

CAMBRIDGE NATIONALS

Exemplar Candidate Work



ENTERPRISE AND MARKETING

J819

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/Images/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/Index>

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.

Question 17

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.

17 Analyse **two** benefits of starting your business as a partnership rather than as a sole trader.

Benefit 1

.....

Benefit 2

.....

[6]

Exemplar 1

6 marks

Benefit 1 When doing a partnership for a business you can have help
 ✓ When trying to decide on a difficult decision for your business
 ✓ for example if you're trying to work out whether you should
 ✓ extend your business out and make new branches having 2
 or more people's opinions. Opinions on the pros and cons is helpful
 and 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 wrong and impact
 the business negatively.

Benefit 2 Another benefit would be that you can have days off
 ✓ or you can go on holidays and it wouldn't affect the business
 ✓ because there will be another person who will still be there
 to be able to run it for you. This would also be beneficial
 because being able to have a mini break from your business
 can help you to be able to get fresh ideas and improve business
 further. Whereas if you're a sole trader you have to have
 ✓ very few days off and very few holidays otherwise your business
 may suffer profit loss.

[6]




Examiner commentary




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 it allows you and partner to share ideas to do with the business or product.  therefore this allows you to better and develop your product to make it something that customers would want to buy.  

Benefit 2 ~~As~~ Another benefit is that individually  you're not responsible for all of your debts. this allows you to pay of any owing payments or debts with your partner  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

Exemplar 3

1 mark



Benefit 1 ... A partnership has a limited liability meaning they are not responsible for their debts and ~~and~~ ^{only} have to worry about the money they invest into the company.



Benefit 2 There is less responsibility ^{and pressure} with decision making on marketing, production planning 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.

Question 18

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

[3]

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 profits in the first year. ✓ So that the bank ~~had~~ can see the business will be successful and worth 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 business plan is need for the of the business to foreshadow their goals and have what they want to achieve as a guide. ✓ Having a business plan will therefore help you be successful in providing your service or product. [3]

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

A business plan may be needed because it's clear to see ~~the financial plan~~, the aims/mission objectives and the strategies of how you're going to do that.

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?

Question 20

20 State and explain **two** decisions which the product life cycle may help you to make.

Decision 1

.....

Explanation

.....

Decision 2

.....

Explanation

.....

[4]

Exemplar 1

4 marks

✓ 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 keep the product alive

✓ Decision 2 Whether they need to release a
new product

✓ Explanation If the product released starts to
decline the business may need to release
a new line of products. Effectively raising^[4]
the profits and reincreasing market share

Examiner commentary

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

Exemplar 2

2 marks

Decision 1 whether you need to extend the products life span

REP

Explanation This will help you decide on whether to keep your product going or if you should start up something new

Decision 2

✓ whether you should add new features to your product

✓ Explanation If you add new features then it'll make people more likely to buy it. [4]

Examiner commentary

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.

Exemplar 3

1 mark

Decision 1 whether you should grow your business out further ✓

Explanation it can help you to decide whether you are ready and what things to do in order to grow. 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 how to give your product a longer shelf life. TV [4]

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.

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]

Exemplar 1

2 marks



Benefit ..you would know who to aim your advertising at.....

.....



Explanation ..if the product is aimed at the younger audience they.....

may decide to advertise it on television, if it was aimed at adults you may advertise it in super markets to ensure that you are reaching your target market. [2]

Examiner commentary

Knowing what your target market is, or who to aim your advertising at, were common correct answers to this question. This answer also provides a very clear explanation in the easiest way possible, by providing an example.

Exemplar 2

1 mark

Benefit ..More people may buy your cases.....

.....

Explanation ..if more people have a certain phone.....

then more people will buy cases for it. [2]

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 Occupation.**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."

Question 22

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

.....

Disadvantage

.....

Explanation

.....

[4]

Exemplar 1

4 marks



Advantage ...Face-to-face contact / get results straight away.....

.....



Explanation ...You are able to speak to the people directly to see what.....
they think of the phone cases meaning it's hard for them not to tell 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 whole
market segment.

[4]

Examiner commentary

A very good and concise answer.

Exemplar 2

2 marks



Advantage ... Cheap & Easy, quick.

Explanation ... Won't cost much to carry out, therefore would be effective for the business and wouldn't take ages to gather information.

Disadvantage ... There is only 1 group of people you might not get information about all the market. ✓

Explanation ... They may all have similar interests and ideas within the group and therefore you are only finding out about 1 part of the market. ✓ [4]

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 area. ?

Explanation ... By know what locals are willing to buy you can target the cases for them.

Disadvantage ... ~~It is time consuming~~ can't reach out to a large audience. ✓

Explanation ... ~~There will need to be~~ potentially if you wanted the business to grow further you need ~~more~~ different views of lots of people. ? [4]

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.

