



Oxford Cambridge and RSA

Cambridge National

Enterprise and Marketing

R067/01: Enterprise and marketing concepts

Level 1/2 Cambridge National Certificate/Award/Diploma

Mark Scheme for January 2025

OCR (Oxford Cambridge and RSA) is a leading UK awarding body, providing a wide range of qualifications to meet the needs of candidates of all ages and abilities. OCR qualifications include AS/A Levels, Diplomas, GCSEs, Cambridge Nationals, Cambridge Technicals, Functional Skills, Key Skills, Entry Level qualifications, NVQs and vocational qualifications in areas such as IT, business, languages, teaching/training, administration and secretarial skills.

It is also responsible for developing new specifications to meet national requirements and the needs of students and teachers. OCR is a not-for-profit organisation; any surplus made is invested back into the establishment to help towards the development of qualifications and support, which keep pace with the changing needs of today's society.

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.

© OCR 2025

PREPARATION FOR MARKING RM ASSESSOR

1. Make sure that you have accessed and completed the relevant training packages for on-screen marking: *RM 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 6 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.

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).

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:
- To determine the level** – start at the highest level and work down until you reach the level that matches the answer
 - 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
	Correct
	Incorrect
	Not sure what the candidate is trying to say, or it does not make sense.
BOD	Benefit of doubt given (counts as a mark)
L1	For use in Q20 – see guidance on page 18
L2	
L3	
APP	Application shown
OFR	Own figure rule (counts as a mark)
VG	Vague answer or comment
IRRL	Irrelevant (not answered the question)
NUT	Not used the context (generic)
REP	Repetition. The candidate has merely restated what has already been said and so no further credit given.
SEEN	The paragraph or answer has been seen but no reward given. Also to be used when no answer is attempted.
BP	Blank page

EVERY QUESTION AND/OR PAGE, INCLUDING BLANK PAGES (use the BP annotation on Q20), MUST HAVE SOME ANNOTATION

Please ensure that, wherever possible, annotations are placed in the margins and not over the candidate's answer. This makes it very difficult to read when the paper is printed out.

- ✔ Questions 1 to 19 must be marked so that the number of ticks equals the mark awarded. However, if **OFR** or **BOD** is used they replace the tick. In other words, a tick and a BOD is 2 marks.

Question 20 must **ONLY** use a tick if a mark of 1 is being awarded.

Question	Answer	Marks
SECTION A		
1	Indicative content: C	1
2	Indicative content: D	1
3	Indicative content: D	1
4	Indicative content: D	1
5	Indicative content: B	1
6	Indicative content: D	1
7	Indicative content: D	1
8	Indicative content: B	1
9	Indicative content: C	1
10	Indicative content: A	1

Question	Answer	Mark	Guidance
SECTION B			
11	<p>(a) State two potential drawbacks of taking the risk to set up a new business.</p> <p>Indicative Content</p> <ul style="list-style-type: none"> • Financial – e.g., losing money (income), no profit, personal assets at risk, go bankrupt • Health/wellbeing – e.g., stress • Work-life balance – e.g., lack of free time, may overwork • Personal relationships – e.g., time to see family/friends 	2	<p>Award one mark for each drawback stated, up to a maximum of two marks. ✓</p> <p>Ensure the two drawbacks are clearly different.</p> <p>Accept correct examples of any drawback.</p> <p>No reward for 'drawbacks' which have no clear consequence for the individual, e.g., failure of the business.</p> <p>Drawbacks are consequences of the risk having been taken, as opposed to limitations that may prevent the decision being made to take the risk (e.g. costs or available finance) or activities that need to be done.</p>
	<p>(b) Identify a characteristic that would help you to be successful in each situation.</p> <p>Thinking of new cake designs</p> <ul style="list-style-type: none"> • Creativity / Creative • Innovation / Innovative / Originality • Confidence <p>Explaining the different cake designs to your customers</p> <ul style="list-style-type: none"> • Communication • Confidence • Persuasiveness <p>Not giving up when a new competitor takes some of your loyal customers</p> <ul style="list-style-type: none"> • Determination / Determined / Perseverance / Persistence • Confidence 	3	<p>Award one mark for each correct answer, up to a maximum of three marks. ✓</p> <p>Accept answers which are synonyms or explanations of a correct characteristic.</p>

