

Cambridge Technicals Business

Unit 2: Working in business

Level 3 Cambridge Technical in Business
05834 - 05837 & 05878

Mark Scheme for January 2024

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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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MARKING INSTRUCTIONS

PREPARATION FOR MARKING

MARKING

1. Mark strictly to the mark scheme.
2. Marks awarded must relate directly to the marking criteria.
3. The schedule of dates is very important. It is essential that you meet the 50% Batch 1 and 100% Batch 2 deadlines. If you experience problems, you must contact your Team Leader (Supervisor) without delay.
4. If you are in any doubt about applying the mark scheme, consult your Team Leader by telephone or by email.

5. **Crossed Out Responses**

Where a candidate has crossed out a response and provided a clear alternative then the crossed out response is not marked. Where no alternative response has been provided, examiners must give candidates the benefit of the doubt and mark the crossed out response where legible.

Contradictory Responses

When a candidate provides contradictory responses, then no mark should be awarded, even if one of the answers is correct.

Short Answer Questions (requiring only a list by way of a response, usually worth only **one mark per response**)

Where candidates are required to provide a set number of short answer responses then only the set number of responses should be marked. The response space should be marked from left to right on each line and then line by line until the required number of responses have been considered. The remaining responses should not then be marked. Examiners will have to apply judgement as to whether a 'second response' on a line is a development of the 'first response', rather than a separate, discrete response. (The underlying assumption is that the candidate is attempting to hedge their bets and therefore getting undue benefit rather than engaging with the question and giving the most relevant/correct responses.)

Short Answer Questions (requiring a more developed response, worth **two or more marks**)





If the candidates are required to provide a description of, say, three items or factors and four items or factors are provided, then mark on a similar basis – that is downwards (as it is unlikely in this situation that a candidate will provide more than one response in each section of the response space.)

Longer Answer Questions (requiring a developed response)

Where candidates have provided two (or more) responses to a medium or high tariff question which only required a single (developed) response and not crossed out the first response, then only the first response should be marked. Examiners will need to apply professional judgement as to whether the second (or a subsequent) response is a 'new start' or simply a poorly expressed continuation of the first response.

6. Always check the pages at the end of the response (and any additional lined pages if present) in case any answers have been continued there. If the candidate has continued an answer there then add an annotation to confirm that the work has been seen.
7. Assistant Examiners may email a brief report on the performance of candidates to your Team Leader (Supervisor) by the end of the marking period. Your report should contain notes on particular strength displayed as well as common errors or weaknesses. Constructive criticism of the question paper/mark scheme is also appreciated.

8. Annotations

Annotation	Meaning	Annotation	Meaning
	Tick – correct, mark awarded	L1	Level 1 (Knowledge)
	Cross – incorrect, mark not awarded	L2	Level 2 (Understanding)
	Meaning of response unclear	L3	Level 3 (Analysis)
NAQ	Not answered question	L4	Level 4 (Evaluation)
TV	Too vague	CONT	Response is contextual
BOD	Benefit of doubt	SEEN	Noted but no credit given
REP	Same point repeated	BP	Blank page
OFR	Own figure rule		Highlight

9. Subject-specific marking instructions

- 12-mark Level of Response marked questions are to be marked over 4 levels:
Level 1 knowledge, Level 2 understanding, Level 3 analysis, Level 4 evaluation.

Where permitted by the mark scheme, L1 responses can be analysed to proceed directly to L3.

L3 analysis is always required before L4 can be accessed.

Question		Answer	Marks	Guidance
1	(a)	<p>Indicative content:</p> <ul style="list-style-type: none"> • audience • purpose • (type of) content • format/layout • resources. <p>Exemplar responses:</p> <p>The audience, (1) members (CONT) (+1) of the association.</p> <p>Resources (1) available to the association (CONT) (+1).</p> <p>Budget (0).</p> <p>It should include the location of the venue (0).</p>	4	<p>In each case, award:</p> <p>Two marks for a contextual answer (CONT annotation required). OR One mark for a non-contextual answer.</p> <p>Context includes: farmers, farming, not-for-profit, members, membership, third sector, subscription, £50, association, agriculture, sustainability, central.</p>
1	(b)	<p>Responses include:</p> <ul style="list-style-type: none"> • paper/card • ink/toner • typesetting • postage/stamps/envelopes. 	2	<p>One mark for each identification up to a maximum of two.</p> <p>NB do not accept 'pen/pencil'.</p>