Question 23

- 23 State and explain **two** methods which you could use to differentiate your mobile phone cases from others available in the market.

Method 1

Explanation

.....

.....

Method 2

Explanation

.....

.....

.....

[4]

Exemplar 1

4 marks



Method 1 Using a unique selling point (USP)

Explanation In order to differ the mobile cases



from others give them a USP e.g. Protecting

phone from cracking guaranteed. Consumers may be more willing to purchase the product because of this, increasing sales and market share.

Method 2 giving the product specific functions and aesthetics



Explanation If you want to differ the product

give the cases specific functions different

to other brands. These functions will make



the product stand out from competitors making purchases more likely. Leading to a raise of sales and market share [4]

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.

Exemplar 2

2 marks

Method 1 new design

Explanation

Making a new unique design in order to attract customers & increase sales.Method 2 offers

NAQ

Explanation

Providing offers such as buy 1 get 1 free in order to attract new customers and keep loyal customers

[4]

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 styleExplanation if ~~its~~ your own style morepeople are willing to buy your productMethod 2 Designs are unique

REP

if your designs are different from everyone else's then customers might be interested!

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.

Question 24

24 Raj is going to be responsible for the Human Resources function in your business.

State and explain **two** activities which Raj may need to carry out as part of the Human Resources function.

Activity 1

Explanation

Activity 2

Explanation

[4]

Exemplar 1

4 marks

✓ Activity 1 hiring, Recruitment, selection

✓ Explanation Raj may need to run interviews to see who he would like to hire or who he thinks may not fit into the business *

✓ Activity 2 Health and safety

✓ Explanation He would need to make sure that none of the staff get hurt or injured while producing the phone cases and also that everyone is paid and treated equally. [4]

* he'd also be responsible 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.

Exemplar 2

2 marks**BOD**Activity 1 employing**TV**Explanation he will be employing new peopleActivity 2 managing and training employees**TV**Explanation he will be managing and training the employees**[4]**

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 marksActivity 1 whether the cases are safe to useExplanation no one wants a broken case incase it damages the phoneActivity 2 whether the case will fit the phoneExplanation no one wants to buy a phone case that doesn't fit their phone**[4]**

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.

Question 25

- 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]

Exemplar 1

4 marks



Benefit 1 You receive professional expertise

.....



Explanation A Business angel will give you advise and help you run the business to the best of your abilities. Helping produce products of high quality. Effectively helping make profits and sales



Benefit 2 You receive business contacts (people)

.....



Explanation Business Angels provide other contacts of Business people. Making it easier to find suppliers, and helping improve the business and raise market share





[4]

Examiner commentary

A very good answer with clear explanations.

Exemplar 2

2 marks





-  Benefit 1 ... you will get loans from ~~the~~ a ~~capital~~ business angel
-  Explanation ... if you can't afford for production then a business angel can help
-  Benefit 2 ... you get their advice
-  Explanation ... They are knowledgeable and could help out with ideas

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).

Exemplar 3

0 marks

-  Benefit 1 ... investments
-  Explanation ... you gain loyalty by someone investing in your product / business
-  Benefit 2 ... developments
-  Explanation ... you can use invested money to develop your product to gain more sales

[4]

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.

.....

.....

.....

.....

.....

.....

[3]

Exemplar 1

3 marks

$$\begin{aligned}\text{total revenue} &= \text{quantity} \times \text{price} \\ &= 25 \times 9.99 = £249.75 \\ £249.75 \times 4 \text{ weeks} &= £999\end{aligned}$$

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


$$\begin{aligned}\text{TR} &= \text{selling price} \times \text{total quantity sold} \\ \text{TR} &= £9.99 \times 25 \\ \text{TR} &= £249.75\end{aligned}$$

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


$$9.99 \times 25 = \underline{\hspace{2cm}} \times 4 = \underline{\hspace{2cm}}$$

TV You would times the sum by how many you think you're going to sell and then times that by how many weeks you want to know (4) -

[3]

(Don't have a calculator).

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.

$$\frac{\text{Fixed costs}}{\text{Selling price per unit} - \text{Variable cost per unit}}$$

- (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	£8 000 per month
Selling price per unit	£30
Variable cost per unit	£10

Show your workings.

[2]

Exemplar 1

2 marks

variable cost = £10, price = ~~£10~~ £30 ✓

$£30 - £10 = £20$ ✓

$£8000 \div £20 = 400 \text{ cases}$ ✓

Examiner commentary

Another clearly set out answer to gain full marks.

Exemplar 2

0 marks

Fixed cost

Sell price - variable cost

✓ $\frac{£8000}{£30 - £10} = \frac{30 + 10}{40}$

$\frac{£8000}{40} = £200$ ✗ [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.

Exemplar 3

0 marks

~~8000 x 30 = 240000~~
 $8000 \div 30 \times 10 =$ **X**
(Don't have calculator).