Question	Answer	Mark	Guidance
12	<p>Analyse one benefit to your cake business of using market segmentation.</p> <p><u>Indicative Content</u></p> <p>Benefits of segmentation include:</p> <ul style="list-style-type: none"> • Ensures specific customer needs are matched • Get a better understanding of customers / the market • Enables targeted marketing / Can identify characteristics of customers • Aids decision-making • Potential for increased profits/profitability • Increased customer retention • Potential for an increase in market share <p><u>Example responses</u></p> <p>Market segmentation means that my marketing can be targeted (1) so I can aim all advertising at customers within a 20-mile radius (APP) which will avoid me wasting marketing expenditure (1).</p> <p>Customer needs can be met more effectively (1). I can offer cakes with the characters from movies (APP) that my target customers are interested in leading to increased sales (1).</p> <p style="text-align: right;">ARA</p>	3	<p>Award one mark for identifying a benefit of using market segmentation ✓</p> <p>AND</p> <p>Award one further mark for an application of the benefit <u>in context</u> (APP)</p> <p>AND</p> <p>Award one further mark for an analysis of the benefit (<u>by showing the impact on the business/you</u>). ✓</p> <p>The third mark may be awarded independently from the second mark for application.</p> <p>Ensure the third (analysis) mark is for a tangible impact on the owner/business (e.g., 'so I will be less successful' is VG)</p> <p>NB: Ensure that the benefit comes from segmentation and not marketing in general.</p>

Question	Answer	Mark	Guidance
13	<p>(a) Explain two advantages of receiving capital from a business angel for your cake business.</p> <p>Indicative Content</p> <ul style="list-style-type: none"> • The business angel will be an experienced entrepreneur so will be able to offer practical advice • May offer finance to risky businesses that may not be able to gain finance from other sources • No interest to pay • No need to pay the money back (no repayments) / no risk • No formal application procedure / will get any money quickly • Large amount of capital may be available <p>Example responses</p> <p>The business angel can offer me business advice (1) which will be helpful as I am inexperienced and was just setting up my business (APP).</p> <p>I do not need to pay the money back (1) which leaves me with more money to pay the rent for the kitchen (APP).</p> <p style="text-align: right;">ARA</p>	4	<p>Award one mark for each advantage of receiving capital from a business angel, up to a maximum of two marks, </p> <p>PLUS one mark for an application of each advantage <u>in context</u>, up to a maximum of two marks. </p> <p>Ensure that the two advantages are different.</p> <p>The development needs to show application of the advantage to the context.</p> <p>No reward for answers generally about raising capital ('can receive money to buy things') or what this means you do not have to do ('no need to borrow money & pay interest').</p>
	<p>(b) Other than a business angel, state two sources of capital for a business start-up.</p> <p>Indicative Content</p> <ul style="list-style-type: none"> • Own savings • Friends and family (loan or gift) • (Bank) loans • Crowdfunding (online fundraiser) • Grants • Sponsorship • Government • Charities • Chamber of commerce <p style="text-align: right;">ARA</p>	2	<p>Award one mark for each source of capital stated, up to a maximum of two marks. </p> <p>Ensure the two sources are clearly different.</p> <p>No reward for 'investors' - too vague a term (could be a business angel).</p> <p>'Donations' is VG</p>

Question	Answer	Mark	Guidance
14	<p>(a) State two elements of the marketing mix.</p> <p><u>Indicative Content</u></p> <ul style="list-style-type: none"> • Product • Price (accept pricing) • Place(ment) (NOT location) • Promotion 	2	<p>Award one mark for each element of the marketing mix stated, up to a maximum of two marks. </p> <p>Reward any of the elements of the extended marketing mix, e.g. physical evidence, people, or process.</p>
	<p>(b) Explain one example of how the elements of the marketing mix could work together for your cake business.</p> <p><u>Indicative Content</u></p> <ul style="list-style-type: none"> • The elements combine to create a specific brand image • Each element affects the appropriateness of decisions regarding the other elements. <p><u>Example responses</u></p> <p>The four elements create a specific brand image (1) which will complement the logo on the cake packaging (APP).</p> <p>Decisions about each elements affects the appropriateness of decisions about the others (1). I offer a home delivery service for customised cakes (APP), so the price is likely to be high.</p> <p style="text-align: right;">ARA</p>	2	<p>Award one mark for an appropriate example of elements of the marketing mix working together, PLUS one mark for application <u>in context</u> </p> <p style="text-align: right;">APP</p> <p>The development needs to show application of the example to the context.</p> <p>Accept an example which shows two or more components of the marketing mix being appropriately linked together.</p> <p>Accept reference to location as an <u>example</u> of place.</p> <p>An answer which considers the elements of a marketing mix MUST consider two or more of the different elements.</p>

