OCR
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CAMBRIDGE TECHNICALS LEVEL 3 (2016)

Examiners' report

BUSINESS

05834–05837, 05878

Unit 2 Summer 2024 series

Contents

Introduction

Our examiners' reports are produced to offer constructive feedback on candidates' performance in the examinations. They provide useful guidance for future candidates.

The reports will include a general commentary on candidates' performance, identify technical aspects examined in the questions and highlight good performance and where performance could be improved. A selection of candidate answers is also provided. The reports will also explain aspects which caused difficulty and why the difficulties arose, whether through a lack of knowledge, poor examination technique, or any other identifiable and explainable reason.

Where overall performance on a question/question part was considered good, with no particular areas to highlight, these questions have not been included in the report.

A full copy of the question paper and the mark scheme can be downloaded from OCR.

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Unit 2 series overview

The candidates on the whole engaged well with the scenario in the case study. Some candidates were able to discuss at length how to use the app to pay for the rental of the scooters suggesting perhaps they are regular users of the service. It was interesting to note how most candidates thought of people in their 50s and 60s as mostly pensioners in poor health incapable of using modern technology. As in previous series, this paper contains a mixture of questions to test candidates' theoretical knowledge and their ability in performing practical business activities.

Question 1 revolves around the production of a questionnaire which Sasha's Scooters intends to use to find out more about the group of potential customers in their 50s and 60s. While Question 1 (c), the actual questionnaire itself was well-answered, Question 1 (b) was the most challenging question for the majority of the candidates. Most candidates were unable to give reasons for why the questions produced by Hugo were not fit for purpose, other than they were irrelevant.

Question 2 tests candidates' knowledge of different methods of payment, in particular, credit card. Instead of requiring candidates to evaluate advantages and disadvantages to a business of accepting credit card payments, the question demands the focus to be on the customer. This could explain why the performance on Question 2 (a) was poor compared with previous sessions. There was some evidence of misinterpretation of the question where candidates discussed the use of the app as a payment method instead of credit card.

Question 3 focuses on Code of Practice and legislation as well as the prioritisation of tasks in the form of an in-tray exercise. While most of the questions in this section were targeted at the merit and distinction levels, most candidates' performance was disappointing, especially with the in-tray exercise. However, responses to Question 3 a (ii) indicated that most candidates have prepared for the exam well.

Question 4 relates to practical travel arrangements commonly faced by businesses. Question 4 (a) requires candidates to calculate and compare the costs of different car hiring schemes and Question 4 (c) tests candidates' ability in understanding travel timing and scheduling. Most candidates performed as well as expected which was pleasing to see.

Candidates who did well on this paper generally:	Candidates who did less well on this paper generally:
- interpreted questions accurately - answered in context - showed good analytical and evaluative skills - prepared for the exam thoroughly, including topics in the mandatory unit.	- did not fully understand the questions set - showed gaps in their knowledge - demonstrated poor exam techniques - gave vague responses that did not show knowledge of topic concerned or case study in question.

Question 1

Text 1

Sasha's Scooters is an e-scooter rental business. Sasha Lewis founded the business five years ago. She took advantage of a local government initiative to encourage greater use of green transport. Today Sasha's Scooters operates a fleet of over 500 e-scooters available to rent in the city of Manchester. Approximately 60% of Sasha's Scooters' customers are students and young working professionals. Many of these customers rent a scooter almost every day.

Sasha's Scooters operates as a community interest company (CIC). The company's main objective is to improve the wellbeing of the community it serves. Sasha feels that this objective is only being partially met. She would like to encourage the older generation, especially those in their 50s and 60s, to use the e-scooters for short journeys instead of driving their cars. Sasha has decided to find out about this group of potential customers by using a questionnaire. Hugo, a Year 12 student on work experience at Sasha's Scooters, has begun writing questions for the questionnaire.

Hugo's questions

1	Are you single or in a relationship?
2	Are you male or female?
3	Do you have a job?

1   Refer to Text 1.

(a) Identify the business function involved in designing the type of questionnaire that Sasha requires.