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 ~~new~~ released regularly.
✓ this means that we would have to ~~new~~ produce different
sized cases that may be more expensive, meaning we
would need to charge more in order to break-even, [2]
and still make a profit 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 ~~more~~ money making your
variable cost per unit lower

Examiner commentary

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

Exemplar 3

0 marks

 ~~But~~ there could be an incident that occurs that declines sales therefore there would be little demand. For example the Samsung phone that set on fire which heavily decreased sales which would affect^[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.

[4]

Exemplar 1

4 marks

$$\begin{aligned}
 \text{profit} &= \text{total revenue} - \text{total cost} \\
 &= 300 \times £30 = £9000 = \text{TR} \\
 &= 300 \times £10 = £3000 + £8000 = £11000 = \text{TC} \\
 &= £9000 - £11000 = -£2000 \text{ LOSS}
 \end{aligned}$$

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

$$\begin{aligned}
 &\text{400 pieces at breakeven (not)} \\
 &\text{300 actual prediction (not)} \\
 &\text{Total revenue} = \text{selling price} \times \text{total q. sold} \\
 &\text{TR} = £30 \times 300 = 9000 \text{ (not)} \\
 &\text{TC} = \text{FC} + \text{VC} \\
 &\text{VC} = \text{cost per unit} \times \text{quantity produced} \\
 &\text{VC} = £10 \times 300 = 3000 \\
 &\text{Profit} = 9000 - 3000 = £6000 \\
 &\text{we'll make a profit if all of the tablets are sold per month.}
 \end{aligned}$$

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

$FC = £8000$ per month
 SP per unit = £30
 $\text{variable costs } pu = £10$

$\text{profit} = \frac{\text{Rev} - \text{total cost}}{\text{total}}$

$R = \text{Sales} \times \text{Price}$
 $R = 300 \times 9.99 = £2997$

$\text{Total cost} = FC + VC$
 $8000 + 7990 = 15990$

$\text{loss of } £102993$

$\text{Variable costs} = VC \times PU + FC$
 $8000 + 10 = 8010$

OFR [4]

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.

Question 29

- 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]

Exemplar 1

6 marks

1 The business ~~may~~ may have to change the design of the product to fit with these laws. However this may not be as appealing 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

Exemplar 2

3 marks

1. A way that the development of the cases can be affected is if ~~material~~ certain materials such as plastic become hard or limited by law. Therefore another material of not high quality would have to substitute it. Putting the business at risk of not making ~~a~~ a large profit.
2. ~~also lack of material controlled by state or gov affects~~ By law the cost of production can go up this will affect business as ~~that~~ it will cost more to produce a lot therefore making you lose sales 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?

Exemplar 3

0 marks

1 One law which may ^{be} effective to production is the Consumer Protection act. It means the company will be liable if the products cause death or personal injury to the consumer. For example if the laptop ~~is~~ case causes the laptop to overheat and explode they could be in a law suit for not following Consumer protection laws properly. Changing customer opinions and perceptions. Effectively decreasing sales indicating a loss will be made.

2 Another way the cases production may be stunted is through the Patent law. If your product falls under ^{another} ~~the~~ products' which have been patented you may get 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 ~~it~~ 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 changes 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.

Question 30

- 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 cheap to do and easy to set up. Also it reaches a large amount of people at once and if you post something, it will stay there unless you delete it meaning people that are interested would be able to look back on it. It is easy to update ~~that~~ and it reaches your target audience as you're selling tablet cases. A disadvantage of this may be that people don't regularly check their social media meaning they might miss the advertisement. Also, it reaches people world wide instead of just in the local area which may help grow the business.
- Advertising on a local radio may be more expensive and time consuming 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 than a social media campaign as that would reach people all over the world instead of just your local area. ^{once the radio} advertisement has been said people can't ~~be~~ hold onto it or record the information as there is nothing visual to draw you in.
- Although almost everyone listens to the radio, I recommend using the social media campaign as it's low cost meaning there'd be less finance and more profit and also it ensures that
- 4** **L4** your target audience will see the advertisement as they have social media meaning they must have either a ~~a~~ phone ~~with~~ 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

L2 I think that a social media campaign should be used as most people of today use social media whereas if you advertising on local radio not very many people will listen to it.

L3 I think that a social media campaign ~~could~~^{should} be used as computer tablet cases are aimed at more people of a young age. if you advertised on a local radio only people driving to work could potentially hear it.

TV I ~~better~~ believe that having a ~~camping~~ campaign on social media would benefit the company more than advertising on a local radio.

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

- 11** By running a Social media Campaign lots of users will see it but a lot of users may get annoyed if the campaign keeps popping up.
- 11** However if you advertise on the local radio a lot of people will hear about it and will want to know more. Overall I choose to advertise on a local radio because everyone in the area will hear about it and if there is a ~~discount~~ ^{promotion} they 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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