

Sample Question Paper

AS Level Business

H036/01 Business 1: Business activity, marketing and people

Time allowed: 1.5 hours

You must have:

- the Formula Sheet

You can use:

- a scientific or graphical calculator



Please write clearly in black ink. **Do not write in the barcodes.**

Centre number

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Candidate number

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First name(s)

Last name

INSTRUCTIONS

- Use black ink.
- Write your answer to each question in the space provided. You can use extra paper if you need to, but you must clearly show your candidate number, the centre number and the question numbers.
- Answer **all** the questions.

INFORMATION

- The total mark for this paper is **60**.
- The marks for each question are shown in brackets [].
- Quality of extended response will be assessed in questions marked with an asterisk (*).
- This document has **16** pages.

ADVICE

- Read each question carefully before you start your answer.

Section A

Put a tick (✓) in the box next to the **one** correct answer for each question.

1 Which type of business operates in the primary sector?

- (a) Deep sea fishing
- (b) House construction
- (c) Vehicle manufacture
- (d) Web design

☐
☐
☐
☐

[1]

2 The 'R' in SMART objectives stands for:

- (a) Random
- (b) Realistic
- (c) Responsible
- (d) Rewarding

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[1]

3 An intrapreneur:

- (a) is an employee with an entrepreneurial mindset
- (b) likes to buy new technology as soon as it is available
- (c) owns and controls their own business
- (d) receives profits as a reward for innovation

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[1]

4 Who are likely to be subordinates of the human resources manager?

- (a) The finance supervisor and the human resources supervisor
- (b) The human resources assistants and the human resources supervisor
- (c) The human resources director and the human resources supervisor
- (d) The marketing manager and the operations manager

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[1]

5 One purpose of market research for a gym is:

- (a) to advertise the sustainable objectives of the business
- (b) to identify likely demand for new types of fitness equipment
- (c) to inform customers about the availability of new online workouts
- (d) to raise awareness of the mental health benefits of exercise

☐
☐
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☐

[1]

6 A manufacturer wants to lower the salt content of its fresh soups. It has created new recipes for four of its most popular flavours. Market research data obtained from focus groups is shown below.

Soup flavour	Number of tasters who preferred the original recipe	Number of tasters who preferred the new recipe
Tomato	157	93
Vegetable	12	238
Chicken	169	81
Mushroom	125	125

According to the market research

- (a) the new chicken soup was just as popular as the original recipe
- (b) the new mushroom soup was not as popular as the original recipe
- (c) the new tomato recipe was liked more than the original recipe
- (d) the new vegetable soup was more popular than the original recipe

☐
☐
☐
☐

[1]

7 Which is **not** part of the role of leadership?

- (a) Communicating culture
- (b) Inspiring employees
- (c) Modelling core values
- (d) Predicting future trends

☐
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☐
☐

[1]

8 Which is a type of market segmentation?

- (a) Democratic
- (b) Dynamic
- (c) Psychographic
- (d) Systematic

☐
☐
☒
☐

[1]

Section B

Read the case study and answer the questions.

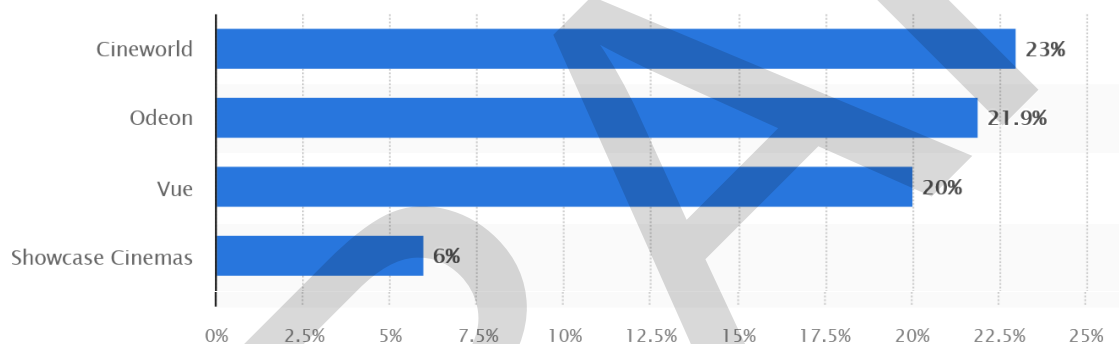
Omniplex Holdings Ltd (Omniplex)

