OCR
Oxford Cambridge and RSA

CAMBRIDGE TECHNICALS LEVEL 3 (2016)

Examiners' report

# BUSINESS

05834–05837, 05878

## Unit 2 January 2025 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. 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 Teach Cambridge.

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# Unit 2 series overview

The majority of candidates appeared well-prepared for this unit; the case study was well understood and accessible. On the whole candidates performed well on in-tray exercises based on practical business activities, in particular the sub questions involving some calculations. Most candidates performed relatively well throughout the paper. There was a significant improvement in candidates' analytical skills this session which was pleasing to see.

Text 1 introduces candidates to the business scenario, the aims of the founders and its current business practices. While most candidates found Question 1 (a) challenging, Question 1 (b) was relatively well answered given it was the Levels of Response question.

Text 2 centres around the use of technology within the business for advertising and communication purposes. Apart from Questions 2 (a) and 2 (e), most candidates scored well in this section.

Text 3 revolves around the organisation of a day trip to the glass-blowing factory. There are two in-tray exercises which candidates performed well on the whole. The impacts on the business for missing deadlines were less well understood.

Text 4 continues with the theme from Text 3. Candidates were required to compose an email to inform potential participants of the details of the glass-blowing factory trip. Question 4 (a) tests candidates' ability to communicate effectively with external stakeholders which most performed very well. Question 4 (b) proved to be more challenging with most candidates not developing their answers to access the second mark.

| Candidates who did well on this paper generally: | Candidates who did less well on this paper generally: |
|---|---|
| • interpreted questions accurately <br><br> • answered in context <br><br> • showed good analytical and evaluative skills <br><br> • were able to develop their answers. | • did not fully understand the questions set <br><br> • showed gaps in their knowledge <br><br> • demonstrated poor exam techniques <br><br> • gave vague responses that do not show knowledge of the topic concerned or case study in question. |

## Question 1 (a)

**Text 1**

After graduating from university three years ago, Finley and Casey decided to set up a café together. The café, called Hugs, is situated next to the University of Bath. Hugs is different to most cafés because it is a community café. It aims to serve the local community by providing employment opportunities for young people with communication difficulties and social events for local residents. These social events include board games, creative craft sessions and day trips. Finley runs the catering side of the business while Casey is in charge of organising social events.

Recently, Finley conducted some market research into customer satisfaction levels at Hugs. One of the areas identified for improvement was payment methods. Currently customers can only pay by cash. Customers would like Hugs to begin accepting debit and credit card payments.

**1**    Use **Text 1**.

**(a)**    Identify **two** types of marketing documentation that Finley might have used when researching customer satisfaction levels.

1  ....................................................................................................................................

2  ....................................................................................................................................

**[2]**

It would appear that many candidates did not fully understand the term 'documentation' and thus provided a range of answers referring to marketing activities, e.g. survey. The most common correct answer was 'questionnaire'.

## Question 1 (b)

**(b)**    Evaluate likely advantages and disadvantages to Hugs of accepting debit and credit card payments.    **[12]**

Where candidates were able to accurately identify advantages or disadvantages, they were often then able to analyse the impact of this on Hugs. Some candidates wrote well about meeting the needs of 'cashless customers' and then analysed the impact of this in terms of revenue/profit for Hugs. Other good responses centred around the business not having to handle cash, having a paper trail, etc. There was sound understanding of the costs involved, e.g. installation of technology, card readers and transaction fees. In some instances, candidates wrote about the impact on the consumer, which was the answer to the paper set in summer 2024. An overall judgement was often lacking, and many candidates did not weigh up the advantages and disadvantages to Hugs of accepting card payments, thus Level 4 was in many cases simply not awarded.

## Exemplar 1

Overall I believe the advantages outweigh the disadvantages therefore Hugs should introduce the use of debit and credit cards. I believe this because they are extremely convenient and are rapid payment options making transactions easier and therefore run more smoothly. I believe the most important reason to introduce cards would be because they are used by more individuals in the world due to it being more modern and are easy to use. Nonetheless, I believe Hugs need to be aware of its charged interest as this means they receive less money back then anticipated. As a result of this, Hugs may choose to increase their prices so they can ensure they are not at a loss in comparison to cash payments. With this increase, they would need to consider how much they rise it by as they don't want to prevent customers from returning to the café. As long as this is thought through well, accepting credit & debit cards will benefit Hugs as they will receive more regular payment from customers, increasing the exposure of the company as new customers start to try out the café.

