

**Cambridge Technicals
Business**

Unit 2: Working in Business

Level 3 Cambridge Technical in Business
05834 - 05837

Mark Scheme for June 2017

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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Subject-specific marking instructions

For Level of Response marked questions marked over 4 levels, the candidate can access at L1 or L2. In either case, they can analyse the point made and proceed directly to L3.

L3 analysis is required before L4 can be accessed.

Question		Answer	Marks	Guidance
1	(a)	<p>Indicative content:</p> <ul style="list-style-type: none"> • secondary sector • transforms raw materials into finished products • manufacturer • produces goods. <p>Exemplar response:</p> <p>E.g. It is in the secondary sector (1), it produces goods (1).</p>	2	<p>One mark for a correct identification and one mark for a correct feature.</p> <p>This question assesses synoptic knowledge from Unit 1 LO1 Different types of businesses.</p>
1	(b)	<p>Indicative content:</p> <p>Benefits:</p> <ul style="list-style-type: none"> • partners bring more capital • more ideas • share workloads/responsibility • share costs. <p>Drawbacks:</p> <ul style="list-style-type: none"> • share profit • potential for disagreement/conflict • liable for partners' actions • jointly and severally liable • unlimited liability. <p>Exemplar response:</p> <p>E.g. Partners bring more capital into the business (1).</p> <p>E.g. Partners may disagree (1).</p>	2	<p>One mark for a benefit and one mark for a drawback..</p> <p>This question assesses synoptic knowledge from Unit 1 LO1 Different types of businesses.</p> <p>Do not accept 'deed of partnership'.</p> <p>Can compare with other types of ownership.</p>

Question	Answer	Marks	Guidance
2 (a)	<p>Indicative content:</p> <ul style="list-style-type: none"> • to avoid mistakes • unoffensive • quality • design guidelines/housestyle • omissions • to check for accuracy • to avoid breaking the law • to ensure it meets objectives set • to ensure it is suitable/appropriate • to ensure fit for purpose • to protect image/reputation. <p>Exemplar response:</p> <p>E.g. Tim's line manager needs to check the poster for mistakes as these can be costly (1).</p> <p>E.g. To ensure that the poster does not contain any inaccurate descriptions about the anti-ageing cream CONT (2).</p>	6	<p>Up to two marks for each of three explanations.</p> <p>Watch out for repetition.</p> <p>Do not award examples.</p> <p>One mark for an non-contextual answer.</p> <p>Two marks for a contextual answer e.g. marketing, advertising, sells, sales promotion, cosmetics, make-up, cream, ethics, reasonably priced, etc.</p> <p>Do not accept efficiency or any comments on how the business is organised or run.</p>

Question	Answer	Marks	Guidance
2 (b)	<p>Indicative content:</p> <ul style="list-style-type: none"> • Trade Descriptions Act • Sale of Goods Act /Consumer Rights Act • Copyright, Designs and Patents Act • Equality Act • Data Protection Act. <p>Exemplar response:</p> <p>E.g. Tim must make sure that the poster complies with the Trade Descriptions Act (1). It is against the law for manufacturers to describe their products inaccurately (1).</p>	2	<p>One mark for a correct identification plus a further mark for an explanation.</p> <p>This question includes one embedded mark for applying knowledge from Unit 1 LO6 External constraints.</p> <p>The law must be identified accurately for any marks to be awarded.</p>
3	<p>Indicative content:</p> <ul style="list-style-type: none"> • accessibility of location • image of location • size/capacity • equipment available • support provided • services provided • quality • cost. <p>Exemplar response:</p> <p>E.g. The location must have good transport links (1) so that delegates can travel there easily (1).</p>	6	<p>One mark for each correct identification up to a maximum of three identifications plus a further one mark for each of three explanations.</p> <p>Second mark must be a 'why'.</p>