Omniplex Holdings Ltd (Omniplex) owns and operates 42 branded, multi-screen cinemas in the UK and Ireland. Its latest cinema in Sunderland, in the northeast of England, is due to open shortly.

Omniplex is owned and run by members of the Anderson family. In a press interview, CEO Paul Anderson, emphasises the five-star quality of the Omniplex brand. The Sunderland cinema will use the latest in projection and digital sound technology. All of Sunderland's screens will have Omniplex's custom-designed red, reclining, rocker chairs and luxury sofa beds.

Market share concentration is high for cinemas in the UK and Ireland (see **Fig. 1**). The level of competition is greatest among smaller cinema operators; this includes Omniplex. The primary selling point of a cinema is the different experience it provides to watching live tv or streaming content from home. Younger people remain the primary cinema-goers. It is a place where they can have a good time and be safe, without it being too expensive.

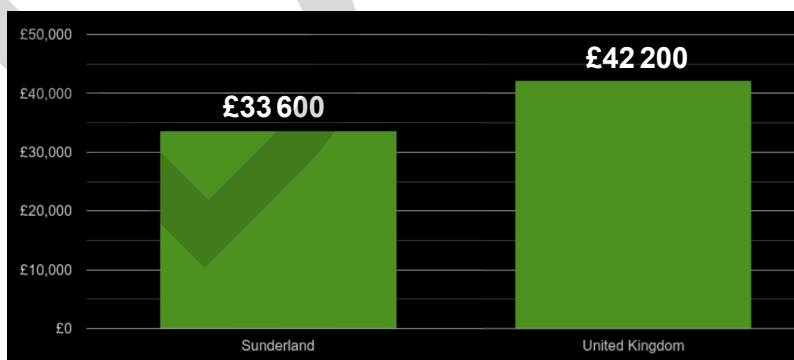
Fig. 1 Market share of the top four cinema chains in the UK and Ireland, 2023



There are two other cinemas within a 10-mile radius of Sunderland's new Omniplex cinema: one located 6 miles northwest which charges £8.50 per adult and £5.50 per child; and one located 8 miles south which charges £9.99 per adult and £7.99 per child. Both cinemas are operated by Cineworld.

Average salary information for residents of Sunderland is shown in **Fig. 2**.

Fig. 2 Average salary in Sunderland compared to the national average in the UK, 2023



[2]

[2]

Handwriting practice area with 15 horizontal dotted lines. A large, faint, light gray watermark of the number '8' is visible in the upper left corner.

- 11** Before Omniplex opens its cinema in Sunderland it needs to decide on a pricing method. The company could choose either of the following methods:
- price skimming
 - competitor pricing.

Analyse both pricing methods.

Recommend which pricing method Omniplex should use at its Sunderland cinema. Justify your answer.

[14]

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Section C

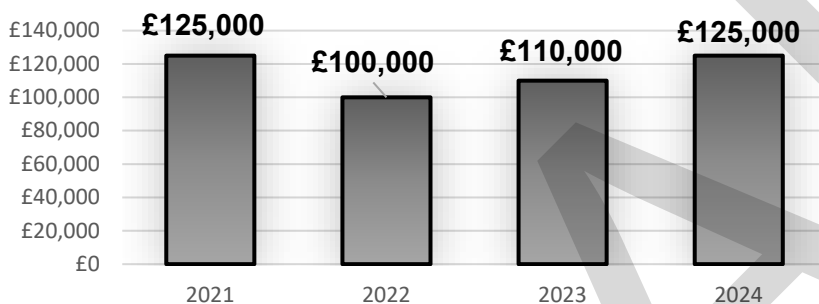
Read the case study and answer the questions.

