

GCSE (9-1) Business

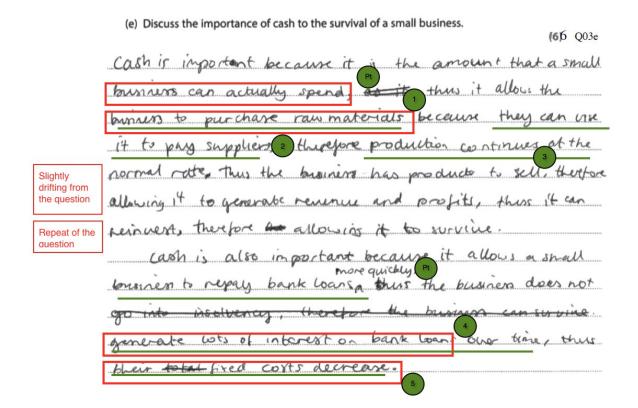
'Discuss'

Exemplars from the 2019 exam series

Marked student responses with examiner commentary



Discuss – Paper 1 - Exemplar 1 (1BS01) Question 3(e)



Commentary:

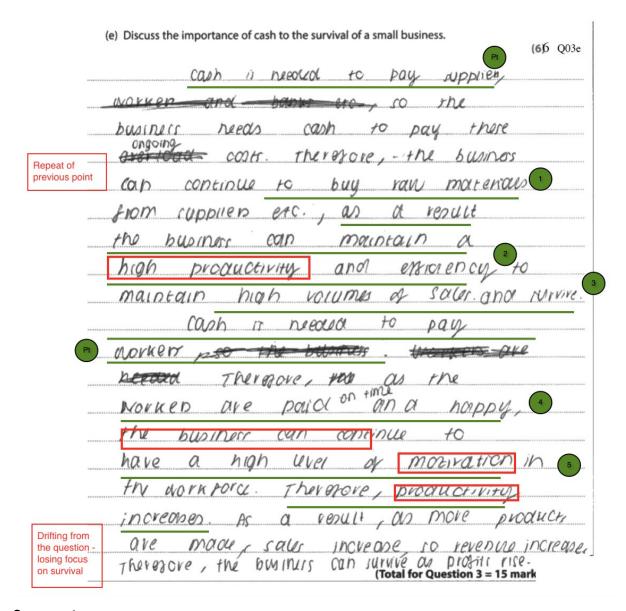
The candidate has identified a valid reason why cash is important to a business - 'to purchase raw materials'. They then provide three linked strands from this point, making use of connectives 'because' and 'therefore'. The first paragraph provides a logical series of strands of development.

The candidate then offers a second reason through 'repay bank loans more quickly'. This is linked, using the connective 'thus', to the point that this will lead to lower interest rates and therefore to lower fixed costs.

Thus, the candidate has generated 5 logical linked strands spread out over two reasons why cash is important to a small business. As a result, they secure Level 3 for A03a or 'Analysis'. The red boxes in the annotation illustrate the use of accurate terminology. The candidate also scores Level 3 for A01b of 'Understanding'.

With two Level 3s, the candidate is awarded **Level 3 overall and 6 marks**.

Discuss – Paper 1 - Exemplar 2 (1BS01) Question 3(e)



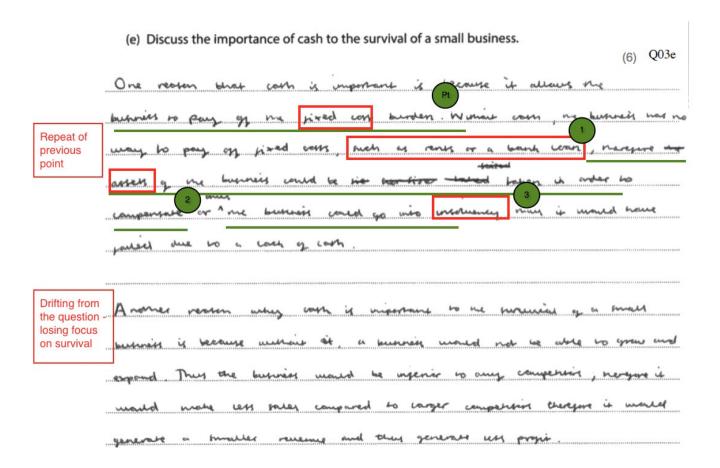
Commentary:

The candidate has identified a valid reason why cash is important to a business - 'to pay suppliers'. They then provide a linked strand from this point, that cash can be spent on raw materials. The candidate makes use of connectives. The first paragraph provides a logical series of strands of development.

The candidate then offers a second reason through 'to pay workers'. This is linked to motivation and productivity.

Thus, the candidate has generated 5 logical linked strands spread out over two impacts. As a result, they secure Level 3 for AO3a or 'Analysis'. The red boxes in the annotation illustrate the use of accurate terminology and understanding of the importance of cash. Thus, the candidate also scores Level 3 for AO1b of 'Understanding'. With two Level 3s this means the **final mark is Level 3 - 6 marks**.

Discuss – Paper 1 - Exemplar 3 (1BS01) Question 3(e)



Commentary:

The candidate has identified a valid reason why cash is important to a business - 'to pay fixed costs'. They then provide three linked strands from this point, using connectives and showing some good use of appropriate terminology. The first paragraph provides a logical series of strands of development.

The candidate structures their response well by providing a second point in a different paragraph. This is good practice. However, the point they make is not valid, despite appearing credible. The question specifically refers to how cash can affect the <u>survival</u> of a small business, but this point considers the impact on expansion and therefore misses the point and does not attract further marks.

Thus, the candidate scores Level 2 for AO1b of 'Understanding' as they show fair understanding of the importance of cash. For Analysis they have 3 strands of development, which is Level 2 (remember - 5 linked strands are required to reach Level 3). With two Level 2s this means the <u>final mark is Level 2 - 4 marks</u>.

Discuss – Paper 2 - Exemplar 4 (1BS02) Question 3(e)

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(e) Discuss the impact on a business of giving employees permanent contracts.
One benefit of permanent contracts is that
Here is less lumover of streff as
Key stay at the job per longer, 1 therepare
He business awids the costs of
employing new stagg such as rehaining
Some Mergiane Johal cooks romain low 3 and
here. Me broak even point decreases.
Impacts can OR disadventage is that the business
be 'positive' or 'negative'. Mus to garage the costs of arribg
employees legal employment law pt
Clear understanding
of 'permanent on permanent contracts, harries
successed the costs of the business
Verejord decrosing le majorn
Of Safety of the bushess 5

Commentary:

The candidate has stated an impact through 'less turnover of staff'. This is developed in the first linked strand through 'they stay at the job for longer'. The second linked strand is articulated through 'the business avoids the costs of employing new staff such as retraining'. There is then some repetition in the response through 'total costs remain low' before a third logical, linked strand is developed which through 'the break-even point decreases'.

The candidate then offers a second impact through 'the business has to accrue the costs of giving legal employment law such as sick pay'. This is linked to 'increasing the costs of the business' which is then linked to 'decreasing the margin of safety'.

Thus, the candidate has generated 5 logical linked strands spread out over two impacts (one of which happens to be positive and the other negative). As a result, they secure Level 3 for 'AO3a' or 'Analysis'. The red boxes in the annotation illustrate the use of accurate terminology, and the candidate makes a direct link to 'permanent contracts' when they mention 'sick pay'. Thus, the candidate also scores Level 3 for 'AO1b' or 'Understanding'.

With two Level 3s, the candidate is awarded <u>Level 3 overall and 6 marks</u>. Note, how the candidate uses connective words such as 'therefore' to build linked strands. Using connective words helps an examiner see where one linked strand ends and another starts.

Discuss – Paper 2 - Exemplar (1BS02) Question 3(e)

(e) Discuss the impact on a business of giving employees permanent contracts.