.... **[1]**

This is a simple synoptic question which tests candidates' knowledge of the functions of the Marketing department. However, judging from the huge number of incorrect answers e.g. R&D and HR, the majority of candidates appeared to have forgotten what they have learnt in Unit 1. Candidates are reminded that there is a total of six synoptic marks in this unit, so it is vital that they revise the mandatory unit to be thoroughly prepared for this paper.

Question 1 (b)

(b) For each of the three questions produced by Hugo, identify **one** reason why the question is not fit for purpose.

Question 1 ....

....

Question 2 ....

....

Question 3 ....

....

[3]

The phrase in the question 'not fit for purpose' was clearly not understood by many candidates. The majority of candidates wrote what they felt wrong with the question e.g. knowing a respondent's gender will not help the business as both genders can ride a scooter, rather than indicate why the question was not fit for purpose. When candidates did answer correctly, they usually identified that Questions 1 and 3 were too personal or intrusive and Question 2 lacked sufficient options e.g. other, acknowledging the importance of including non-binary gender identity.

Exemplar 1

Question 1 It is very personal, some people may not like to disclose their personal relations. Uncomfortable.

Question 2 If they do not identify as either, no "Other" box

Question 3 People may feel uncomfortable to answer.

As shown in Exemplar 1, candidates are required to provide reasons for why the questions are not fit for purpose.

Question 1 (c)

(c) Produce a questionnaire to help Sasha's Scooters investigate how to encourage the older generation to use the e-scooters.

Your questionnaire should:
- include a brief introduction about the purpose of the questionnaire
- identify reasons why those in their 50s and 60s are not using the e-scooters
- identify ways to appeal to the older generation
- have at least six questions, including one open question
- allow Sasha to sort the responses by age and gender.

You will be assessed on the content, tone and layout of your questionnaire.

Use the proforma on the **opposite page** to produce your questionnaire.

You may use the space below to draft your questionnaire. You will **not** receive any marks for your draft.

[12]

Candidates made a good attempt at this question on the whole, generally showing the ability to follow instructions given. Most responses contained at least six questions, including a question on age and gender. Common errors included:

Introduction – far too lengthy and not including the purpose given in the question e.g. 'investigate …. E-scooters'.

Insufficient options for gender; male and female being the only given options.

Age options not enabling those in their 50s and 60s to be identified.

Most responses contained a combination of open and closed questions which was pleasing to see.

Question 1 (d)

(d) Identify **two** consumables needed to produce hard copies of the questionnaire.

1 ....

2 ....

[2]

Well attempted on the whole, although there were still a number of candidates who identified a printer as a consumable.

Question 1 (e)

(e) Printing of the questionnaire should take account of environmental issues.

Identify **two** ways that the bulk printing of the questionnaires could do this.

1 ....

2 ....

[2]

Disappointingly, a good number of candidates seemed to have misinterpreted this question and gave responses in very general terms about sustainability and environmental issues rather than looking at practical ways in which bulk printing could have a lesser impact on the environment. The key message here is to 'read the question'. Candidates are also advised to avoid giving vague answers e.g. 'use environmentally friendly ink/paper' as this does not show understanding of 'environmental issues' which is stated in the question.

Exemplar 2

1 Use recycled paper

2 Print on both sides to minimise ink usage

[2]

As shown in Exemplar 2, two practical methods of how to minimise the impact on the environment required for marks to be given.

Question 2 (a)

Text 2

The success of an e-scooter rental business relies heavily on the technology it uses. To rent an e-scooter, customers need to download an app on their smartphones. This will allow them to pay for the e-scooter rental via the app.

2   Refer to Text 2.

(a) A significant number of Sasha's Scooters' customers choose to use their credit card to pay for the rental of the e-scooters.

Evaluate advantages and disadvantages for the customer of using this method of payment.

[12]

It was pleasing to see that in the main candidates interpreted the question accurately by discussing the advantages and disadvantages to the customer of using a credit card. While most candidates showed good understanding of how a customer may benefit from using a credit card and vice versa, achieving L1; the analysis of these L1 points proved to be more challenging. Responses that discussed impacts on a business such as an increase in revenue, a decrease in profit were held at L2 and not L3. Analysis marks were given for how the customer could be impacted e.g. enabling them to rent the e-scooters, ended up having to pay more due to interest charges, etc. Common errors included comparison with cash payments, customers not qualified for a credit card, older generation's fear of technology, etc. Few were able to evaluate by making a decision about whether the advantages outweigh the disadvantages or vice versa. A good number simply repeated their analysis, where it was present, in their judgement without ever actually making a decision. The performance on this question was therefore much poorer compared with the January series.