Question	Answer	Mark	Guidance
15	<p>Analyse two disadvantages of selling your cakes through a social media marketplace site.</p> <p><u>Indicative Content</u></p> <ul style="list-style-type: none"> • Competition – a lot of businesses sell on marketplace sites • Some potential customers may not use social media • Potential customers may not trust social media (wary of scams) • Can only show photos of my product range – cannot offer cake samples for customers to try • Attracts the wrong audience - people living outside of a 20-mile radius may use the marketplace site (demand may outstrip ability to supply) • Time must be spent on keeping the marketplace information up to date • People may leave bad reviews • Technology may fail <p><u>Example responses</u></p> <p>A lot of businesses sell on marketplace sites (1) and offer cakes which include the characters of the latest movies (APP) which will increase competition and lead to reduced sales revenue (1).</p> <p>Some customers may not use social media (1), which will limit my target market as I only deliver to customers within a 20-mile radius (APP). This may reduce my sales revenue (1).</p> <p style="text-align: right;">ARA</p>	6	<p>Award one mark for a disadvantage of selling through a social media marketplace site up to a maximum of two marks ✓</p> <p>AND</p> <p>Award one further mark for an application of each disadvantage <u>in context</u> up to a maximum of two marks APP</p> <p>AND</p> <p>Award one further mark for an analysis of each disadvantage (<u>by showing the impact on the business/you</u>). ✓</p> <p>The third mark in each case may be awarded independently from the second mark for application.</p> <p>Ensure the third (analysis) mark is for a tangible impact on the owner/business (e.g., 'so I will be less successful' is VG)</p> <p>No reward for answers which consider the problems of delivery when purchasing online (e.g., reliability or freshness) as we are told that the business personally delivers.</p>
16	<p>(a) Identify two variable costs of operating your celebration cake business.</p> <p><u>Indicative Content</u></p> <ul style="list-style-type: none"> • Cake ingredients, e.g. butter, flour, sugar etc. (accept 'raw materials') • Packaging for the cakes • Fuel to deliver the cake to customers (shipping costs) 	2	<p>Award one mark for each variable cost stated, up to a maximum of two marks. ✓</p> <p>Ensure the two costs are clearly different. Accept generic answers</p> <p>Do NOT accept 'wages' as the business has no employees.</p> <p>No reward for 'stocks'</p>

Question	Answer	Mark	Guidance
(b)	<p>Calculate the fixed costs in August.</p> <p>Fixed costs = Total costs – Variable costs = £8,000 - £3,250 (1) = £4,750 (1)</p>	2	<p>Correct answer of £4,750 should be awarded full marks (with or without workings). ✓</p> <p>Award 1 mark for correct use of numbers with minus sign (with a mathematical error).</p> <p>No marks for adding the two numbers together (£11,250)</p>
(c)	<p>Calculate the revenue generated in September.</p> <p>Total revenue = Selling price per unit x number of sales</p> <p>Small cake = £12.00 x 5 = £60 (1)</p> <p>Medium cake = £20.00 x 10 = £200 (1)</p> <p>Large cake = £26.00 x 8 £208 (1)</p> <p>Total revenue = £60 + £200 + £208 (1) = £468 (1) [OFR]</p>	5	<p>Correct answer of £468 should be awarded full marks (with or without workings). ✓</p> <p>Award 1 mark for calculating the revenue for <u>each</u> of the three cake sizes.</p> <p>A maximum of 4 marks if an additional stage is carried out after getting an answer of £468.</p>
17	<p>(a) Explain two purposes of market research for your cake business.</p> <p>Indicative Content</p> <ul style="list-style-type: none"> • To reduce risk • To aid decision making (e.g., what price to set) • To understand the market / trends / competitors / identify gaps • To gain customers' views and understand their needs/wants • To inform product development • To understand how a good/service complements others on the market 	4	<p>Award one mark for each purpose of market research, up to a maximum of two marks, PLUS one mark for an application of each purpose <u>in context</u>, up to a maximum of two marks. ✓ APP</p> <p>Ensure that the two purposes are different.</p>

