

CAMBRIDGE NATIONALS



R064 Summer 2018 series

Version 1

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Introduction

These exemplar answers have been chosen from the summer 2018 examination series.

OCR is open to a wide variety of approaches and all answers are considered on their merits. These exemplars, therefore, should not be seen as the only way to answer questions but do illustrate how the mark scheme has been applied.

Please always refer to the specification https://www.ocr.org.uk/lmages/338513-specification.pdf for full details of the assessment for this qualification. These exemplar answers should also be read in conjunction with the sample assessment materials and the June 2018 Examiners' report or Report to Centres available from Interchange https://interchange.ocr.org.uk/Home.mvc/lndex

The question paper, mark scheme and any resource booklet(s) will be available on the OCR website from summer 2019. Until then, they are available on OCR Interchange (school exams officers will have a login for this and are able to set up teachers with specific logins – see the following link for further information http://www.ocr.org.uk/administration/support-and-tools/interchange/managing-user-accounts/).

It is important to note that approaches to question setting and marking will remain consistent. At the same time OCR reviews all its qualifications annually and may make small adjustments to improve the performance of its assessments. We will let you know of any substantive changes.

1

Е

You are planning to set up a small business selling cases for mobile phones. The business will be run as a partnership with your friend Raj.

		[6]	
	Benefit 2		
	Benefit 1		
′	Analyse two benefits of starting your business as a partnership rather than as a so	ole trader.	
7			

Benefit 1 When doing a partnership for a buisness you can have help I When trying to decide on a clifficult desision for your business for example if you're trying to workout whether you Should extend your buisness out and Make new branches having or more peoples apirons Oppinions on the pros and cons is helpful you can access the Situation fully with all opposing thoughts If you were going as a sole trader you would have to make decision for yourself and these could be inlong and Impact the buisness negatively: Benefit 2 Another benefit would be that you can have days off. or you can go on holidays and it inoutant affect the business there will be another person who will Still tor you. This would also be beneficial Decause Deing able tohave. help usu to be able to get fresh ideas and rer - Whereas & If you're a sole trader you have to have few days Off and very few holidays Otherwise your buisness [6]

Examiner commentary

OCR Level 1/2 Cambridge Nationals in Enterprise and Marketing

This is an excellent answer which comfortably gained full marks. In each case, the candidate has provided a clear benefit of setting up as a partnership (sharing decision-making and being able to take time off) followed by exemplification of these benefits. Then, and vitally important for any question which asks the candidate to 'analyse', there is a clear impact of each benefit on the subject of the question. The first benefit leads to better decision-making and the second one leads to "fresh ideas" to improve the business.

The only criticism of this answer is that it is rather long – compare with the following exemplar.

Exemplar 2 6 marks

	Benefit 1 Starting up a business as a
	partnership can be a benefit because
	ut allous you and partener to share
V	ldeas to do with the pusiness or product
	40 therefore this amous you to better
\	and develop your product to make it
	Something that customers would want to
•	bull
	Benefit 2 As Associated benefit is that undividually
V	etash woute not responsible for our of your death
	bris allous you to pay of early ching
BOD	payments or delats with your partener
	therefore causing less Stress to you
•	as an individual

Examiner commentary

This also gained full marks but is much shorter. However, it still follows the Benefit-Exemplification-Impact approach to answering the question.

Benefit 1: Share ideas-Develop the product-Customers want to buy it

Benefit 2: Not responsible for all debts-Share with partner-Reduces your stress levels

1 mark

×	meaning the are not responsible for their debts and end and don't have to worry about the money they
*	Benefit 2 There is less respons, bility with decision making an marketing production planing and financial problems rather than a sole trader who makes the final decisions

Examiner commentary

The first benefit starts with an incorrect statement about limited liability and so what follows is wrong. This was a common mistake amongst lower ability answers; limited liability would only be relevant for a Limited Liability Partnership (which is not on the specification).