Question	Answer	Marks	Guidance																											
4 (a)	<p>Indicative content:</p> <ul style="list-style-type: none"> • 1 mark for any date between 26 May – 3 July 2017 • 1 mark for stating the event date <table border="1" data-bbox="362 421 1173 735"> <thead> <tr> <th>Description</th> <th>Quantity</th> <th>Total (£)</th> </tr> </thead> <tbody> <tr> <td>Da Vinci Room (1)</td> <td></td> <td>795.00 (1)</td> </tr> <tr> <td>4 items (1)</td> <td>105 (1)</td> <td>803.25 (1)</td> </tr> <tr> <td>Technical support (1)</td> <td></td> <td>60.00 (1)</td> </tr> <tr> <td></td> <td>Subtotal</td> <td>1658.25 (1)</td> </tr> <tr> <td></td> <td>VAT @20%</td> <td>331.65 (1)</td> </tr> <tr> <td></td> <td></td> <td>OFR</td> </tr> <tr> <td></td> <td>Total</td> <td>1989.90 (1)</td> </tr> <tr> <td></td> <td></td> <td>OFR</td> </tr> </tbody> </table> <p style="text-align: center;">and time e.g. 8 July 2017, 1-5 pm.</p>	Description	Quantity	Total (£)	Da Vinci Room (1)		795.00 (1)	4 items (1)	105 (1)	803.25 (1)	Technical support (1)		60.00 (1)		Subtotal	1658.25 (1)		VAT @20%	331.65 (1)			OFR		Total	1989.90 (1)			OFR	12	<p>One mark for each correct answer up to a maximum of twelve marks.</p> <p>Award OFR where shown.</p>
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Da Vinci Room (1)		795.00 (1)																												
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4 (b)	<p>Responses include:</p> <p>Date: any date between 26 May – 3 July 17 (1) Payee – St Josephs College Conferences (1) £994.95/nine hundred ninety four pounds and 95p or 50% of total in 4(a) (1). Correct completion of words and figures (ofr) (1).</p>	4	<p>One mark for each correct answer.</p> <p>Amount payable should be 50% of the total figure in 4(a).</p>																											

Question		Answer	Marks	Guidance
4	(c)	<p>Indicative content:</p> <ul style="list-style-type: none"> • receipt. <p>Exemplar response:</p> <p>E.g. St Joseph's College will send <i>Optimax Beauty Products</i> a receipt (1) showing proof of payment (1).</p>	2	<p>One mark for a correct identification plus a further mark for an explanation.</p> <p>'Receipt' must be identified explicitly before any marks are awarded.</p> <p>Second mark must be a 'why'.</p> <p>Do not accept remittance advice, invoice, statement of account, payment confirmation documents.</p>

Question	Answer	Marks	Guidance
4 (d)	<p>Indicative content:</p> <ul style="list-style-type: none"> • unable to secure a suitable room/venue • late booking fee • cancellation of event • might have to spend more time to find alternatives • alternatives not as good • alternatives might be more costly • will not be able to send out invites on time • affects reputation. <p>Exemplar response:</p> <p>Eg By not booking on time the business might not be able to secure a suitable room (L1). This means an alternative has to be found (L2) which could be more costly (L3).</p> <p>More time needs to be spent on finding a suitable room (L1) which may lead to a delay in sending out the invites (L2). This is likely to affect the business' reputation as a business that is run smoothly (L3).</p> <p>Overall the most likely impact is that <i>Optimax</i> may have to choose one of the alternatives that was less favourable which may impact on the quality of the launch event in terms of location, facilities provided and costs. The objective of keeping within the budget of £2000 (CONT) might not be met (L4).</p>	12	<p>Levels of response</p> <p>Levels of response Level 4 (10 - 12 marks) Candidate evaluates likely impacts on <i>Optimax Beauty Products</i> of failure to book on time. Level 3 (7 - 9 marks) Candidate analyses likely impact(s) on <i>Optimax Beauty Products</i> of failure to book on time. Level 2 (4 – 6 marks) Candidate explains likely impact(s) on <i>Optimax Beauty Products</i> of failure to book on time. Level 1 (1 – 3 marks) Candidate identifies likely impact(s) on <i>Optimax Beauty Products</i> of failure to book on time</p> <p>L4 evaluation – Award 10 marks for an overall judgement of the likely impact(s). Award 11 for a generic judgement of the biggest or most serious impact. Award 12 marks for a contextual judgement of the biggest or most serious impact.</p> <p>Do not award impacts on David or customers.</p> <p>Accept positive impacts.</p>

Question		Answer	Marks	Guidance
4	(e)	<p>Indicative content:</p> <p>content – suitable title entered on subject line (1), inform recipients of purpose of email (1), inform recipients of date (1), start and finish times (1) and location of venue (1), inform recipients of person to contact for more information (1), ask recipients to indicate special dietary requirements (1), ask recipients to indicate whether parking is required (1), ask recipients to confirm who will be attending (1).</p> <p>tone – enthusiastic, positive, appropriate formality (1), suitable closing sentence (1), Edelmax (1).</p>	12	<p>Up to 12 marks.</p> <p>This question includes one embedded mark for applying knowledge from Unit 1 LO5 Stakeholders.</p> <p>This question assesses content and tone. Candidates should not be penalised for errors of spelling, punctuation, grammar or sentence construction.</p> <p>To award the location mark ‘St Joseph’s College, Cambridge’ must be clearly and accurately stated.</p>

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