Azmi & Sons

Azmi & Sons was set up by Azmi Patak in 2006. The business now owns six convenience stores, each located on housing estates in Azmi's hometown. Each store sells a wide range of groceries and household goods, including newspapers, snacks, soft drinks and alcohol. The business employs 80 staff, some full-time and some part-time. Each store is open seven days a week from 6am until at least 11pm.

The business trades as a partnership owned by Azmi and her two sons. All three partners rely on the business to support their families and active lifestyles. Azmi is a keen traveller and likes to take luxury holidays. Her two sons are keen golfers and water sports enthusiasts. Azmi & Sons' operating profit for the last four years is shown in **Fig. 3**.

Fig. 3 Azmi & Sons operating profit, 2021 to 2024



Azmi set up the business after leaving her job as a city banker due to poor mental health. Increasingly, she finds running the family business personally fulfilling. Azmi and her two sons are eager to avoid any member of staff experiencing the mental health problems that Azmi once endured. The business, therefore, subscribes to a virtual wellbeing site called Living, which all staff can access.

Living's website contains tools and resources to engage employees on a range of issues including mental health awareness and self-care. It includes interactive activities on topics such as 'resilience during change', 'managing anxiety' and 'dealing with stress'. In addition, the site gives access to a virtual café. At the café any member of staff can chat through their mental health concerns confidentially with a trained mental health professional, receiving guidance and support as necessary. Azmi & Sons pays £150 a month subscription fee for this service.

12 Explain **two** advantages for Azmi & Sons of using part-time employees at its six stores.

[4]

13 Analyse how Azmi & Sons meets the needs of the following stakeholders:

- customers
- owners.

..... [8]

- [14]**

END OF QUESTION PAPER

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Sample Mark Scheme

AS Level Business H036/01 Business 1: business activity, marketing and people

MARK SCHEME

Duration: 1.5 hours

MAXIMUM MARK 60

Version: **Sample**

This document has xx pages

MARKING INSTRUCTIONS**PREPARATION FOR MARKING
RM ASSESSOR**

1. Make sure that you have accessed and completed the relevant training packages for on-screen marking: *RM Assessor Assessor Online Training*; *OCR Essential Guide to Marking*.
2. Make sure that you have read and understood the mark scheme and the question paper for this unit. These are posted on the RM Cambridge Assessment Support Portal <http://www.rm.com/support/ca>
3. Log-in to RM Assessor and mark the **required number** of practice responses (“scripts”) and the **number of required** standardisation responses.

YOU MUST MARK 10 PRACTICE AND 10 STANDARDISATION RESPONSES BEFORE YOU CAN BE APPROVED TO MARK LIVE SCRIPTS.

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 RM Assessor 50% and 100% (traditional 40% 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 the RM Assessor messaging system, 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 may give candidates the benefit of the doubt and mark the crossed out response where legible.

Rubric Error Responses – Optional Questions

Where candidates have a choice of question across a whole paper or a whole section and have provided more answers than required, then all responses are marked and the highest mark allowable within the rubric is given. Enter a mark for each question answered into RM assessor, which will select the highest mark from those awarded. *(The underlying assumption is that the candidate has penalised themselves by attempting more questions than necessary in the time allowed.)*

Multiple Choice Question Responses

When a multiple choice question has only a single, correct response and a candidate provides two responses (even if one of these responses is correct), then no mark should be awarded (as it is not possible to determine which was the first response selected by the candidate).

When a question requires candidates to select more than one option/multiple options, then local marking arrangements need to ensure consistency of approach.

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 (and additional objects if present) at the end of the response in case any answers have been continued there. If the candidate has continued an answer there, then add a tick to confirm that the work has been seen.
7. Award No Response (NR) if:
 - there is nothing written in the answer space

Award Zero '0' if:

- anything is written in the answer space and is not worthy of credit (this includes text and symbols).