The second benefit does gain 1 mark for "less responsibility and pressure with decision-making". However, there is then only a vague link to "financial problems" which is not clear enough. If the answer had gone on to say that Raj may take over some of the responsibilities (exemplification) which may then mean that your business makes better decisions so leading to more profit (impact) this would have led to 3 marks being credited.

18	Explain one reason why a business plan may be needed for your new business.	
		 [31

Exemplar 1 3 marks

For a new business, having a business

plan is essential to ensure a loan and
backing from the bank so to give it

the financial aid. This would include
having the predicted property in the first year

So that the bank the can see the business will
be successful and worm investing in. [3]

Examiner commentary

This is a very clearly written answer which states a reason ("to ensure a loan") and then provides a thorough explanation, even including an example of what may be in the business plan to help gain the loan.

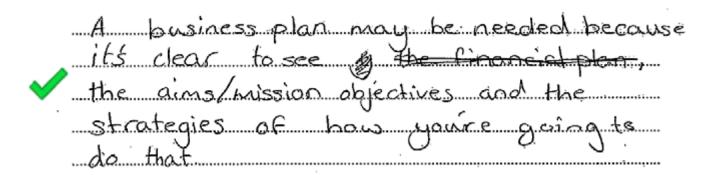
Exemplar 2 2 marks

A busines plan is need for the of the ousines	
business to forestadou thelf goals i ousine	255
and have what brey want to achieve	
as a guide. * Houring a business	
plan mill therefore pero you be success-	
ful in providing your service or produce	

Examiner commentary

Another common reason given by candidates was to help with goals and/or objectives. Although this answer provides an explanation of how a business plan may help, it is quite general and would benefit from being more specific to gain the final mark. How will the business plan help you to be successful? For example, it may contain some market research to help to identify the target market or identify the major challenges facing your business in the first six months.

Exemplar 3 1 mark



Examiner commentary

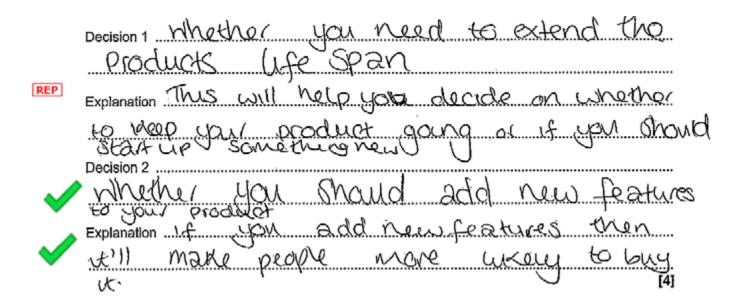
This answer ONLY identifies a reason for having a business plan. There is no attempt to explain how it will help. For example, what "strategies" may the business plan contain?

	State and explain two decisions which the product life cycle may help you to make.
	Decision 1
	Explanation
	Decision 2
	Explanation
	[4]
	[4]
	A manufact
=X (emplar 1 4 marks
: X6	
ΞX6	Decision 1 .Whether to add an extension
=X(pecision 1 Whether to add an extension
✓	Decision 1 Whether to add an extension Strategy Explanation If the product beguns to mature or
→	Decision 1 Whether to add an extension Strategy Explanation of the product begins to mature or Saturate an extension strategy may need to be added in order to begins the product added
◆	pecision 1. Whether to add an extension
• × • • • • • • • • • • • • • • • • • •	Decision 1 Whether to add an extension Strategy Explanation of the product begins to mature or Saturate an extension strategy may need to be added in order to begins the product added
• • • • • • • • • • • • • • • • • • •	Decision 1 Whether to add an extension strategy Explanation If the product begins to mature or saturate an extension strategy may need to be added in order to receipt the product added an order to receipt the product added an order to receipt the product added an order to receipt and a receipt and a product added an order to receipt and a product and a product and a product added an order to receipt a product and a product an

Examiner commentary

This answer provides two clear decisions and explains each one with reference to the product life cycle.

