GCSE (9-1) Business

'Evaluate'

Exemplars from the 2019 exam series

Marked student responses with examiner commentary

Evaluate – Paper 1 - Exemplar 1 (1BS01) Question 7(e)

(e) Evaluate the impact of e-commerce on *Aphrodite's* marketing mix. You should use the information provided as well as your knowledge of business.

(12) 10Q07

[Handwritten answer:]

E-commerce is the use of the internet to retail products to a larger customer base. Andrew and Duncans high value clothing shop could use e-commerce so that customers can pay and recieve delivery of their products over the internet.

One impact on Andrew and Duncans clothing company is that it will improve their 'place' aspect of the marketing mix as they are able to sell their high value clothes to a larger customer base rather than those nearby their bricks and morter store. Therefore increasing their number of sales, a large increase of high value stone Island and hugo Boss apparel. Hence increasing the Mckenzies revenue and thus giving the high end clothing retailer a higher margin of safety...

Another reason is that e-commerce will reduce the need for workers owner bricks and morter high street location that could cost Andrew and Duncan £250,000 therefore reducing their fixed costs. Hence... per sale. As a result,

then Andrew and Duncan would be able to improve the price aspect of their marketing mix by reducing the price of her high value clothing to fashionable still attire, thereby therefore impacting the business by allowing them to become more competetive.

However, as many businesses that businesses who are competetive to Andrew and Duncans clothing company operate over the internet, their promotion aspect of the high value British company may be affected as regularly as there is a risk that they may not get their desired exposure while operating as an online clothing retailer as advertising may not be successful, therefore meaning promotion may be affected a Andrew and Duncans company.

In conclusion, it depends on the success of the Mackenzies new advertising strategies on whether e-commerce will be successful to the British clothing retailer

(Total for Question 7 = 25 marks) 22

Commentary:

The candidate starts off by making it clear what 'e-commerce' is and offers up some application right from start by way of an example. In the second paragraph, the candidate states an impact and then provides 4 linked strands of development. The linked strands are logical and make excellent use of terminology and application. The third paragraph, introduces a separate impact and this is again developed and the candidate then surpasses the requirement for 5 logical linked strands of analysis. Again, this paragraph contains use of terminology and application. The penultimate paragraph starting with the word 'However…' provides some reasonably developed counterbalance which again is done with a significant amount of application present. Finally, the candidate offers a conclusion, and although the 'it depends rule' is used it is really more of a statement than a penetrating conclusion. Again, application is present in the final paragraph.

Thus, the candidate has a clear understanding of the question and makes strong use of terminology allowing Level 3 to be achieved for 'AO1b'. There is application throughout allowing Level 3 for 'AO2' and there are 5 linked strands of analysis spread out over 2 impacts, allowing Level 3 for 'AO3a'. Evaluation was solid, but the conclusion was disappointing allowing a strong Level 2 to be awarded. With three Level 3s and a strong Level 2, the response was placed in **Level 3 overall and was awarded 10 marks**.

To improve, the candidate could have cut down their development of the second impact since 5 linked strands had already been achieved. With a more penetrating conclusion the candidate had the potential to achieve full marks.

Evaluate – Paper 1 - Exemplar 2 (1BS01) Question 7(e)

(e) Evaluate the impact of e-commerce on *Aphrodite*'s marketing mix. You should use the information provided as well as your knowledge of business.

(12)

The candidate demonstrates some understanding of what the 'marketing mix' is.

A positive impact is provided with 2 logical linked strands of development which includes application.

A second impact is given and a further 3 linked strands are provided, allowing the candidate to generate '5' linked strands in total. Once again, there is a lot of application evident.

The marketing mix is made up of product, price, place and The clothes businesses introduction of e-commerce would impact their marketing mix positively. The use of their website also selling clothes means that a fashion businesses skirt sales can increase without expansion of physical premises meaning that the place part of the marketing mix is impacted positively as fixed costs don't have to increase for sales to increase (1) as no brick and mortar fashion shops had to be built/bought. (2) However, Moreover, the use of e-commerce would mean a larger customer base (pt) thus strengthening the brand image (3) as its popularity increases this would allow the fashion business to charge a premium (4) for its imported clothes from Milan thus increasing revenue (5) thus increasing profits for the fashion business

Commentary:

The candidate starts off by defining one of the key terms in the question. In this case the 'marketing mix'. However, the 'promotion' element is missing from this. The candidate then goes on to demonstrate an understanding of what 'e-commerce' is which, then naturally leads to the first impact or point. This point is then developed to show how 'place' could be affected and two linked strands are developed in context.