Team Leaders must confirm the correct use of the NR button with their markers before live marking commences and should check this when reviewing scripts.

8. The RM Assessor **comments box** is used by your team leader to explain the marking of the practice responses. Please refer to these comments when checking your practice responses. **Do not use the comments box for any other reason.**
If you have any questions or comments for your team leader, use the phone, the RM Assessor messaging system, or e-mail.
9. Assistant Examiners will send a brief report on the performance of candidates to their Team Leader (Supervisor) via email by the end of the marking period. The report should contain notes on particular strengths displayed as well as common errors or weaknesses. Constructive criticism of the question paper/mark scheme is also appreciated.
10. For answers marked by levels of response:
 - a. **To determine the level** – start at the highest level and work down until you reach the level that matches the answer
 - b. **To determine the mark within the level**, consider the following

Descriptor	Award mark
On the borderline of this level and the one below	At bottom of level
Just enough achievement on balance for this level	Above bottom and either below middle or at middle of level (depending on number of marks available)
Meets the criteria but with some slight inconsistency	Above middle and either below top of level or at middle of level (depending on number of marks available)
Consistently meets the criteria for this level	At top of level

11. Annotations



Annotation	Meaning

12. Subject Specific Marking Instructions**Section A: Multiple Choice**

SECTION A			
Question	Answer	Marks	Assessment Objective
1	A	1	2
2	B	1	1
3	A	1	1
4	B	1	2
5	B	1	2
6	C	1	2Q
7	D	1	1
8	C	1	1

Section B

Question	Answer	Mark	Guidance
9a	<p>State <u>two</u> factors that affect a business' income elasticity of demand (YED).</p> <p>Response include:</p> <ul style="list-style-type: none">• Need for the good/service e.g. necessity or luxury• Proportion of income spent on the good/service• Availability of substitutes• Closeness/similarity of substitutes. <p>ARA</p>	<p>2</p> <p>(AO1 2)</p>	<p>One mark for each correct factor, to a maximum of two factors. ✓</p> <p>Answers do not need to relate to Omniplex.</p>

Question	Answer	Mark	Guidance
9b	<p>Industry experts expect Omniplex's cinema in Sunderland to have an income elasticity of demand (YED) of +2.5.</p> <p>Explain how the demand for cinema tickets in Sunderland will be affected by a change in income.</p> <p>Responses include:</p> <ul style="list-style-type: none"> • A change in income leads to a <u>more than proportional</u> change in demand • An increase in income leads to a <u>more than proportional</u> increase in demand. • A decrease in income leads to <u>more than proportional</u> reduction in demand • Percentage change in demand is (2.5 times) greater than the increase in income <p>Application may include:</p> <ul style="list-style-type: none"> • Based in northeast of England • Average income only £33,600 • Income in area £8600 lower than national average • Two local competitors • Nearby Cineworld cinemas offer similar experience • Nearest competitor only 5.7 miles away • Smaller industry player <p style="text-align: right;">ARA</p>	<p>2</p> <p>(AO2 2)</p>	<p>One mark for identification. </p> <p><i>No application marks can be gained without understanding.</i></p> <p>One further mark for application to Omniplex cinema Sunderland. </p> <p>Example response:</p> <p>In Sunderland, an area with lower than average incomes (APP), a small increase in income will lead to a more than proportional increase in demand (1).</p>

Question	Answer	Mark	Guidance
10	<p>Analyse <u>two</u> advantages for Omniplex of being a private limited company.</p> <p>Responses include:</p> <ul style="list-style-type: none"> • Limited liability • Incorporation/separate legal identity • Can sell shares • Access to capital/finance • Continuity • Not subject to hostile takeovers • Financial affairs do not need to be published <p>Application may include:</p> <ul style="list-style-type: none"> • 42 branded, multi-screen cinemas • Located in UK and Ireland • Owned by Anderson family • Family run • Latest in projection and digital sound technology • Luxury sofa bed • Red, reclining, rocker chairs. <p style="text-align: right;">ARA</p>	<p>8</p> <p>(AO1 2) (AO2 2) (AO3 4)</p>	<p>Use level of response marking grid to assess skill levels.</p> <p>Annotate as:</p> <p>Up to two marks for knowledge and understanding [KU]</p> <p>Up to two marks for application [APP]</p> <p>Up to four marks for analysis [AN]/[DEV]</p>

Q10 Analyse two advantages for Omniplex of being a private limited company.