Question	Answer	Mark	Guidance
	<p>Example responses Market research helps me to understand the range offered by competitors (1) so I can decide if three different cake sizes are enough (APP).</p> <p>Market research helps to inform new product development (1) as it can tell me the details of new movies launched (APP).</p> <p style="text-align: right;">ARA</p>		The development needs to show application of the purpose to the context.
(b)	<p>Analyse two advantages of using an online questionnaire for your cake business.</p> <p>Indicative Content</p> <ul style="list-style-type: none"> • Cost effective - no paper/printing costs • I can target customers who have purchased my cakes • Can be sent to lots of people / High response rate • May encourage a more honest response • Enables an immediate response • Data can be <u>automatically</u> collated/analysed <p>Example responses It is cost effective as I do not have to physically produce questionnaires (1) so I can spend any money saved (1) on developing a wider range of characters from movies for my cakes (APP).</p> <p>I can target customers who have purchased my cakes (1), as I will have their email address from when they bought using the social media marketplace site (APP). This will reduce wastage of effort (1).</p> <p style="text-align: right;">ARA</p>	6	<p>Award one mark for each advantage of using an <u>online</u> questionnaire, up to a maximum of two marks ✓</p> <p>AND Award one further mark for each application of an advantage <u>in context</u>, up to a maximum of two marks (APP)</p> <p>AND Award one further mark for an analysis of each advantage (<u>by showing the impact on the business/you</u>), up to a maximum of two marks. ✓</p> <p>The third mark in each case may be awarded independently from the second mark for application.</p> <p>Ensure that the two advantages are different.</p> <p>Ensure the third (analysis) mark is for a tangible impact on the owner/business (e.g., 'so I will be more successful' is VG)</p> <p>NB: No reward for answers about questionnaires or (primary) market research in general.</p> <p>No reward for 'quick' and/or 'easy' to produce.</p>

Question	Answer	Mark	Guidance
18	<p>(a) What is this pricing strategy called?</p> <p>Competitive (pricing)</p>	1	<p>Award one mark for correct answer. ✓</p> <p>Accept 'competition', 'competition-based', 'competitor', 'market', 'market-based'.</p>
	<p>(b) Other than prices charged by other firms, explain two factors to consider when setting a price for your cakes.</p> <p>Indicative Content</p> <ul style="list-style-type: none"> • <u>Income</u> levels of target customers (affordability) • Costs of production / fuel costs / economic conditions / inflation • Stage of the product life cycle • The image you want the business to have • How much profit you want to make • How much people are willing to pay <p>Example responses</p> <p>Costs of production (1) such as the delivery costs (APP).</p> <p>The stage of the product lifecycle (1). As a business of only 1 year (APP) I may need to set a low price.</p> <p style="text-align: right;">ARA</p>	4	<p>Award one mark for each factor, up to a maximum of two marks, PLUS one mark for an application of each factor <u>in context</u>, up to a maximum of two marks. ✓ (APP)</p> <p>Ensure that the two factors are different.</p> <p>The development needs to show application of the purpose to the context.</p> <p>Price of competitor products is not rewardable as the question excludes that option.</p>
19	<p>Explain two uses of break-even information to help you run your cake business.</p> <p>Indicative Content</p> <ul style="list-style-type: none"> • Decision making - e.g. changes to pricing, promotion, ingredients, etc. • Budgeting decisions • Setting targets for the business • To know how many I need to sell <u>before making a profit</u> <p>Example responses</p> <p>Break-even information can help me make pricing decisions (1) so I can decide if I can afford to set my prices in lines with competitors (APP).</p> <p>It can help me to set budgets (1) as I am a small business (APP).</p> <p style="text-align: right;">ARA</p>	4	<p>Award one mark for each use of break-even information, up to a maximum of two marks, PLUS one mark for an application of each use <u>in context</u>, up to a maximum of two marks. ✓ (APP)</p> <p>Ensure that the two uses are different.</p> <p>The development needs to show application of the use to the context.</p>