Question			Answer	Marks	Guidance
1	(c)		<p>Use levels of response criteria.</p> <p>Responses include:</p> <ul style="list-style-type: none"> • negative publicity/bad word of mouth • damaged reputation • poor brand image • damaged trust • negative reviews • receive complaints • has to issue apologies • may need to postpone/cancel • loss in donations/revenue • loss in funding • lower budget • opportunity cost • reduced productivity • fewer/loss of members/customers • negative impact on attendance • boycott • unable to achieve objectives/mission • <u>increased/more/extra</u> cost • <u>more</u> time • legal consequences e.g. fines/law suits • shut down. <p>Exemplar response: Poor checking of the publicity material is likely to lead to bad publicity (L1), damaging the business' reputation (L3).</p>	12	<p>Levels of response</p> <p>Level 4 (10 - 12 marks) Candidate evaluates likely consequence(s) of poor checking.</p> <p>Level 3 (7 - 9 marks) Candidate analyses likely consequence(s) of poor checking.</p> <p>Level 2 (4 – 6 marks) Candidate explains likely consequence(s) of poor checking.</p> <p>Level 1 (1 – 3 marks) Candidate identifies likely consequence(s) of poor checking.</p> <p>Do not award 'wastes time/money', 'takes time/money'.</p> <p>L1 – identifies a consequence <u>to business</u> of poor checking. Award bottom of mark band for 1 consequence identified, middle of mark band for 2 consequences identified, and top of mark band for 3 or more consequences identified.</p> <p>Do not award the business will be viewed as unprofessional, annotate TV.</p> <p>L2 – explanation of:</p> <ul style="list-style-type: none"> • cause (errors done by Association) of L1 point • consequence/impact on <u>members</u> of L1 point • consequence on the association of L1 point that falls short of being analytical impact.

Question	Answer	Marks	Guidance
	<p>It may also lead to bad reputation (L1). This could lead to a loss of members (L2) decreasing revenue (L3).</p> <p>Low attendance (L1) if the venue is inaccurately stated then members will not be able to attend the conference (L2). This will lead to a negative image (L3).</p> <p>Overall, the most important consequence is the potential damage to the association's reputation because it may lead to a loss of members (CONT) (L4). This is more serious than the cancellation costs because these are one-off whereas the loss of members leads to a long-term reduction in the income on which the organisation relies (L4).</p>		<p>Award bottom of mark band for 1 cause/consequence explained, middle of mark band for 2 cause/consequences explained, and top of mark band for 3 or more cause/consequences explained.</p> <p>L3 – analysis which is business-facing i.e. an impact on the organisation of identified consequence. Award bottom of mark band for 1 consequence analysed, middle of mark band for 2 consequences analysed, and top of mark band for 3 or more consequences analysed. Link between L1/L2 and L3 required.</p> <p>L3 examples include: damage to reputation, lower budget, etc. NB: Max one L3 per L1/L2 point.</p> <p>L4 evaluation – an overall judgement of which is the most serious consequence.</p> <p>Award 10 marks for a non-contextual justified judgement (with no context) i.e. pick <u>business-facing</u> non-contextual reasoning. Award 11 marks for a contextual justified judgement (with context) i.e. pick a <u>business-facing</u> reason with contextual reasoning. Award 12 marks for a detailed, contextual justified judgement (with context) i.e. pick a <u>business-facing</u> reason and explain rejection of at least one of the others.</p> <p>Context includes: farmers, farming, not-for-profit, members, membership, third sector, subscription, £50.</p> <p>NB Do not award references to loss of profit, as the SAA is a not-for-profit organisation.</p>