The second point starts with the word 'Moreover' and shows how the 'price' element of the marketing mix could be impacted. The impact or point is developed with three logical linked strands that are also in context.

The candidate has not developed any counter-balance at all and there is no conclusion. Thus, the response is devoid of any 'Evaluation' or 'AO3b'.

Overall, the candidate was awarded Level 2 for 'Understanding' or 'AO2' since there was a solid decent attempt to answer the question and focus on the specifics of the marketing mix. For 'Application' or 'AO2' there was plenty of contextualisation throughout the response (as shown by the blue boxes) and Level 3 was awarded. This level was repeated for 'Analysis' or 'AO3a' since there were 2 points/impacts and at least 5 logical linked strands within the answer. Sadly, the lack of any balance at all meant that Level 0 had to be awarded for 'AO3b' or 'Evaluation'. With a Level 2, two Level 3s and a Level 0, a line of best fit takes the answer to the middle of **Level 2 and 6 marks were awarded**.

To improve, the candidate could have used a paragraph structure and needed to demonstrate evidence of 'Evaluation or 'AO3b' within their response. This may have been a timing issue and perhaps the candidate spent too long on lower order questions earlier in the paper.

Evaluate – Paper 1 - Exemplar 3 (1BS01) Question 7(e)

(e) Evaluate the impact of e-commerce on *Aphrodite's* marketing mix. You should use the information provided as well as your knowledge of business.

(12) 12 Q0

> The candidate demonstrates understanding of what 'e-commerce' is.

E-commerce is the practice of providing an online platform for selling c business' products or services.

> A positive impact is provided with 3 logical linked strands of development which includes application.

One impact of e-commerce on Aphrodite's marketing mix is that it allows them to promote their high end fashion goods to a larger target market. (pt) As a result, promotion becomes more impactful for the already well established brand on their online store because it provides the opportunity for the business to reach new customers with their wide range of clothing sourced from Paris, London, Milan (1) Therefore, Andrew and Duncan should place more focus on maintaining their high expectations for every new setting of their online site, over their friendly ever attentive attitude (2) as this can only be because online brick and motor store (3)

> A second positive impact is given and further linked strands are provided, allowing the candidate to generate '5' linked strands overall. Once again, there is a lot of application evident.

Another impact of e-commerce is that it reduces increases the importance of product as part of the marketing mix (pt) This is because the internet provides a much larger competition in terms of what brands such as those Dos are available to the consumer (4) Andrew and Duncan already recognise the importance of a wide range of clothing as a source of differentiation from competitors (5) but they will need to expand their collection of interested clothes from various designers in order to increase market share online

thus their trips abroad to source clothing will become more ~~important~~. important.

Perhaps the most important affect on marketing mix is that of price. This is because the internet provides customers with ~~almost~~ thousands of different sites to compare prices of the same top, such as ~~a retailer~~ a Stone Island are sold on Aphrodite's website. Therefore in order to increase sales of their ~~new fashion~~ branded contemporary and sought after clothing, ~~that~~ Andrew and Duncan will also have to provide a competitive price in comparison to other online fashion stores such as Selfridges.

Place will be effected as e-commerce provides a new platform for Andrew and Duncan to ~~express~~ express their passion for selling new fashion. Therefore they will need to consider whether it is more important to invest £250,000 into expanding their brick and motor store or if the money would be better spent improving their website to meet their desire for high standing online customer service (eg. training staff for online phoning).

Ultimately, It depends on Andrew and Duncan's chosen USP to ~~be~~ gain a advantage over customers in the fashion market to decide ~~which~~ which aspect of the marketing mix will be most effected. If it s to beat competitors on price and brand such as Hugo Boss then product becomes en, important, however if they can't afford to lower price the they want be their skills in sourcing products to maintain cu -tom

Total for Question 7 = 25 marks | 25

Commentary:

The candidate starts off by making it clear what 'e-commerce' is and offers up some application right from start by which leads to the first point or impact. This is then developed in context and 3 linked strands are generated. In the second paragraph, the candidate states a second point or impact and then provides at least a further 2 linked strands of contextualised development allowing the candidate to meet the 'AO3a' or 'Analysis' Level 3 criteria. Throughout the response there is clear use of terminology (as shown by the red boxes) and constant use of application (as shown by the blue boxes).