In the above exemplar the concluding paragraph contains an explicit statement of weighing up advantages and disadvantages followed by a valid reason - new customers. It also discusses how the disadvantage of a transaction fee could be mitigated - by increasing the price charged. Full marks were awarded.

## Question 2 (a)

**Text 2**

Casey advertises Hugs' social events on social media. Participants must book these social events online and their personal data are stored digitally. Casey uses 'bcc' when emailing groups of customers who have placed bookings for an event.

2    Use **Text 2**.

(a)  Explain how Casey using 'bcc' helps Hugs maintain data confidentiality.

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    ..........................................................................................................................................

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    .................................................................................................................................. **[2]**

Many candidates wrote about some customers not being able to see other customers' emails or simply the recipient will not know who else is receiving the email. The latter is the reason for using 'bcc' which does not answer the question set. The question asks for an explanation of how bcc works - the email address of recipients remain private. The second mark is awarded for context in relation to the case study and this was very often not given.

## Question 2 (b)

(b)  Other than using 'bcc', identify **two** ways Hugs can maintain the confidentiality of its customers' digital data.

    1 ........................................................................................................................................

    ..........................................................................................................................................

    2 ........................................................................................................................................

    ..........................................................................................................................................

    **[2]**

This was relatively well answered on the whole. Some candidates provided an incorrect method due to misreading the question, which referred to 'digital data'. Others provided vague responses such as 'need to know basis'. 'Anti-virus' was not acceptable as it prevents the loss of data. Another common mistake was 'non-disclosure agreement'. This was not awarded because it does not maintain the confidentiality of customer data among the employees.

## Question 2 (c)

**(c)** Sometimes confidentiality needs to be breached.

In the table, identify with a tick (✓) the **two** scenarios where confidentiality needed to be breached. You should only draw **two** ticks.

| Scenarios | Tick (✓) |
|---|---|
| A dissatisfied customer asked for the contact number of an employee. | |
| A paramedic attending an accident at the café requested the name and age of the injured employee. | |
| A customer asked for the contact details of another customer who has booked the same day trip. | |
| A police officer investigating a serious crime needed the names of all employees who were working at the café on a specific date. | |
| An employee wanted to find out where a regular customer lived. | |

**[2]**

Most candidates scored full marks showing sound understanding of when confidentiality needs to be breached.

## Question 2 (d)

**(d)** In accordance with equal opportunities legislation, state **three** criteria on which Finley and Casey must not discriminate when selecting their employees.

1 .................................................................................................................................................

2 .................................................................................................................................................

3 .................................................................................................................................................

**[3]**

This was an accessible question which most candidates scored full marks on, showing sound understanding of equal opportunities legislation.

## Question 2 (e)

**(e)** Explain **two** likely reasons why Casey advertises Hugs' social events on social media.

1 .......................................................................................................................................

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2 .......................................................................................................................................

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**[4]**

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Many candidates were able to refer to 'wide market', 'target audience', 'low cost', 'information shared'. It was pleasing to note that some were able to apply their answers in context, usually by referring to 'participants', 'young people', 'university students' – which then allowed them to access the second mark. There were still quite a number of candidates who wrote about the method being 'quick and easy' or 'free'. There is always a cost to a business of carrying out an activity. Another common mistake was where candidates explained how the method can increase sales or attract more customers. These apply to marketing in general and not specific to social media, hence no marks.

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### Exemplar 2

1 Casey may of used social media co
because it's a cheap way of advitising and in
some cases Free depending on what type of
advitising.

2 It's a fast way of advertising
and can reach alot of people and since
there by a university the target aud.
One of there target audiences are ~~fotog~~ young adults and this BM.

a good ✗

**[4]**

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There was no context in the first response therefore only 1 mark was awarded. The second response contains context hence 2 marks were awarded.

## Question 3 (a)

**Text 3**

Casey is organising a day trip to a glass-blowing factory in the centre of Bristol on 20 March 2025. The trip is fully booked. The participants are:

- sixteen adults (of which fourteen are university students)
- four children.