2 marks



Examiner commentary

Evemplar 3

Although not as well written, the first answer here is almost identical to the first answer in the previous exemplar. However, the second answer is a repetition. Without specific reference to any part of the product life cycle, it has to be marked as an answer about an extension strategy which has already been rewarded in the first decision. If the candidate had made clear reference to, for example, a product reaching maturity and needing something to help it to continue to grow, then that could have been rewarded, as it would have been distinct from an extension strategy.

Exem	plar 3	1 mark
	Decision 1Whether you Should grow your bursness out further	
TV	Explanation it can help you to decide whether you are ready what things to do in Order to grow.	and
TV	Decision 2 What to do when your products not doing well.	···············
TV	Explanation It Can Show you the options that you can take and he give you product a Longer Shelf life.	

Examiner commentary

Many lower ability answers to this question gave overly generous credit to what a business can gain from using a product life cycle or were extremely vague with no specific reference to the concept of the product life cycle. The first answer was given the benefit of the doubt for one mark, as the candidate has a general idea about the product life cycle helping to make decisions about growth. For example, if the product is in decline it may be unrealistic to grow. However, there is no actual link to any stage of the product life cycle. The explanation is wrong, as the product life cycle does not tell you what to do.

This is also the problem with the second answer – the product life cycle does not provide any answers as to what the business needs to do.

[4]

Question 21(b)

21	Raj	suggests that you should segment your market carefully.	
	(b)	State and explain one benefit which you may gain from segmenting the market.	
		Benefit	
		Explanation	••••
			[2]
Exe	em	plar 1	2 marks
•		Benefit You would know who to aim your advertising at Explanation of the product is aimed at the younger audience they	••••
•		may douds to edvertise it an television, if it was almost at adults you may edvertise it in super markets to ensure that you are reaching your target market.	
Exa	am	iner commentary	
		what your target market is, or who to aim your advertising at, were common correct answers to this questio les a very clear explanation in the easiest way possible, by providing an example.	n. This answer
Г.,,,			1

Benefit More people may buy your cases

Explanation if more people have a Certain phane

then more people will buy cases for it

Examiner commentary

This answer shows the relative ease of gaining one mark by stating that segmentation can help to sell more cases. However, the explanation is not rewardable as there is no link to segmentation. For example, the answer could suggest that sales may increase, as more products would appeal to more customer's specific tastes.

Exemplar 3 0 marks

NAQ	Benefit OCCUPOLION	
NAQ	Explanation See if it is affordable for the customers.	
		[2]

Examiner commentary

An answer gaining no marks was not common on this question. However, this is an example of one where the candidate has just repeated a method of segmentation (occupation) rather than how segmentation helps. This could easily be turned into a two-mark answer as follows, "More cases could be sold by selling different priced products aimed at different occupational groups who will have different amounts of money."

five mobile phone case designs which you are developing.
State and explain one advantage and one disadvantage of carrying out your market research using a focus group.
Advantage

.....

Explanation

22 You are considering doing some market research using a focus group to gain customers' views on

Disadvantage

Explanation

[4]

Exemplar 1

4 marks

/	Advantage Fase +0-Face confact / get results straight away
/	Explanation but are able to speak to the people directly to see what to tell they think of the phone cases meaning it's hard for them not the truth Disadvantage May only represent a small group of the population
/	Explanation .The result of the focus group may not be accurate or reliable as it only represents a small group out of the mode market segment.

Examiner commentary

A very good and concise answer.

Phasa I Lagre a sal

Exemplar 2

2 marks



Advantage Uneap 1 Easy ; guick
Explanation World Cost Much to Carry aut, therefore would be effective for
the huisness and wouldn't take ages to anther information
Disadvantage That is soly. A group or people you might not get information about all the Market
Explanation They may all have Similar intrests and ideas within the
group and therefore you are only finding out about 1 port of the
Morket 141

Examiner commentary

Focus groups are notoriously expensive and time consuming as participants are usually paid, a venue needs to be hired and staff will be tied up running the session (or in this case an external firm would probably need to be contracted). Therefore, the advantage provided in this answer is wrong.

