

**Cambridge Technicals
Business**

Unit 2: Working in Business

Level 3 Cambridge Technical in Business
05834 - 05837

Mark Scheme for June 2018

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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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Annotations

Annotation	Meaning
Tick	Valid point, mark awarded
Cross	Incorrect
Question mark	Response unclear
BOD	Benefit of doubt (mark awarded)
TV	Too vague (mark not awarded)
REP	Repetition (no additional marks awarded)
NAQ	Not answered question (incorrect focus)
L1	Level 1 response (identification)
L2	Level 2 response (explanation)
L3	Level 3 response (analysis)
L4	Level 4 response (evaluation)
CONT	Context (required for high L4 award only)

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>Responses include:</p> <p>Fixed costs:</p> <ul style="list-style-type: none"> • Rent • lease • mortgage • rates • utilities e.g. gas, electricity, water • stationery • marketing • insurance • salaries. <p>Variable costs:</p> <ul style="list-style-type: none"> • hardware e.g. computers, keyboards, etc • software • wages • training • penalties • tax. 	4	<p>One mark for each correct identification.</p> <p>This question assesses synoptic knowledge from Unit 1 LO4 Fixed and variable costs.</p> <p>Accept purchase of hardware/software for specific orders despite being capital spend.</p> <p>Do not award purchases of non-current assets e.g. furniture, vehicles, etc.</p> <p>Do not accept 'supplies', 'employees'/overtime pay', 'bills', 'maintenance', 'human resources', 'travelling expenses', these are too vague; further clarification needed.</p> <p>Do not award 'create/design programs', 'programming', etc, wages/salaries required.</p> <p>NB wages are variable, salaries are fixed. NB variable costs increase when output increases.</p> <p>Mark first entry in each box only.</p>

Question		Answer	Marks	Guidance
1	(b)	<p>Responses include:</p> <ul style="list-style-type: none"> • be able to meet liabilities/bills • be able to buy essential items • to avoid bankruptcy/insolvent. <p>Exemplar response:</p> <p>E.g. A healthy cash flow means inflow is greater than outflow this enables a business to pay its bills (1).</p> <p>E.g. <i>Vortech Ltd</i> needs a healthy cash flow in order to invest in hardware and software (CONT) needed to complete a bespoke program (2).</p> <p>E.g. <i>Vortech Ltd</i> will have money available for new contracts (0).</p> <p>E.g. Having the money to pay for the large capital investment needed for new projects (CONT) (2).</p>	2	<p>Up to two marks for an explanation. Award one mark for a non-contextual explanation and two marks for a contextual explanation.</p> <p>This question includes one embedded synoptic mark assessing Unit 1 LO4 Fixed and variable costs.</p> <p>CONT software, hardware, projects, contracts, computers, IT, programmers, education, etc.</p> <p>Do not accept why cash-flow forecast/statement is important e.g. for applying bank loans.</p> <p>NB This question is about why a healthy cash flow is important for the survival of the business e.g. able to make essential payments.</p>

Question		Answer	Marks	Guidance
1	(c)	<p>Responses include:</p> <ul style="list-style-type: none"> • decision - delivery of program or meet potential client • customer loyalty/repeat business • customer satisfaction • loss of revenue/customer • trust/reputation • penalty • potential revenue/customer • potential client might not sign up. <p>Exemplar response:</p> <p>E.g. Sam needs to prioritise the completion of the program (1) because there is an agreed penalty if deadline is not met (1). Penalties increase costs and reduce profit (1). Meeting potential customers is less important because revenue is not guaranteed (1).</p>	4	<p>Award marks as follows:</p> <p>1 mark for decision, annotate ✓^a.</p> <p>1 mark for identification of reason for decision, annotate ✓^b; plus: 1 mark for benefit to business of ✓^b, annotate as ✓^c.</p> <p>1 mark for reason for rejecting the other option, annotate ✓^d.</p> <p>NB no decision = 0.</p>