The third and fourth paragraphs, continue to consider the impact of e-commerce on the other two elements of the marketing mix and start to introduce subtle evaluation where the issue of 'how important' is addressed. The candidate continues to make strong use of terminology and application.

In the final paragraph, the candidate provides a conclusion which makes good use of the 'it depends rule' and this conclusion is developed on and in context. Thus, the candidate was adjudged to have scored Level 3 in all 4 assessment objectives. This led to the response reaching **Level 3 and being awarded 12 marks**.

It is worth pointing out that the candidate was not expected to consider the impact of 'e-commerce' on every component of the marketing mix.

Evaluate – Paper 2 - Exemplar 1 (1BS02) Question 7(e)

(e) Evaluate the likely impact on *Sainsbury's* of replacing Fairtrade with its own Fairly Traded scheme. You should use the information provided as well as your knowledge of business.

(12) 12Q07e

> The candidate demonstrates understanding of 'Fairtrade' and includes 'application right from the start.

Fairtrade is an ethical scheme. Ethical business consider the impact of their business on stakeholders in the business e.g banana growers for Sainsbury's.

> An advantage of the new 'Fairly traded scheme' to Sainsbury's is provided with more than 5 logical, linked strands of development which includes application.

One advantage of is Fairly Traded means the supermarket doesn't have to pay such a high price for its products **pt** therefore average variable costs of the grocery chain decrease **1** **2** thus average total costs of the supermarket group decrease, thus Sainsbury's has the scope to lower prices on its groceries e.g **3** fruit. This mean that Sainsbury's gain a competitive **4** advantage over competitors like Tesco, therefore attracts more customers buying food thus sales volume of **5** cereals increase.

> The candidate then provides a section of developed counterbalance which is applied to the case-study.

However, one disadvantage is the scheme will increase pressure group activity e.g the protest in London, therefore the brand is damaged by no longer having Fairtrade tea, thus is less attractive to ethical grocery buyers, thus Sainsbury's may struggle to maintain its market share and be outcompeted by more ethical supermarkets e.g Waitrose.

> There is a conclusion, and it makes good use of the 'it depends' rule and this is explained with good use of application.

In conclusion, it depends on the price elasticity of demand. If the decrease in price will mean a more than proportional increase in sales, then replacing Fairtrade will be profitable for the supermarket chain. However if this is not the case, the UK grocery seller may decrease their profit by replacing fairtrade with the Fairly Traded scheme.

Commentary:

The candidate starts their response with an explanation of what 'Fairtrade' is and provides a contextualised example.

In the second paragraph, the candidate offers an advantage of the new 'Fairly Traded' scheme to Sainsbury's and develops it with more than 5 logical linked strands of development. The application within this section is excellent. The candidate is clearly thinking about inserting application into pretty much every linked strand (as shown by the blue box annotation). There is also accurate use of terminology (as shown by the red box annotation). **Note how this candidate decides to develop 5 linked strands of analysis around a single point.**

In the third paragraph, there is a developed block of accurate counterbalance which is also in context.

In the final paragraph, there is a conclusion that makes use of, and develops, the 'it depends rule'. The conclusion is also in context.

With a significant amount of understanding, application, analysis and evaluation, this candidate was awarded Level 3 in all assessment objectives and as a result **received a Level 3 overall and achieved 12 marks.**

This response demonstrates that writing, at length, is not necessary to generate 12 marks in this style of question. Sometimes, it can be a case of 'less is more'.

Evaluate – Paper 2 - Exemplar 2 (1BS02) Question 7(e)

(e) Evaluate the likely impact on *Sainsbury's* of replacing Fairtrade with its own Fairly Traded scheme. You should use the information provided as well as your knowledge of business.

(12)

> A positive impact is provided with 5 logical linked strands of development which includes application.

The 'fairly traded' scheme enables the supermarket to retar lower cost of the business [pt] as they don't have to pay for the ethically-driven premium price of the 'Fairtrade' branded tea and bananas [1] thus the grocery shop will have higher profits if they use their own unknown fairly traded branding of tea, [2] thus more ~~cos~~ profit can be a reinvested into the growth of the business [3] thus enabling Sainsburys to generate larger market shares, [4] thus establishing a bigger brand [5]

> The candidate then provides a section of developed counterbalance which includes application.