However, the disadvantage is correct and well explained. Focus groups are very small scale and so it is highly likely that only a few individual's views will be considered.

Exemplar 3

1 mark

	Advantage You can meet potential customers in
?	the local acea
_	Explanation By know what locals are willing
	to buy you can target the cases for then
	Disadvantage Man Hame Contrator as a sample contrator
✓	out to alarge and ience
	Explanation there was wested bear to mtentially if
9	you wented the business to grow further you need more different views of lots of [4] people
	you need make different views of lots of [4]
	Leoti-

Examiner commentary

It was a common error to read answers from candidates who appeared to think that focus groups were a chance to interact with and gain more customers, rather than as a market research method. The advantage therefore gains no marks.

On the other hand, the disadvantage is correct (as already mentioned in the previous exemplar). However, the explanation, although a correct statement in itself, is not an explanation of the disadvantage of focus groups. To gain the second mark here an answer such as, "Only a small sample of the possible market will be asked" would be necessary.

	others available in the market.	
	Method 1	
	Explanation	
	Method 2	
	Explanation	
		 4]
ΧE	emplar 1 4	marks
		`

23 State and explain two methods which you could use to differentiate your mobile phone cases from

Method 1 Using a Unique selling point (USP)
Explanation In arder to differ the mobile cases
from others give them a USP e.g. Protecting
phone from cracking auarntee consumers may be more withing tought what he product specific functions and abstrates Explanation If you want to differ the product
gue the cases specific functions different
to other brands. These functions will make
the product Stand out from competitors making purchases more likely. Leading to 141 a raise of sales and market share

Examiner commentary

The difficulty for candidates with this question was ensuring that their two methods were different and from the product part of the marketing mix. Theory suggests that product differentiation comes from four distinct areas; brand image, design mix, USP and packaging. Candidates needed to ensure that each answer came from a different aspect of product differentiation.

This answer achieves that requirement by considering USP and design mix, with both being well explained.

2 marks

Method 1 Dell design
Explanation
Marcing a new unique design in
Making a new unique design in erder to attract customers & varease sales
Method 2 CFFETS
Explanation
Providing effers such as buy I get
I free in order to attract new
CUSTOMERS and Keep Layar Customers

Examiner commentary

The first method is just good enough for two marks, although the explanation is a little weak. However, the second method is a promotional method and so not part of product differentiation.

Exemplar 3	2 marks

/	Method 1 Have your own unique Style
٠.	Explanation of the your own style more
	people are willing to buy your
	product
	Method 2 Designs are unique
[555]	Explanation of your designs are different
REP	Explanation if your designs are different from everyone esses then customes might be intrested.
	mujor be intrested.

Examiner commentary

This answer also gains two marks but, in this case, because the two methods are indistinguishable from each other; they are both about the design mix. If the first method had referred to 'image' or 'brand' it could have been treated separately.

24	Raj is going to	be responsible for	the Human F	Resources f	function in y	our business.
----	-----------------	--------------------	-------------	-------------	---------------	---------------

Activity 1thiring.,Recoute	unt, selection	
mplar 1		4 r
		 [4]
Explanation		
Activity 2		
Explanation		

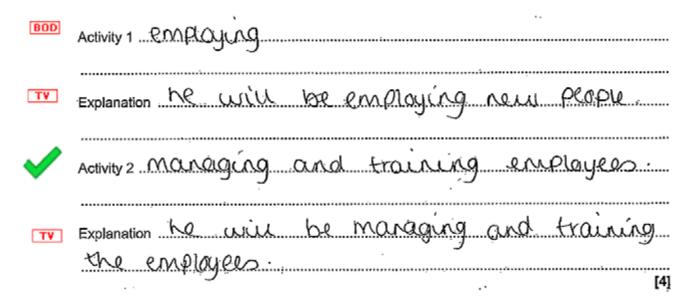
		••••
	Explanation Raj may need to run interviews to see who we would	
•	like to here or who he thinks may not fit into the business:	太
/	Activity 2Health and Safety	
	Explanation He would need to Make sure that none of the staff	
	get bust or injured while producing the phone sques and also that everyone of is paid and troated equality.	[4]

* need also be responsable for firing people if they are no longer needed or if they are not doing their job right.