[8]

	Knowledge & Understanding (2 marks)	Application (2 marks)	Analysis (4 marks)
Strong	2 marks Knowledge of two advantages of being a private limited company. [KU]	2 marks Application to Omniplex of two advantages of being a private limited company. [APP]	4 marks Developed analysis of two advantages of being a private limited company. [DEV]
Good			3 marks Developed analysis of one advantage of being a private limited company. [DEV]
Reasonable	1 mark Knowledge of one advantage of being a private limited company. [KU]	1 mark Application to Omniplex of one advantage of being a private limited company. [APP]	2 marks Basic analysis of two advantages of being a private limited company. [AN]
Limited			1 mark Basic analysis of one advantage of being a private limited company. [AN]

Question	Answer	Mark	Guidance
11	<p>Analyse both pricing methods. Recommend which pricing method Omniplex should use at its Sunderland cinema. Justify your answer.</p> <p>Responses include:</p> <ul style="list-style-type: none"> • Price skimming e.g. set prices artificially high to start with the intention of reducing them once established; usually used to give a perception of quality or cover the cost of investment quickly, etc • Competitor pricing e.g. set prices at or slightly below competitors; usually used to give a perception of value for money and competitive advantage over rivals, etc <p>Application may include:</p> <ul style="list-style-type: none"> • Branded, multi-screen cinemas • CEO emphasises quality • Brand reflects five-star quality • Latest in projection and digital sound technology • Luxury seating • Two Cineworld competitors within 10 miles • Nearest competitor only 6 miles away • Competitors charge as low as £5.50 for a child ticket, £8.50 for an adult ticket • Prices of competitor tickets varies • Young people are primary cinema-goers <p style="text-align: right;">ARA</p>	<p>14</p> <p>(AO1 2) (AO2 2) (AO3 4) (AO4 6)</p>	<p>Use level of response marking grid to assess skill levels.</p> <p>Annotate as:</p> <p>Up to two marks for knowledge and understanding [KU] Up to two marks for application [APP] Up to four marks for analysis [AN]/[DEV] Up to six marks for evaluation [EVAL]/[EE]</p> <p>Justification may support either method. Responses are likely to weigh up the advantages and disadvantages of both methods. They might consider the appropriateness of emphasising quality over value for money or vice versa. Responses may also weigh up the luxury nature of going to the cinema and it being a discretionary spend versus the attraction of low prices driven by YED. The brand's/CEO's emphasis on quality might also be considered and whether reflecting this in the ticket price is the best way to achieve the image in an area with lower than average salaries. Reasons for going to the cinema and young people being the primary-cinema goers may also be taken into consideration.</p>

Q11 Before Omniplex opens its cinema in Sunderland it needs to decide on a pricing method. The company could choose either of the following methods:

- penetration pricing
- competitor pricing.

Analyse both pricing methods.


Recommend which pricing method Omniplex should use at its Sunderland cinema.

Justify your answer.