However, customers who are ethically-driven may look for the renamed Fairtrade logo therefore less sales of 'Fairly Traded' products may be generated, thus ~~lower~~ losing customers to Tesco who sell ~~the~~ products with the established Fairtrade logo, thus lowering profits of the supermarket.

> There is a conclusion, that is developed. There is no use of the 'it depends' rule but it does more than summarise comments made earlier in the response. Note that the conclusion is generic though.

In conclusion, I believe the fairly traded scheme would be ineffective* ~~however~~ unless Sainsbury's advertise the fairly traded scheme so customers recognise it as equal to Fairtrade products.

* due to ~~too~~ how little it is known, in comparison to v Fairtrade branding
the

Commentary:

This candidate starts makes a point or impact very early on in their answer and then goes on to produce 5 logical linked strands that develop the point/impact. There is plenty of application in evidence (shown by the blue box annotation) and good terminology (shown by the red box annotation) is used throughout this paragraph.

In the second paragraph, the candidate provides developed counterbalance which is again in context.

In the conclusion, the candidate does not use the 'it depends' rule but does consider a factor that may or may not cause the Fairly Traded to successful. Thus the conclusion, does go beyond simply re-phrasing what has already been developed earlier in the response. However, the conclusion is generic and application dried up at the end of the second paragraph.

Thus, the candidate has a clear understanding of the question and makes strong use of terminology allowing Level 3 to be achieved for 'AO1b'. There is application but it is not throughout the response allowing Level 2 for 'AO2'. The development of 5 linked strands of analysis spread out over an impacts, allows Level 3 for 'AO3a' or 'Analysis' to be awarded. Evaluation was solid, but the conclusion was disappointing allowing a Level 2/3 judgement. With two Level 3s, a Level 2 and a Level 2/3, the response was placed on the threshold **between Level 2 and Level 3 overall. This led to the award of 9 marks.**

To improve, the candidate needed to ensure that application was maintained throughout the response. This issue was typical of many answers and application or 'AO2' tended to dry up as candidates' progressed through answering the question.

Evaluate – Paper 2 - Exemplar 3 (1BS02) Question 7(e)

(e) Evaluate the likely impact on *Sainsbury's* of replacing Fairtrade with its own Fairly Traded scheme. You should use the information provided as well as your knowledge of business.

(12)

The candidate demonstrates understanding of what 'Fairtrade' is.

A positive impact is provided with 5 logical linked strands of development which includes plenty of application.

The candidate then provides a section of developed counterbalance which is in context and makes good use of terminology and application.

Fairtrade makes sure that Sainsburys are paying ethical prices to the farmers. An ethical decision is a deliberate moral choice.

Replacing Fairtrade with Fairly Traded will likely make little difference in the team means as the average consumer does not care how much we save. Therefore Sainsburys has the ability to lower costs to be able to compete with Tesco. As a result more customers will visit Sainsburys to buy cheap bananas. Therefore Sainsbury will have an increased sales output of coffee. Therefore profit increases which can be retained to increase promotion. This leads to an increase in market share.

However, some consumers will notice the change and may join pressure groups. These consumers will protest to make sure Strawberry farmers are well paid. This may involve boycotting and more. Therefore these consumers may begin shopping at Tesco who are part of fair trade. As a result Tesco's market share may increase.

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To conclude, the extent to which Sainsbury's will be impacted by changing from ~~Fairly~~ Fairtrade to Fairly Traded ultimately depends on how much Sainsbury's are able to lower their prices because the average consumer is more concerned with money than the source of their rice however it depends on the ethical consideration made by ~~the many customer~~ each customer who wishes to buy coffee.

Commentary:

The candidate starts off by making it clear what 'Fairtrade' is and offers up some application right from start through the use of the word 'farmer'.

In the second paragraph, the candidate states an impact and then provides more than 5 linked strands of development. The linked strands are logical and make excellent use of terminology and application.

In the third paragraph, the candidate produces a block of developed and applied counterbalance. This then leads to a conclusion which has application and double use of the 'it depends' rule.

Thus, the candidate has a clear understanding of the question and makes strong use of terminology allowing Level 3 to be achieved for 'AO1b'. There is application throughout allowing Level 3 for 'AO2' and there are 5 linked strands of analysis spread out over 2 impacts, allowing Level 3 for 'AO3a' or 'Analysis'. Evaluation was very strong and a convincing Level 3 was also awarded for this assessment objective. With four Level 3s, the response was placed in **Level 3 overall and was awarded 12 marks**.