Examiner commentary

Recruitment/selection and health & safety were the most common answers to this question, although not all answers were as clearly and succinctly written as this one.

2 marks



Examiner commentary

Although both answers are correct, each explanation is just a repetition of the stated activity. The tautological statement of "employing new people" needs to provide more information for the second mark, for example, "Raj will need to find the right employees with the necessary skills."

Exemplar 3 0 marks

×	Activity 1 Whether the Cases are Jafe to
	Explanation NO One wants a broken case
	incase it damages the Mone
×	Activity 2 NMether the Case will fit the
	Explanation NO one wants to buy a phone Case that doesn't fit their phone
	CON COOK TOO COOK THE FIX INCLU PRO C

Examiner commentary

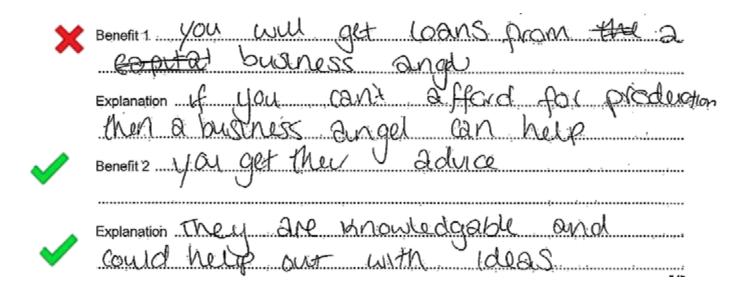
It was surprising to find that about one in five candidates did not know what the Human Resources function includes. The usual confusion was with regards to marketing or (as in this case) operations. If Raj had been in charge of the Operations function this answer would have gained full marks.

25	You plan to finance the production of the new range of mobile phone cases by obtaining capital from a business angel.	
	State and explain two benefits of obtaining capital from a business angel.	
	Benefit 1	
	Explanation	
	Benefit 2	
	Explanation	
	[4]	
Exe	emplar 1 4 n	nark
Exe	/ Benefit 1 You recieve professional expertise	
Exe		
Exe	Explanation A Business angel will give you advise and help you run the business to the best of you abuties. Helping product of high quality Effectively kelping make profits and soles.	···

Examiner commentary

A very good answer with clear explanations.

2 marks



Examiner commentary

A common mistake seen was that Business Angels provide loans when in fact they will typically want a stake in the company. Therefore, the first benefit in this answer is wrong. The second benefit is correct and the explanation is adequate (although not as well written as the first exemplar).

Exem	plar 3 0 marl
×	Benefit 1 LINVESTIMENTS
×	Explanation LIOU gain lequety by semeane Lovesting in your product lousiness Benefit 2 developments
×	Explanation LICH CON USE INVESTED MONEY to develope your product to gain

Examiner commentary

These answers are more about the benefits of obtaining capital, rather than anything specific about obtaining it from a Business Angel.

Question 26(b)

26	You plan to sell your new range of mobile phone cases for £9.99 per case and forecast that you
	will sell 25 cases per week.

(b)	Calculate the total revenue which you expect to earn from the sale of this range of mobile phone cases over four weeks. Show your workings.

Exemplar 1

3 marks

[3]

total reven	UL=	quanti	ty x e	nce	4	_	
	=	25	×	9.99		£ 249·75 💊	
£249·75 ×							

Examiner commentary

A well-presented answer. One mark for the formula, one mark for the weekly total and one mark for the final answer.

Exemplar 2

2 marks

```
TR= selling price x total quantity sold

TR= £9.99 x 25

TR= £249.75
```

Examiner commentary

Very occasionally, a candidate did not read the question carefully and only gave the answer for one week. The correct formula and working were clearly shown allowing the candidate to gain 2 marks.