Question	Answer	Mark	Guidance	
20	<p>Discuss whether you should advertise in the local newspaper or change the recipe of the cakes.</p> <p><u>Indicative Content</u></p> <p>Local newspaper advertising</p> <p><u>Advantages may include:</u></p> <ul style="list-style-type: none"> • Can target specific customers as the local newspaper will only be read by people living in the area • Can include lots of information about my cakes • Can include photos of the cakes • A relatively cheap option <p><u>Disadvantages may include:</u></p> <ul style="list-style-type: none"> • The advert will reach people who do not use social media and therefore will not be able to buy my cakes • Advert will only be read for a short time • Limited numbers now buy/read a newspaper – may be an older market <p>Change recipe of cakes</p> <p><u>Advantages may include:</u></p> <ul style="list-style-type: none"> • Can attract new customers who did not like the taste of the old recipe • The change may lead to a new USP, e.g. healthier recipe or target vegans <p><u>Disadvantages may include:</u></p> <ul style="list-style-type: none"> • Current customers may not like the new recipe • Sales may have reduced for another reason, e.g. price • Customers will need to be informed of the change of recipe <p><u>Application may include:</u></p> <ul style="list-style-type: none"> • You have always enjoyed making cakes for family and friends • Cakes are sold through a social media marketplace site • Cakes include a range based on the characters of popular movies • You rent a kitchen in your village hall • You deliver cakes to customers' homes within a 20-mile radius 	8	<p><u>Content</u></p> <p>Annotation: This is a levels of response question – the marks will be awarded on the quality of response given. See page 18 for how to use the annotations.</p> <p>Level 3 checklist top of level - justified decision made using appropriate context. bottom of level - clear decision without appropriate use of context.</p> <p>Level 2 checklist top of level - considers an advantage <u>and</u> a disadvantage of both advertising in the local newspaper <u>and</u> changing the recipe, with at least one relevant piece of context. mid-level - considers an advantage <u>and</u> a disadvantage of both advertising in the local</p>	<p><u>Levels of response</u></p> <p>All level descriptors describe the TOP of the level.</p> <p>Level 3 (7-8 marks) A thorough discussion which:</p> <ul style="list-style-type: none"> • shows clear analysis of an advantage and a disadvantage of both options • makes a justified decision, using appropriate context • consistently uses appropriate terminology • shows detailed understanding <p>Level 2 (4-6 marks) An adequate discussion which:</p> <ul style="list-style-type: none"> • shows sound analysis of an advantage and a disadvantage of both options • makes limited use of appropriate context

	<ul style="list-style-type: none"> All cakes are presented in a box that includes the business logo You received capital from a business angel to set up the business Your business has been running for a year In August total costs were £8000 and variable costs were £3250 You sell three cake sizes – small, medium and large Prices – small cakes are £12.00, medium cakes are £20.00 and large cakes are £26.00 Use of answers from Q16(b) or Q16(c) [OFR] You carry out regular market research Customers are sent a link to an online questionnaire two days after the delivery of their cake You set the prices in line with competitors Sales have recently declined <p><u>Justification may be based on:</u></p> <ul style="list-style-type: none"> Which extension strategy will be best for the future success of the business Future plans/aspirations of business Clear support based on any contextual evidence provided in Section B <p>Example responses</p> <p>Advertising in the local newspaper is best as you can inform people of your local area about your business and so receive more sales (L1 BOD). A disadvantage would be not informing your target market due to them not reading the newspaper (L2 BOD).</p> <p>By changing the recipe, I could get new customers as they are receiving more products (VG) however a disadvantage may be my future customers not liking my new product (L1 BOD).</p> <p>I believe it would be best to advertise in the local paper as people can find out information effectively.</p> <p><i>This answer contains a correct advantage and disadvantage of local newspaper advertising, but only a correct disadvantage of changing the recipe. This is only a single L2. The decision cannot be awarded, as the answer has not first achieved the criteria for 6 marks. 4 marks</i></p> <p>-----</p>	<p>newspaper <u>and</u> changing the recipe.</p> <p>bottom of level - considers an advantage <u>and</u> a disadvantage of either advertising in the local newspaper <u>or</u> changing the recipe.</p> <p>Level 1 checklist</p> <p>top of level - considers an advantage <u>or</u> a disadvantage of either advertising in the local newspaper <u>or</u> changing the recipe, with at least one relevant piece of context.</p> <p>mid-level - considers an advantage <u>or</u> a disadvantage of either advertising in the local newspaper <u>or</u> changing the recipe.</p> <p>bottom of level - identifies some relevant information about advertising in the local newspaper <u>or</u> adding value.</p>	<ul style="list-style-type: none"> uses some appropriate terminology shows sound understanding <p>Level 1 (1-3 marks) A basic discussion which:</p> <ul style="list-style-type: none"> shows limited analysis of an advantage or a disadvantage of an option makes limited use of appropriate context makes limited or no use of appropriate terminology shows limited understanding <p>0 marks – no response or no response worthy of credit.</p>
--	--	--	---