Information on the prices of different types of day-return bus ticket is shown in the table:

| Adult tickets | £9.50 |
|---|---|
| Child tickets | £6.00 |
| Group tickets | £22.00 for up to two adults and four children |
| Student tickets | £7.00 |

**3** Use **Text 3**.

**(a)** Casey needs to keep travel costs to a minimum. Complete the table to advise Casey what combination of tickets she should purchase for herself and the participants.
A space has been provided for your workings. Show your answers in the table below.

Workings:

| Type of tickets | Quantity of tickets Casey should purchase | Cost of tickets to be purchased |
|---|---|---|
| **Adult tickets** | .......................... | £ .......................... |
| **Child tickets** | .......................... | £ .......................... |
| **Group tickets** | .......................... | £ .......................... |
| **Student tickets** | .......................... | £ .......................... |
|  | **Total cost:** | £ .......................... |

**[9]**

This question was very well answered – the most common mistake was not recognising that Casey required a ticket as indicated in the question - 'for herself'. However, the OFR rule applies to the right-hand column so most candidates only lost one mark.

## Question 3 (b)

**(b)** The visit to the glass-blowing factory will include a factory tour and attendance at a workshop to make a glass heart. The factory usually charges £700 for a group of this size. However, as Hugs is a regular customer, it gets a 45% discount. VAT is chargeable at 20%.

Complete the online purchase order for the factory tour and glass heart workshop.

| Name of customer/organisation: | Hugs |
|---|---|
| Contact name: | Casey Perry |
| Contact email address: | Casey@hugs.net |
| Order details: | Factory tour and glass heart workshop on 20 March 2025 |
| Price of order: | £ .................................................................. |
| Discount (if applicable): | £ .................................................................. |
| Subtotal: | £ .................................................................. |
| VAT: | £ .................................................................. |
| Order total: | £ .................................................................. |

[5]

Again, this question was well answered. Common errors were to put 45% in the discount box and 20% in the VAT box without making the calculations. Some candidates incorrectly used the Total Cost figure from Question 2 (a) as the Price of order for Question 2 (b). As such, they were only credited with OFR marks.

## Question 3 (c)

(c) Hugs must pay a non-refundable deposit at least one month before the visit to the glass-blowing factory.

Identify **three** impacts on Hugs of missing this deadline.

1 ........................................................................................................................................

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2 ........................................................................................................................................

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3 ........................................................................................................................................

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[3]

This question was less successfully answered. Lots of candidates incorrectly believed that Hugs had paid the deposit (when in fact they hadn't) and would therefore lose it. However, most scored at least one mark, often for identifying the negative impact on business reputation/trust/publicity of missing deadlines.

## Question 4 (a)

**Text 4**

On the day of the trip to the glass-blowing factory, the participants should meet Casey outside the café at 10 am. They will then walk together to the bus stop which is about 5 minutes' walk away, and get the bus. The bus journey will take about 30 minutes.

The price for the trip is £50 per participant. In addition, packed lunches can be provided by the café for an extra charge of £9.50 each. Orders for packed lunches must be placed by 10 March 2025. Full payment for the trip (and packed lunch if appropriate) is required at least a week in advance of the trip. The participants are expected to return to the café by 3:30 pm.

**4**　　Use **Text 4**.

**(a)**　Write an email to the participants to provide details for the day trip to the glass-blowing factory. Your email should include:

- details about the availability of packed lunches
- the latest date by which full payment for the trip must be made
- a request for a reply to the email confirming their booking
- any other relevant information to ensure the trip goes ahead smoothly.

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

Use the proforma on the opposite page to write your email.

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

**[12]**

| To: Undisclosed recipients |
|---|
| From: Casey@hugs.net |
| Subject: |
|  |

In the main, this question was very well answered with a good number of candidates scoring 8 marks and above. The most common errors were:

- not including the date of the trip or it is incomplete (year required)

- not including the date by which the trip must be paid (13th March) – many candidates simply left this as 'one week before', which of course is of no help to the reader, especially if the date of the trip is not included in the email

- missing the hyphen in 'glass-blowing' in the subject box.

It was pleasing to note that many candidates understood the tone of the email.

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