Exemplar 3 1 mark

9.99 x 25 = x 4 =
You would times the sum by how many you think upwie going to Sell and then times that by how many weeks you want
to Sell and then times that by how many weeps you want to know (4) -
Don't have a calculater).

Examiner commentary

Centres and candidates are reminded of the need for a calculator in this examination. This answer did at least gain one mark for the implied formula which shows the benefit of always setting out your working.

Question 27(a)

27 Your mobile phone cases have been very successful and you are now planning to introduce a new range of computer tablet cases. Raj suggests that you use the following break-even formula to help you to decide whether to introduce the new product line.

Fixed costs

Selling price per unit - Variable cost per unit

(a) Using this formula, calculate the break-even point per month for the new range of computer tablet cases using the following forecasted figures:

Fixed costs

£8000 per month

Selling price per unit Variable cost per unit

£30 £10

Show your workings.

[2]

Exemplar 1

2 marks

variable cost = £10 , price =	MANNAN 50
· ·	w w
£30 - £10 = £20	
E8000 ÷ £20 = 400 cases	✓

Examiner commentary

Another clearly set out answer to gain full marks.

Exemplar 2

0 marks

Fig	oced cost	•	
5	euprice - V	ratable co	35
→ E	. 8000		
\$ -	30-E10 =	30 +10	= 140
	. ,	£8000	X
	•	12-0	[2]

Examiner commentary

In this case, 10 has been added to 30 rather than subtracted from it. If this had been the only mistake the answer would have gained one mark. However, the wrong units have then been added to the answer (a very common mistake) so no marks can be given.

BOCK.

Exemplar 3 0 marks

8/00/x/8d.AJanta	
8000 = 30 × 10 =	· X
	Calculater).

Examiner commentary

Another example where the candidate had no calculator. However, no mark can be credited in this case as the formula was given in the question.

Question 27(b)

(b)	Explain one external technological factor which may affect the accuracy of the forecasted figures used to calculate the break-even point.
	[2]

Exemplar 1

2 marks

Technology is advancing quickly meaning new products

Such as phones and tablets are reme released regularly:

this means that we would have to men produce different

Sized cases that may be more expensive, meaning we would need to charge more in order to break-even,

and still make a profix as costs may be higher.

Examiner commentary

Changes to phones and tablets is clearly an example of an external technological factor and this answer goes on to correctly explain how this will affect the break-even point.

Exemplar 2 0 marks

taxation, the government might have

to take morey making your

variable cost per unit lower

Examiner commentary

Although taxation is an external factor it is clearly not a technological one.

0 marks

there would be an incident that crows mat declines sales therefore there would be little demand. For example the samsing phone that set on fire which heavily decreased sales which would appet [2] the companies that produce cases.

Examiner commentary

The example here, although probably linked to technology, is not one which will affect the break-even point. It will actually affect the ability to achieve that break-even point (if your business has, for example, made a lot of Samsung cases which nobody now wants to buy).

Question 27(c)

(c) After carrying out some market research you forecast that you will sell 300 computer tablet cases per month.

Calculate the amount of profit or loss which you will make per month, based on this forecast. Show your workings and state whether you will make a profit or a loss.

Exemplar 1

4 marks

= 300 x f30 = f9000 = TR = 300 x f10 = f3000 + f3000 = f11 000 = TC = f9000 - f11 000 = -f2000 L055

Examiner commentary

This fully correct answer also shows the benefit of clearly setting out the answer and all of its stages.