	<p>An advantage of the local newspaper is that it is relatively cheap (L1) so I can spend money on other things. A disadvantage is that not a lot of people buy newspapers so I might not reach the correct audience (L2). An advantage of changing the recipe is that it might be nicer with better quality ingredients so more customers are attracted (L1). A disadvantage is that some customers may not like this new recipe as much and give bad reviews (L2) (L2). In conclusion, I think that a newspaper is better because it is cheaper for my business so I can spend money on new packaging (NUT).</p> <p><i>This answer contains a correct advantage <u>and</u> disadvantage of both options. This is enough for double L2, a two-sided answer of both options. The decision cannot be awarded as there is <u>no context anywhere in the answer</u> (the reference to 'packaging' could apply to any product – the answer would need to mention 'a box' or 'business logo' to gain any credit for application). 5 marks</i></p> <p>-----</p> <p>Local newspaper advertising can target customers in my local area (L1). However, the advert may be seen by people who do not use social media which will be wasteful (L2) as I only sell cakes on a social media marketplace site (APP). Changing the recipe of the cake may attract customers who did not like the old recipe (L1). However, current customers may not like the new recipe, and I will need to advertise the recipe change, otherwise customers will not be aware (L2) (L2).</p> <p>I would recommend advertising in the local newspaper (L3). This advert will be seen by people in the local area which is more efficient as I only deliver within a 20-mile radius (APP).</p> <p><i>This answer contains a correct advantage and disadvantage of <u>both</u> options. This is now double L2, a two-sided answer of both options. There is application in the judgement which is needed to achieve full marks. 8 marks.</i></p> <p style="text-align: right;">ARA</p>			
--	---	--	--	--

A judgemental answer (two-sided answer with a decision)	
8 marks – justified decision (with appropriate use of context as <u>part of the decision</u>).	L3 APP
7 marks – clear decision identified as part of a 6-mark answer.	L3
A developed answer (two-sided answer but no decision made)	
6 marks – considers an advantage and a disadvantage of both methods with at least one relevant piece of <u>context</u> .	L2 L2 APP
5 marks – considers an advantage and a disadvantage of both methods (no context).	L2 L2
4 marks – considers an advantage and a disadvantage of one method.	L2
An analysed answer (one-sided answer)	
3 marks – considers an advantage or a disadvantage of one method, with a relevant piece of <u>context</u> .	L1 APP
2 marks – considers an advantage or a disadvantage of one method (no context).	L1
Basic understanding (no advantages/disadvantages)	
1 mark – identifies some relevant information about newspaper advertising or changing the recipe.	

Need to get in touch?

If you ever have any questions about OCR qualifications or services (including administration, logistics and teaching) please feel free to get in touch with our customer support centre.

Call us on

01223 553998

Alternatively, you can email us on

support@ocr.org.uk

For more information visit

 ocr.org.uk/qualifications/resource-finder

 ocr.org.uk

 [Twitter/ocrexams](https://twitter.com/ocrexams)

 [/ocrexams](https://twitter.com/ocrexams)

 [/company/ocr](https://www.linkedin.com/company/ocr)

 [/ocrexams](https://www.youtube.com/ocrexams)



OCR is part of Cambridge University Press & Assessment, a department of the University of Cambridge. For staff training purposes and as part of our quality assurance programme your call may be recorded or monitored. © OCR 2025 Oxford Cambridge and RSA Examinations is a Company Limited by Guarantee. Registered in England. Registered office The Triangle Building, Shaftesbury Road, Cambridge, CB2 8EA. Registered company number 3484466. OCR is an exempt charity.

OCR operates academic and vocational qualifications regulated by Ofqual, Qualifications Wales and CCEA as listed in their qualifications registers including A Levels, GCSEs, Cambridge Technicals and Cambridge Nationals.

OCR provides resources to help you deliver our qualifications. These resources do not represent any particular teaching method we expect you to use. We update our resources regularly and aim to make sure content is accurate but please check the OCR website so that you have the most up-to-date version. OCR cannot be held responsible for any errors or omissions in these resources.

Though we make every effort to check our resources, there may be contradictions between published support and the specification, so it is important that you always use information in the latest specification. We indicate any specification changes within the document itself, change the version number and provide a summary of the changes. If you do notice a discrepancy between the specification and a resource, please [contact us](#).

Whether you already offer OCR qualifications, are new to OCR or are thinking about switching, you can request more information using our [Expression of Interest form](#).

Please [get in touch](#) if you want to discuss the accessibility of resources we offer to support you in delivering our qualifications.