Question		Answer	Marks	Guidance
2	(a)	<p>Responses include:</p> <ul style="list-style-type: none"> • to give Sam reassurance • to remind Sam of the content • to remind Sam of the right order • to give Sam structure to his speech • so Sam does not forget or miss anything out • to keep Sam on track • to boost Sam's confidence • reduce Sam's stress/anxiety • to help Sam prepare • so that Sam looks prepared • to boost his image. <p>Exemplar response:</p> <p>E.g. Support documents can reduce Sam's stress when doing a presentation (1) which helps him to be more relaxed during the presentation (1).</p> <p>E.g. Prompt cards help Sam to cover all points (1) because he can refer to them when needed (1).</p>	4	<p>One mark for a correct identification up to a maximum of two identifications plus a further one mark for each of two explanations.</p> <p>NB Benefits must be personal to Sam and not to his business.</p> <p>Award 'professional' as the explanation mark only.</p>

Question		Answer	Marks	Guidance
2	(b)	<p>Responses include:</p> <ul style="list-style-type: none"> • to make sure information is correct/accurate • to check spelling, grammatical mistakes • to comply with consumer protection legislation • ASA standards • copyrights • consistency/housestyle • offensive materials • appropriate/suitable • to maintain confidentiality. <p>Exemplar response:</p> <p>Eg Promotional materials must be checked to ensure that the contents are not misleading (1) which contravenes Consumer Protection legislation (1).</p>	4	<p>Up to two marks for each explanation up to a maximum of two explanations.</p> <p>This question includes one embedded synoptic mark assessing Unit 1 LO6 Understand the external influences and constraints on businesses and how businesses could respond.</p> <p>Award first mark for stating reason, second mark for why reason important or consequence.</p> <p>Look out for repetitions.</p> <p>Do not award 'more professional', annotate TV.</p>
2	(c)	<p>Indicative content:</p> <ul style="list-style-type: none"> • title (1), forename (1), surname (1), telephone number (1), email (1), job title (1), organisation name (1), organisation address (1) • (main) area(s) of interest (1) • budget (1) • preferred method(s) of communication (1) • appropriate layout (1) annotate L✓. 	12	<p>Up to 12 marks.</p> <p>This question assesses content and layout. Candidates should not be penalised for errors of spelling, punctuation, grammar or sentence construction.</p> <p>Award one mark max for 'name'.</p> <p>Appropriate layout i.e. response spaces provided for each item i.e. dots, lines, boxes, tick boxes.</p>

Question		Answer	Marks	Guidance
3	(a)	<p>Responses include:</p> <ul style="list-style-type: none"> • distance from the venue, location • length/duration of travel • number of travellers • nearby parking facilities • special requirements • costs/budget • practicality e.g. change of trains • more in control • public transport schedules • flexibility • comfort • convenience • luggage. <p>Exemplar response:</p> <p>E.g. It will be cheaper (1) if he drives rather than paying for two train tickets (1).</p>	4	<p>One mark for a correct identification up to a maximum of two identifications plus a further one mark for each of two explanations.</p> <p>Do not accept 'flexibility' or 'convenience' without explanation.</p>