Exemplar 2

3 marks

#80 preases at breakeren (be)

300 actual prediction (repe)

Total revenue = selling price x total q sold

TR = £30 x 300 = 9000 (ap)

TC = FC-VC

VC = cast per x quantity produced

VC = £10 x 300 = 3000

Profit = 9000 - 3000 = £6000

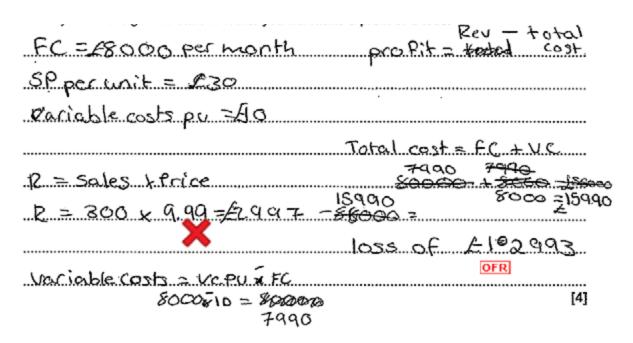
We'll make a profit of our of the tablets [4]

are sold per month.

Examiner commentary

This answer is clearly set out, so that the examiner can see the process that the candidate has gone through. This means it can be seen that the only mistake is that the fixed costs have been forgotten. However, the own figure rule (OFR) allows the final mark to be given, so that only one mark is not credited. Without this clear working out being shown it may have been difficult to award more than one mark in total.

Exemplar 3 1 mark



Examiner commentary

This answer has a number of mistakes. First, the sales revenue is wrongly calculated. Second, the variable costs are wrong. The only mark which can be credited is an OFR for the candidate recognising that a negative answer equates to a loss being made.

29	The laws surrounding product safety standards of mobile phone and computer tablet cases are set to change over the coming year.
	Analyse two ways development of the new computer tablet cases may be affected by changes to laws such as product safety standards.
	1
	2
	[6]
Ex	emplar 1 6 marks
•	1. The business well may move to change the design of the product to fix with these laws. However this may not be as expeasing to customers therefore reducing sales
•	2 Another reason could be that the law could restrict cases on electronic devices for fire hazards therefore the business wouldn't have a market and would fail \

Examiner commentary

The key word in the question, which many candidates ignored, was 'changes' to the laws and how these may affect the development of the cases. As with Question 17, this question required 'analysis', so an impact of these changes is ultimately required. This exemplar is a rare one, where the candidate has considered two different impacts. This answer again follows the Benefit-Exemplification-Impact approach, in a very succinct manner.

- 1. Change design-Less appealing to customers-Lower sales
- 2. Restriction of cases for electrical products-Fire hazard-Business failure

3 marks

	1 a way that the development
	of the cases can be affected is if
	Proberial Certain materials such
	es plastic become band er
	Limited by Law. Therefore another
	material of not high quality
	would have to substitute it
	Pulting the pushess at risk of not
1	Pulting the business at 1914 of not making the business at 1914 of not
	2 bisoletak op operation genanted
	bup to proup appearing By
	Law the cost of production can
×	go up this will effect business
	go up this will expect business as they it will cost more to
	produces alor therefore marking you
	lose saves and money

Examiner commentary

This sort of answer was more common. The first answer is very good and ends up by suggesting that the banning of certain plastics may lead to a fall in profits for your business. However, the second answer contains no legal change – why will your costs go up due to the law?

	ho
	1 One law which may affective to production
	is the Consumer Protection act. It means
	the company wur be liable if the
	products cause death or personal unjury
NAQ	to the consumer. For example if the
	laptop is case causes the laptop to
ŀ	overheat and explode they could be in
•	a law suit for not following Consumer
	protection laws properly Changing customer opinions and perceptions. Effectively distreasing sails indicating a 105 will be wade. 2 Another way the cases production may
	be stunted is through the Patent law
	If your product falls under ethe products'
	which have been patented you may get
NAQ	into a legal dispute for copying the
	design. Furthermore, this will affect
	production as you do not own the right
	to produce a cases which aren't your design
	Consumers may change their perception of the company and no longer order from 161 them, Resulting in a loss of sales and reduction of market share

Examiner commentary

Although a mark of zero was the most common for this question this was usually due to answers either containing nothing which was legal, or the question being left out completely. This exemplar is more unusual in that, although it does make correct reference to two different laws, it contains no mention of how <u>changes</u> in these laws may affect your business. For example, a (hypothetical) change in the patent law which stops a business saying that its cases will fit a particular Samsung phone would have a major impact on your business success.