Question			Answer	Marks	Guidance																				
1	(d)		<p>Responses include:</p> <ul style="list-style-type: none">• confirmation, receipt, invoice• entry/conference tickets/QR code• agenda/timetable/itinerary/schedule• <u>conference</u> guide/leaflet• location map• parking permit/sticker• evaluation form• food preference form• membership renewal form• seating plan.	2	<p>One mark for each identification up to a maximum of two.</p> <p>Must be documents and not information.</p> <p>NB ‘tickets’ to what? TV</p> <p>Do not accept ‘booking form’ because she has already booked.</p> <p>Do not accept publicity materials or equivalent e.g. posters.</p> <p>Do not accept ‘visitor’s badge/name tag’, these are not documents.</p>																				
2	(a)		<p>Indicative content:</p> <table><tr><th>Journey:</th><th>Time of departure</th><th>Mode of transport</th><th>Fare (£)</th></tr><tr><td>Cardiff to London Paddington</td><td><u>07:23</u> 7:23<u>am</u></td><td>Train</td><td>£64.20 OFR*</td></tr><tr><td>London Paddington to London King’s Cross</td><td></td><td>Bus</td><td>£2.00 OFR</td></tr><tr><td>London King’s Cross to London Paddington</td><td></td><td><u>Underground</u> /tube (Train)</td><td>£4.10 OFR</td></tr><tr><td>London Paddington to Cardiff</td><td>17:28 or 5:28<u>pm</u></td><td>Train</td><td>£74.50 OFR*</td></tr></table>	Journey:	Time of departure	Mode of transport	Fare (£)	Cardiff to London Paddington	<u>07:23</u> 7:23 <u>am</u>	Train	£64.20 OFR*	London Paddington to London King’s Cross		Bus	£2.00 OFR	London King’s Cross to London Paddington		<u>Underground</u> /tube (Train)	£4.10 OFR	London Paddington to Cardiff	17:28 or 5:28 <u>pm</u>	Train	£74.50 OFR*	8	<p>One mark for each correct answer in the unshaded cells.</p> <p>OFR applies as indicated.</p> <p>* A time from the <u>timetable</u> must be identified for OFR to be awarded.</p>
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Question			Answer	Marks	Guidance
2	(b)		<p>Indicative content:</p> <p>Total mileage allowance = $160 \times 2 \times 0.45 = \text{£}144$</p>	3	<p>One mark for each calculation up to a maximum of three.</p> <p>Award full marks for 144, if seen; unless another answer is written on the dotted line.</p> <p>Else award:</p> <p>2 marks for 320, 72 or 0.90 (or 90p) if seen</p> <p>Or</p> <p>Max 1 mark for 160, 2 or 0.45 (or 45p), if seen.</p>
2	(c)		<p>Indicative content:</p> <ul style="list-style-type: none"> • meals/breakfast/lunch/dinner/food/drinks • parking • congestion <u>charges</u> • clean air zone <u>charges</u>/ULEZ <u>charges</u> • toll. 	2	<p>One mark for each identification up to a maximum of two.</p> <p>Do not award mileage/fuel/petrol/diesel/electricity.</p>

Question			Answer	Marks	Guidance
2	(d)		<p>Responses include:</p> <ul style="list-style-type: none"> • less tired • less stressed • no need to stop for breaks • more productive • more comfortable, can relax • parking not required • environmentally friendly/sustainable • avoids wear and tear/damage. <p>Exemplar responses :</p> <p>She will be less tired (1).</p> <p>She can work on train (1) to prepare for the conference (CONT) (+1).</p>	4	<p>In each case, award: Two marks for a contextual answer (CONT annotation required). OR One mark for a non-contextual answer.</p> <p>Do not award 'faster/quicker', 'trains are cheaper'.</p> <p>Do not accept vague answers e.g. 'more convenient' without a valid explanation.</p> <p>Do not award drawbacks of driving, NAQ.</p> <p>Context includes: city, farmers, farming, not-for-profit, members, membership, third sector, subscription, £50, 160 or 320 miles, association, agriculture, sustainability, conference, central, Paddington, King's Cross, 10 minutes, ULEZ, etc.</p>
3	(a)		<p>Indicative content: External stakeholder requirements</p>	1	<p>One mark for the correct identification.</p>
3	(b)		<p>Responses include:</p> <p>Internal sources:</p> <ul style="list-style-type: none"> • business aims/goals/objectives • storage capacity, production capacity, space <u>available/needed</u> • equipment/tools/machinery <u>available/needed</u> • employee skills, number of employees • own skills/knowledge • budget, (retained) profit, sales/revenue, capital, funds available, cash flow, costs, breakeven, inventory, etc. 	2	<p>One mark for each identification up to a maximum of two.</p> <p>Award one mark max per bullet.</p> <p>Do not award 'resources', 'business focus', TV.</p> <p>Do not award 'price of product' as this could be internal or external.</p>