[14]

	Knowledge & Understanding (2 marks)	Application (2 marks)	Analysis (4 marks)	Evaluation (6 marks)
Strong	2 marks Knowledge relating to both of the pricing methods. [KU]	2 marks Application to Omniplex relating to both of the pricing methods. [APP]	4 marks Developed analysis relating to both of the pricing methods. [DEV]	5-6 marks A justified evaluation as to which pricing method Omniplex should use, including why the alternative is less suitable (with explicit use of the context). [EE][EE]
Good			3 marks Developed analysis relating to one of the pricing methods. [DEV]	4 marks A justified evaluation as to which pricing method Omniplex should use (with explicit use of the context). [EE]
Reasonable	1 mark Knowledge relating to one of the pricing methods. [KU]	1 mark Application to Omniplex relating to one of the pricing methods. [APP]	2 marks Basic analysis relating to both of the pricing methods. [AN]	2-3 marks A justified evaluative comment as to which pricing method a business should use. [EVAL] [EVAL]
Limited			1 mark Basic analysis relating to one of the pricing methods. [AN]	1 mark A basic assertion as to which pricing method a business should use. [EVAL]

Section C

Question	Answer	Mark	Guidance
12	<p>Explain <u>two</u> advantages for Azmi & Sons of using part-time employees at its six stores.</p> <p>Responses include:</p> <ul style="list-style-type: none"> • Can choose from a bigger pool of workers • Increased diversity in the workplace • Greater availability • Greater flexibility • Easier to set rotas to cover opening hours • May be less tired than full-time employees • May be less stressed than full-time employees • Greater retention of employees <p>Application may include:</p> <ul style="list-style-type: none"> • Six convenience stores • Employs 80 staff • Long opening hours – 6am to 11pm • 2024 profit £125,000 • Three partners • Eager to avoid staff mental health problems • Subscribes to a virtual wellbeing site <p style="text-align: right;">ARA</p>	<p>4</p> <p>(AO2 1) (AO2 2)</p>	<p>One mark for each advantage to a maximum of two. </p> <p><i>No application marks can be gained without understanding.</i></p> <p>One further mark for each of two applications to Azmi & Sons. APP</p> <p>Example response:</p> <p>Using part-time employees allows for more flexible scheduling (1) making it easier to cover the long 6am to 11pm opening hours (APP).</p>

Question	Answer	Mark	Guidance
13	<p>Analyse how Azmi & Sons meets the needs each of the following stakeholders:</p> <ul style="list-style-type: none"> • customers • owners <p>Responses include:</p> <ul style="list-style-type: none"> • Customers e.g. convenient locations, long opening hours, wide product range, availability of newspapers, snacks, soft drinks and alcohol, choice of stores, etc • Owners e.g. profit, entrepreneurial benefits of owning own business, self-esteem, personal satisfaction, etc <p>Application may include:</p> <ul style="list-style-type: none"> • Located on housing estates • Opens 6am until at least 11pm • Sells groceries, household goods, newspapers, snacks, soft drinks and alcohol • Six stores • 2024 profit £125,000 • Profit of at least £100,000 in last 4 years • Profit needed to support partners' families and active lifestyles • Sons have expensive hobbies e.g. golf and water sports • Azmi is a keen traveller and takes luxury holidays • Azmi finds running the family business personally fulfilling <p style="text-align: right;">ARA</p>	<p>8</p> <p>(AO1 2) (AO2 2) (AO3 4)</p>	<p>Use level of response marking grid to assess skill levels.</p> <p>Annotate as:</p> <p>Up to two marks for knowledge and understanding [KU]</p> <p>Up to two marks for application [APP]</p> <p>Up to four marks for analysis [AN]/[DEV]</p>

Q13 Analyse how Azmi & Sons meets the needs each of the following stakeholders:

- customers
- owners

[8]

	Knowledge & Understanding (2 marks)	Application (2 marks)	Analysis (4 marks)
Strong	2 marks Knowledge of the needs of both of the stakeholders. [KU]	2 marks Application to Azmi & Sons relating to meeting the needs of both of the stakeholders. [APP]	4 marks Developed analysis of meeting the needs of both of the stakeholders. [DEV]
Good			3 marks Developed analysis of meeting the needs of one of the stakeholders. [DEV]
Reasonable	1 mark Knowledge of the needs of one of the stakeholders. [KU]	1 mark Application to Azmi & Sons relating to meeting the needs of one of the stakeholders. [APP]	2 marks Basic analysis of meeting the needs of both stakeholders. [AN]
Limited			1 mark Basic analysis of meeting the needs of one of the stakeholders. [AN]

