the latest thing**, irrespective of the price. As promotion using social media is likely to be less costly than other methods, the impact on Zoella Beauty will be greater than reducing price. **Awarded 9/9**

Examiner commentary

This response was **awarded 9 marks**. There was evidence of context throughout the answer (highlighted in red). In paragraph 1, there are the required 5 linked strands (highlighted in green) which explain why promotion is likely to be effective for *Zoella Beauty*. This means the candidate has secured Level 3 for Analysis (AO3a). The candidate provides further developed responses later in the response.

Paragraph 2 offers some balance to point being outlined in paragraph 1. Note how the paragraph starts with the word 'However...'. This acts as a steer to the examiner, suggesting that evaluation is now being attempted by the candidate. The candidate



provides contextualised balance by making reference to the competitive environment and the existence of rivals such as Boots and Lush.

The final paragraph brings the arguments together and offers a final justification as to why promotion will be the better option. The candidate goes beyond simple repeating of what has already been said. There is some original thinking brought into the final conclusion, for example by reference to the low cost of promotion using social media. The evaluation throughout the piece - in paragraph 2 and 3 - is strong enough to secure Level 3 for Evaluation (AO3b). Note how candidates do not have to consider both methods in their response to achieve full marks.



Question 6d – Exemplar response 2

Zoella should reduce the prices of her products. This will give the business a competitive advantage over competitors because it will encourage her customers to buy the products. **This is because as teenagers don't have much money**, cutting prices will be the best way to tempt them in (explanation strand 1). As a result, the business will increase its sales and this will lead to higher revenue (explanation strand 2). Therefore, the business will make higher profits (explanation strand 3). Another reason why cutting prices is the best option is that the market is very competitive with lots of other businesses. By offering lower prices it will help Zoella to stand out (explanation strand 4) and will therefore attract a wider range of customers (explanation strand 5).

A disadvantage of reducing prices is that it will reduce the amount of profit for every product sold. This will mean that overall profit is likely to fall, because the costs of making the products will stay the same, but price per item will fall. However, the extent of this fall in profits depends on what happens to sales. It may be that the lower prices lead to a large increase in sales, which therefore leads to a large increase in revenue and helps the business to actually increase profit. **Awarded 7/9.**

Examiner commentary

In paragraph 1, there are the required 5 linked strands (highlighted in green) which explain why reducing prices is likely to be effective for *Zoella Beauty*. This means the candidate has secured Level 3 for Analysis (AO3a). The candidate provides further developed response. However, there was little evidence of context in the answer (highlighted in red). Only in paragraph 1 is reference made to teenagers. As a result, Application only achieves Level 1.

The second paragraph provides some balance by considering the problems with the chosen method. Business understanding is sound here, but once again there is no application to the *Zoella Beauty* context. (It could, in fact, apply to any business). The candidate does go beyond simple repeating of what has already been said. There is some original thinking brought into this paragraph. Also, they use the 'it depends' approach, by considering what happens to sales as a result of the reduction in prices.



This response therefore scores Level 3 for AO3a and AO3b, but only Level 1 for AO2. Using the best fit approach, the response is placed at the bottom of Level 3 and scores **7 marks**.