Question			Answer	Marks	Guidance
3	(c)		Responses include: <ul style="list-style-type: none"> increased productivity/efficiency increased output more tasks are completed quality increased tasks completed on time/quicker tasks not delayed. 	1	One mark for a correct identification. Note question asks for a benefit to the farm, not Gabi. Do not award 'more organised'.
3	(d)		Indicative content: Documents: <ul style="list-style-type: none"> prompt/flash/cue cards slides notes/script Purposes include: <ul style="list-style-type: none"> help her remember what to say so she does not miss off important details to boost her confidence help summarise key points hints for speech so she does not get stuck, etc. Exemplar response: Notes (1) helps the fluidity (1) of her presentation. Slides (1) reminds her what is coming next (1) .	4	One mark for an identification of a document up to a maximum of two identifications plus a further one mark for a statement of each of two purposes. The question asks for documents for helping Gabi to <u>deliver</u> the presentation. Do not award 'PowerPoint', 'presentation', slideshow, TV. Do not award 'handouts', this is for the audience not Gabi. Do not award 'hard copies/printouts of presentation'. Document must be identified for further mark to be awarded.

Question			Answer	Marks	Guidance
3	(e)		<p>Indicative content: Legislation: <u>Copyright</u>, <u>Design</u>(s) and <u>Patent</u>(s) (Act)</p> <p>Action:</p> <ul style="list-style-type: none"> she must quote the source/reference <u>third party</u> content she must request permission to use. <p>Copyright, Design and Patent (Act) (1).</p> <p>Copyrights Act TV (0). She must quote the source (1).</p> <p>Data Protection Act (0). She must quote the source (1).</p>	2	<p>One mark for name of legislation. AND/OR One mark for action.</p> <p>Action must be about what Gabi needs to do e.g. 'ask permission to use external data'.</p> <p>NB 'Cannot pass external data as her own', 'Gabi does not claim third party info to be her own' is not an action, no marks.</p>
4	(a)		<p>Responses include:</p> <ul style="list-style-type: none"> video <u>conferencing</u> telephone <u>conferencing</u> web/online/virtual Teams/Zoom/Skype/Google Meet. <p>Exemplars:</p> <p>Video call (0).</p> <p>Video conference (1).</p> <p>Telephone meeting (0).</p> <p>Virtual (1).</p>	1	<p>One mark for a correct identification.</p> <p>Do not award 'call' or 'meeting' as to mean conferencing for video and telephone, TV.</p> <p>Do not award 'Facetime' as it is mobile based.</p>

Question			Answer	Marks	Guidance
4	(b)		<p>Indicative content:</p> <ol style="list-style-type: none"> 1. date of letter – 12 Jan(uary) (20)24 or 12/1/24 (1) 2. layout – correct position of date i.e. first entry <u>below</u> the level of the telephone number on the letterhead (1) 3. layout – indication of correct position of recipient's address accepting anywhere above the salutation (or above the main body if no salutation) (1) 4. correct salutation i.e. <u>Dear</u> Sir/Madam, Dear (Purchasing) Manager(s) or Dear Mr/Ms/Miss/Mrs/Mx... (1) 5. formal statement of purpose of letter i.e. an invite/invitation/inviting to (a) meet(ing) (1) 6. state <u>farmhouse</u> as venue (1) 7. state date of meeting – 12 Mar(ch) (20)24 or 12/3/24 (1) 8. state <u>10am – 12pm/noon/midday</u>, 10:00 – 12:00, 10am - noon (1), 9. reference to refreshments/food/drink/buffet/lunch/dinner/catering, etc (1) 10. request the name of attendee (1) 11. correct complimentary close (1) i.e. 'Yours faithfully' (unless a name is supplied in salutation then it should be 'Yours sincerely') 12. tone – polite i.e. please (1). 	12	<p>Up to 12 marks.</p> <p>This question assesses content tone and layout. Candidates should not be penalised for errors of spelling, punctuation, grammar or sentence construction.</p> <p>NB Date layout mark is not awardable if in line with the telephone number (as it needs to be below).</p> <p>NB Left/right alignment does not matter. Focus on vertical arrangement only.</p> <p>NB Accept American format of date (i.e. 1/12/24 and 3/12/24).</p> <p>NB do not award 'Dear John', etc.</p>

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