Question		Answer	Marks	Guidance
3	(b)	<p>Responses include:</p> <ul style="list-style-type: none"> • location • availability • quality/grade • catering • facilities e.g. reprographic facilities, Internet connection, parking • personal requirements e.g. gym, swimming pool, disabled facilities • status within business • costs/budget. <p>Exemplar response:</p> <p>Eg The location (L1) of the accommodation is very important. Ideally it should not be too far away from the conference (L2) venue. It would have a negative impact on <i>Vortech Ltd's</i> reputation if they were late for the conference (L3).</p> <p>Cost (L1) of the hotel rooms is an important factor to consider because there is likely to be a budget for their trip (L2). Keep within the budget allows <i>Vortech Ltd</i> to ensure cash flow is positive (L3).</p> <p>Overall, the most important factor to consider is the cost of the accommodation. Sam is taking Deborah so two (CONT) rooms are needed and they do not want to spend too much on the accommodation because there will be other costs to consider (L4).</p>	12	<p>Levels of response</p> <p>Level 4 (10 - 12 marks) Candidate evaluates likely factor(s) to be considered when choosing accommodation.</p> <p>Level 3 (7 - 9 marks) Candidate analyses likely factor(s) to be considered when choosing accommodation.</p> <p>Level 2 (4 – 6 marks) Candidate explains likely factor(s) to be considered when choosing accommodation.</p> <p>Level 1 (1 – 3 marks) Candidate identifies likely factor(s) to be considered when choosing accommodation.</p> <p>L1 – a relevant factor to be considered when choosing accommodation.</p> <p>L2 – any development of identified factor which shows understanding but that stops short of being analytical.</p> <p>L3 – analysis which is business facing i.e. an impact on the business (max one L3 per L1/L2 point).</p>

Question		Answer	Marks	Guidance															
				<p>L4 – an overall judgement on likely factors to be considered, supported by previous analysis. Award 10 marks for a generic argument. Award 11 marks for an argument with context (within the evaluation itself). Award 12 marks for a detailed, specific, contextual argument (within the evaluation itself) which selects the greatest, most serious or most likely factor, etc.</p> <p>N.B. Analysis is the consequence of the explanation given at level 2.</p> <p>N.B. Justification must be relevant to the scenario.</p> <p>Context list – conference, laptops, IT, Sam’s car, London, Manchester, etc.</p>															
3	(c)	<p>Indicative response:</p> <p>Name: Sam McCloud (1)</p> <p>Date required: 8th June 2018 (1)</p> <p>Requirements: laptop/computer, projector, screen/tv monitor, power source, PowerPoint, Internet connection.</p>	5	<p>One mark for each correct entry.</p>															
4	(a)	<p>Indicative content:</p> <table> <tr> <td>Hotel</td> <td>$£200 \times 2 =$</td> <td>£ 400.00 (1)</td> </tr> <tr> <td>Mileage</td> <td>$400 \times 0.45 =$</td> <td>£ 180.00 (1)</td> </tr> <tr> <td>Congestion charges</td> <td>$£11.50 \times 2 =$</td> <td>£ 23.00 (1)</td> </tr> <tr> <td>Parking fee</td> <td>$£7 \times 8 =$</td> <td>£ 56.00 (1)</td> </tr> <tr> <td>Total</td> <td></td> <td>£ 659.00</td> </tr> </table>	Hotel	$£200 \times 2 =$	£ 400.00 (1)	Mileage	$400 \times 0.45 =$	£ 180.00 (1)	Congestion charges	$£11.50 \times 2 =$	£ 23.00 (1)	Parking fee	$£7 \times 8 =$	£ 56.00 (1)	Total		£ 659.00	5	<p>One mark for each correct calculation.</p> <p>£ sign or label required for each item.</p>
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Total		£ 659.00																	

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4	(b)	<p>Indicative content:</p> <ul style="list-style-type: none"> travel expense claim (form). 	1	One mark for a correct identification.
4	(c)	<p>Responses include:</p> <ul style="list-style-type: none"> total mileage cost of accommodation parking fee congestion charges total cost date of travel/accommodation/parking bank account details allowances purchases made. 	1	<p>One mark for an appropriate item.</p> <p>Do not accept date, costs; annotate TV.</p> <p>OFR applies to answer in 4b e.g. IT/reprographic/stock requisition form, petty cash voucher.</p> <p>Do not award 'receipt', 'cheques'.</p>
4	(d)	<p>Responses include:</p> <ul style="list-style-type: none"> to ensure that payment claim is legitimate to check for accuracy to avoid under/over payment to check for fraudulent claims. <p>Exemplar response:</p> <p>E.g. The form needs to be authorised to ensure that the claim is legitimate (1) so that company funds are not misused (1).</p>	2	<p>Up to two marks.</p> <p>Accept appropriate example by way of explanation.</p>

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