Exemplar 3

An advantage for the customer using a credit card to pay for the scooter is that they can pay even without having an ~~credit~~ money present on the card. This makes it ~~quick and~~ ~~ea~~ so that the customer can still ~~buy~~ rent a scooter in an emergency or still day to day if they have no money currently, making ~~the~~ a credit card payment very reliable and convenient for customers.

A disadvantage of credit cards being used by customers is the interest charges that may be applied each time they rent a scooter. Customers ~~may have to~~ will have to pay interest charges on top of the charges some banks/companies have when a credit card is used to purchase an item. Ultimately leading to the customer ~~buying~~ ~~paying~~ spending more than ~~they would have~~ just the cost of the scooter.

Another advantage for the customer using the payment method of a credit card is that they can make

a secure payment from anywhere on the app. Card details can also be saved on the app making renting scooters quicker and easier, allowing the customers to spend less time worrying about how to pay and just be on their way.

In conclusion to this I think it is a massive advantage to pay by via credit card on the app rental app because the money doesn't have to be in the account and the payment can be made on the go and at ease easily. Using a credit card also ensures that customers can get their money back in situations where money may be lost or where they require a refund.

Exemplar 3 scored a total of 11 marks. In the first paragraph, L1 given for 'can pay even without having money'; L3 given for 'customer can still rent a scooter …'. In the second paragraph, L1 given for 'interest charges', L3 for 'have to pay interest charges on top..'. A decision has been made in the concluding paragraph – it is a massive advantage to pay with credit card; this is supported by an L1 – the money doesn't have to be in the account. Context given for 'app' therefore 11 marks.

Question 2 (b)

(b) Apart from credit cards, identify **two** methods that customers could use to make the payment via the app.

1 ....

2 ....

[2]

Most candidates scored full marks although some did state credit card or its brand names despite being asked not to do so in the question.

Question 3 (a) (i)

Text 3

Sasha's Scooters has a strict code of practice concerning customer safety. Every e-scooter is checked each day to ensure that it is safe for use.

Dealing with safety issues means that Sasha is constantly having to prioritise her time.

3   Refer to Text 3.

(a)

(i)   Identify **two** purposes of a code of practice.

1 ....

2 ....

[2]

Targeting at the distinction level, this proved to be a very difficult question for most candidates. The majority of candidates attempted the question by copying the stem with very little reference to the purpose of such a document which is to communicate and inform different stakeholder groups. As such, very few candidates scored any marks.

Question 3 (a) (ii)

(ii) Explain **one** difference between a code of practice and legislation.

....

....

....

.... **[2]**

This question was better answered than the previous question. However, most candidates achieved one mark often referring to legislation as a law which must be followed by a business or that it is written/produced by the government. To achieve two marks candidates were required to show the difference, i.e. a direct comparison showing the dichotomy between the two documents. While it was pleasing to see that most candidates had sound knowledge of the two documents by producing two separate statements about them, the second mark could not be given when how they differ was not clearly indicated.

Question 3 (b) (i)

(b) Sasha has the following tasks to prioritise:

- order new brakes for the e-scooters following a significant number of complaints from customers;
- arrange a meeting with a local government officer to discuss new e-scooter safety rules;
- research insurance companies for renewal of the business' insurance policies in a week's time.

(i) Complete the table below by ranking the tasks according to their **importance to the smooth running of the business**. You should only assign each priority once.

Tasks	Priority: high, medium or low?
Order new brakes for the e-scooters following a significant number of customer accidents	
Arrange a meeting with a local government officer to discuss new e-scooter safety rules	
Research insurance companies for renewal of the business' insurance policies in a week's time	

[3]

Most candidates scored at least one mark for indicating high priority for ordering the new brakes. The most common mistake was to assign the renewal of the insurance as 'low', failing to acknowledge the looming deadline of a week's time. The performance on this question was well under expectation.