30 To support the launch of your range of computer tablet cases you are considering either running a social media campaign or advertising on local radio.

Recommend which method you think should be used. Justify your answer.

[8]

Exemplar 1

Level 4, 8 marks

L1	Running a social media campaign would be the so to do and
	easy to set up. 19150 H- reaches a large amount of people at
L2	once and if you post something, it will stay there unless you
	accepted would be
L3	able to lock back on it. It is easy to update bean and it
20	reaches your target audience as you're selving tablet cases. A
	disadvantage of this may be that people denot regularly check
	their social media meaning they might muss the advertisement. Also, it reaches people world wide instead of just in the rocal area which may help grow the business
	. Advertising on a local cadio may be more expensive and time
	sonsuming to set up but it will make sure that everyone
	in the local area will hear your advertisement meaning you
L3	are reaching your targeted audience. This is better that a
	social media campaign as that would lead people all over
	the world instead of just your local area, advertisement has been said people can't here hold onto it or record the information as there is nothing visual to draw your in.
	PHHOUGH AIMOST everyone wistens to the radio, I recommend
	using the social media campaign as it is low cost imegring
	there id be less finance and more profit and also it ensures that
4 L4	yer target audience nill see the advertisement as they have
	300121 heard meaning they must have either a a phone 441 or
	a tablet.

Examiner commentary

This is the only question in the examination which uses a levels of response marking scheme which is further explained in the mark scheme. This exemplar is very well written, containing knowledge about the two advertising methods and application to the specific context of this business.

The first paragraph shows understanding of using social media and makes specific reference to the context (by mentioning that given the nature of this product your customers are likely to be users of social media). This is already a Level 3 answer.

The second paragraph adds very little to the answer, as it is a very generic discussion of using radio advertising.

The final paragraph moves into Level 4, as it makes a recommendation based on the previous discussion. The fact that this paragraph starts with a comparative statement ("although almost everyone listens to the radio") means it is worth full marks.

Exemplar 2

Level 3, 5 marks

	I think that -a	Social media
	Campayan Should	be used as
	most people	of today use
	social media wh	uop, Uzi zagne
	social nudia wh advertising on loo	al radio not
L2	very Umany	people will
	U Wolen to U	Ct.
	I thenk that a	L Social Media
	campaign sound	be used as
	compaign stablet	Cases are aumod
	at more people age if you ac	of a young
L3	Bae 18 you ac	luertised on U
	Ja Jocal	radio only
	posentially United	work could
	potentially Un	io t.
	7	
	1 bette belier	e that
	having a comp	Jarrid Cambarkin
	on V Social n	regra monde
TV		more more
	ENAN 2 due (+1511)	1 on 81 (ccal
	radio.	J

Examiner commentary

Although this is a much briefer answer than the first exemplar, the second paragraph is the key one. As with the previous exemplar, it makes reference to the benefit of using social media, as many of your likely customers will be younger (and not be listening to the radio as they will not be driving around.) This is a very basic Level 3 answer and was credited 5 marks.

On this occasion, the final paragraph is not worthy of Level 4 as the decision is unsupported and not based on the previous discussion (which in itself is quite superficial).

Exemplar 3

Level 1, 2 marks

L1	By running a Social media Campain Lots of
	osers will see it but a lot or users may
	Bet arrayed it the campain needs popping up.
LI	However if you advertise on the local radio
	a cot of people will hear assert it and
	will want to know more Overou !
	Choose to advertise on a local radio
	becourse everyone in the area will hear
	about it and if there is a diversion
	their will buy it.

Examiner commentary

This answer does not move out of Level 1 as it only identifies advantages/disadvantages of the two methods. For this answer to move into Level 2 (3 or 4 marks) it would need to explain one or more of these advantages/disadvantages, such as how social media is low cost or radio advertising can be more targeted to your local market.





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