Question	Answer	Mark	Guidance
14	<p>Evaluate advantages for Azmi & Sons of paying for Living, the virtual wellbeing site for staff members.</p> <p>Responses include:</p> <ul style="list-style-type: none"> • Greater inclusion meets legal requirements • Good employer/employee relations • Increased employee motivation • Employees take less time off • Employees less likely to be late • Employees less likely to leave • Employees more likely provide friendly/better service to customers • Improved ethical profile <p>Application may include:</p> <ul style="list-style-type: none"> • Employs 80 staff, part-time and full-time staff • Profit needed to support partners' families and active lifestyles • Sons have expensive hobbies e.g. golf and water sports • Azmi keen traveller, takes luxury holidays • Includes topics on change, anxiety and stress • Virtual café • Confidential chats about mental health concerns • Trained mental health professionals provide support and guidance • Costs the business £150 per month <p style="text-align: right;">ARA</p>	<p>14</p> <p>(AO1 2) (AO2 2) (AO3 4) (AO4 6)</p>	<p>Use level of response marking grid to assess skill levels.</p> <p>Annotate as:</p> <p>Up to two marks for knowledge and understanding [KU] Up to two marks for application [APP] Up to four marks for analysis [AN]/[DEV] Up to six marks for evaluation [EVAL]/[EE]</p> <p><i>See appendix A for Quality of Extended Response marking grid – statements with appendix A should be taken into account when marking AO4.</i></p> <p>Evaluation likely to weigh up which is the biggest or more likely advantage to the business, including whether these advantages are long-term or short-lived. The particular circumstances of Azmi & Sons should also be taken into account, for example needing to keep recruitment costs low to maintain sufficient profit levels to support three families or whether having friendly staff is likely to significantly increase the number of customers visiting a convenience store located on their housing estate.</p> <p>NB Accept advantages to business owners since the business is unincorporated.</p>

Q14 Evaluate advantages for Azmi & Sons of subscribing paying to for Living, a the virtual wellbeing site for staff members. [14]

	Knowledge & Understanding (2 marks)	Application (2 marks)	Analysis (4 marks)	Evaluation (6 marks)
Strong	2 marks Breadth of knowledge of two advantages of supporting employee wellbeing. [KU]	2 marks Breadth of application to Azmi & Sons of two advantages of supporting employee wellbeing. [APP]	4 marks Developed analysis of advantages of supporting employee wellbeing [DEV]	5-6 marks A justified evaluation as the greatest advantage for Azmi & Sons of supporting employee wellbeing, including why an alternative is less of an advantage (with explicit use of the context). [EE][EE]
Good			3 marks Developed analysis of an advantage of supporting employee wellbeing [DEV]	4 marks A justified evaluation as the greatest advantage for Azmi & Sons of supporting employee wellbeing (with explicit use of the context). [EE]
Reasonable	1 mark Knowledge of an advantage of supporting employee wellbeing. [KU]	1 mark Application to Azmi & Sons of an advantage of supporting employee wellbeing.	2 marks Basic analysis of advantages of supporting employee wellbeing [AN]	2-3 marks A justified evaluative comment as to the advantages of supporting employee wellbeing. [EVAL] [EVAL]

Limited		[APP]	1 mark Basic analysis of an advantage of supporting employee wellbeing [AN]	1 mark A basic assertion as to the advantages to a business of supporting employee wellbeing. [EVAL]
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Appendix A – Quality of Extended Response (*) marking grid

Level	Marking Criteria (AO4)
4	<i>There is a well-developed and sustained line of reasoning which is clear and logically structured. Information presented is relevant/appropriate and substantiated.</i>
3	<i>There is a line of reasoning presented with some structure. Information presented is mostly relevant/ appropriate and supported by some evidence.</i>
2	<i>The response has limited structure. Information presented is sometimes appropriate.</i>
1	<i>The response is poorly structured. Information presented is rarely relevant/appropriate.</i>