Question 3 (b) (ii)

(ii) Identify **two** reasons why Sasha might have needed to prioritise these tasks.

1 ....15...©...OCR......

....

2 ....

....

[2]

This question was poorly answered by the majority of candidates who did not consider deadlines, the amount of workload or the lack of time that Sasha faces. Most responses referred to the consequences to the business of not carrying out the tasks, which did not answer the question. Candidates are advised to read the questions carefully before answering them.

Question 4 (a)

Text 4

Sasha is planning a research visit to further investigate how to attract the older generation of customers. She wishes to meet an e-scooter operator who has had success attracting customers over the age of 50. The e-scooter operator is based in Cambridge. Sasha would like to arrive at Cambridge by 10am and leave at 5pm. This should ensure that she has enough time to experience first-hand the specially designed e-scooters for the over 50s and return home with sufficient time to prepare for work the following day.

The distance between Manchester and Cambridge is approximately 180 miles. By car the journey is estimated to take 3 hours and 30 minutes. Although Sasha has a valid driving licence, she does not own a car. She is considering two options – hiring a car or travelling by train.

4   Refer to Text 4.

(a) Love-to-hire is a car hire company. Customers have two booking options:

- Scheme A - pay by the day
- Scheme B - pay by the hour.

Love-to-hire's fees and charges are shown below.

Scheme A - pay by the day	Scheme B - pay by the hour
Joining fee - £35	Joining fee - £35
Price per day - £55.25	Price per hour - £5.75
Mileage charge - £0.25 per mile	Mileage charge - £0.20 per mile

Calculate the total cost of hiring a car for Sasha's intended research visit for each booking option.

Scheme A – pay by the day	Scheme B – pay by the hour
Cost = £ ………………….………………...	Cost = £ ………………….………………...

[6]

The most common score was 3 marks, few candidates scored full marks. Most appeared to do better in Scheme A than Scheme B. Common errors included:

Scheme A – just calculating one-way mileage (£135.25)

Scheme B – just calculating one-way mileage and 7-hour fee (£111.25)

Question 4 (b)

(b) Identify **two** items Sasha could claim reimbursement for on Sasha's Scooters' travel expense claim form if she decides to hire a car for her journey.

1 ....

2 ....

[2]

This question was generally well-answered although there was some duplication of responses i.e. referring to fuel and hiring fee.

Question 4 (c)

(c) Initial research shows that there are no through trains from Manchester to Cambridge. There are two changes on the journey, one at Leeds and one at Peterborough. The schedule for the journey is shown below.

Fill in the **five** pieces of information missing from the journey schedule.

Journey schedule:

06:06 Manchester (depart)

Duration of journey between Manchester and Leeds
= …………………………………. minutes

07:00 Leeds (arrive)

Transfer time at Leeds
= …………………………………. minutes

07:32 Leeds (depart)

Duration of journey between Leeds and Peterborough = 1 hour and 26 minutes

Arrival time at Peterborough
= ……………………………....

Transfer time at Peterborough = 12 minutes

09:10 Peterborough (depart)

Duration of journey between Peterborough and Cambridge
= …………………………………. minutes

10:00 Cambridge (arrive)

Total duration of the journey from Manchester to Cambridge
= ……………….…………….. hour(s) and ……………….………………… minute(s)

[5]

An easy question for most candidates who performed well. The most common error was the failure to provide the 24-hour clock response for the arrival time at Peterborough.

Question 4 (d)

(d) Explain **two** advantages for Sasha of travelling by train.

1 ....

....

....

....

....

2 ....

....

....

....

[4]

Regrettably, some candidates referred to the train being faster and quicker which was not the case. As the question asks for advantages for Sasha, any consideration of costs is irrelevant because a CIC is an incorporated business with a separate legal identity. The mark scheme demands 'personal' benefits e.g. Sasha is less tired, can work, etc. The use of context was disappointing, few candidates scored full marks due to this.

Assessment for learning

The key to scoring high marks in this unit is to answer in context as far as possible. For example, 'Sasha will be less tired travelling on the train, this enables her to have a more productive meeting with the e-scooter operators.' This response will be given full marks for including context – e-scooter.

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