(6)6 Q03e

Candidate generates 5 linked strands of 'analysis' in the first paragraph.

Some understanding of 'permanent contracts'.

Impacts can be 'positive' or 'negative'.

Clear understanding of 'permanent contracts'.

Permanent contracts involve long-
term contracts pt theresore this
increases the costs of the businesses
in the form of sociation (as there
get paid a certain amount no
matter what). Theregore more
contribution a needed to break - even 2
therefore the break-even level of cutput
will increase 3 theresore the margin of a
safety mu fau. Thus, the proporti
Jaus-5
However, permonent contracts offer
employees a recure, long-term job and
source of income, pt therefore employee
motivation may increase as they feel
some in their job with no pre-altermined
end date, therefore productivity increases
as they are more motivated to work horour
thus sour increase as more (Total for Question 3 = 15 marks)14

Commentary:

The candidate has stated an impact through 'involves long-term contracts'. This is developed in the first linked strand through 'increases the fixed costs of the business'. The second linked strands is then developed through 'more contribution is needed to breakeven'. The third linked strand is then articulated through 'the break-even level of output increases' which is then further developed through 'margin of safety rises'. The fifth, and final, linked strand comes from 'profit falls'.

Thus, the candidate has essentially developed 5 linked strands around a single impact allowing them to achieve Level 3 for 'Analysis' or 'AO3a'. In terms of understanding, the candidate uses a lot of terminology accurately (as shown by the annotation using red boxes) and there is some understanding of what a permanent contract may mean in paragraph 1 and then further, clearer understanding in paragraph 2. The candidate was adjudged to reach Level 3 for 'Understanding' or 'AO1b'.

As a result, with two Level 3s, the candidate was awarded **Level 3 overall and 6 marks**.

This answer was longer than it needed to be to score all of the 6 marks. Extra linked strands of analysis were provided in the second paragraph emanating from a separate point which were valid, but the candidate had already reached Level 3 for 'AO3a' or 'Analysis' with the work done they had done in the first paragraph.

Discuss – Paper 2 - Exemplar 6 (1BS02) Question 3(e)

	(e) Discuss the impact on a business of giving employees permanent contracts.
Candidate	Giving in It would give enploying inversed In
generates 3 linked strands	Security of theretore increasing their lavel of motivation
of 'analysis' in the first paragraph.	this increasing their level of productivities and therefore
	estectively spreading the Sixed (8) of the
	employerens Calarily 3
There are a	However it would near the business to tollow
further 3 linked strands	striter employment regulation prohich would increase
following a second impact	Their Sited costs and as a result increase Heir
in the second paragraph.	break even point sand lover He margin of
har all ahiii	Satety

Commentary:

This is a shorter exemplar than the other two from Paper 2. The candidate has stated an impact through 'It would give employees increased security'. This is developed in the first linked strand through 'increasing their level of motivation'. The second linked strand is then developed through 'increasing their level of productivity'. The third linked strand is then articulated through 'effectively spreading the fixed costs of the employees' salaries'. The candidate then gives a second impact 'it would mean that the business has to follow stricter employment regulation' which is developed through 'increase their fixed costs' which is then further developed through 'increase their break-even point'. The candidate has provided 5 linked strands spread across 2 possible impacts which allows them to reach Level 3 for 'AO3a' or 'Analysis'.

With regards 'Understanding' or 'AO1b', the candidate has made accurate use of terminology throughout, but there is not much in the response that is focused around 'permanent contracts' at all. This is a shame. The candidate did not develop the point regarding 'stricter employment regulation.' Thus, the candidate was awarded Level 2 for this assessment objective.

As a result, the candidate was awarded a Level 3 for 'Analysis' and a Level 2 for 'Understanding'. Using a line of best fit, this response was placed on the Level 2/3 border. Due to a lack of clear understanding regarding 'permanent contracts', this response was awarded **Level 2 overall and 4 marks**.