

Cambridge National

Enterprise and Marketing

R067/01: Enterprise and marketing concepts

Level 1/2 Cambridge National Certificate/Award/Diploma

Mark Scheme for June 2025

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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MARKING INSTRUCTIONS

PREPARATION FOR MARKING 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 available in RM Assessor
3. Log-in to RM Assessor and mark the **required number** of practice responses (“scripts”) and the **required number** of standardisation responses.

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, email or via the RM Assessor messaging system.
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 the annotation 'SEEN' to confirm that the work has been seen and mark any responses using the annotations in section 11.

7. There is a NR (**No Response**) option. Award NR (No Response):

- if there is nothing written at all in the answer space
- OR if there is a comment which does not in any way relate to the question (e.g., 'can't do', 'don't know')
- OR if there is a mark (e.g., a dash, a question mark) which is not an attempt at the question.

Note: Award 0 marks – for an attempt that earns no credit (including copying out the question).

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.**

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: Not applicable in F501

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.
	Benefit of doubt given (counts as a mark)
	For use in Q19 – see guidance
	
	
	Application shown
	Own figure rule (counts as a mark)
	Vague answer or comment
	Irrelevant (not answered the question)
	Not used the context (generic)
	Repetition. The candidate has merely restated what has already been said and so no further credit given.
	The paragraph or answer has been seen but no reward given.
	Blank page

EVERY QUESTION AND/OR PAGE, INCLUDING BLANK PAGES (use the BP annotation on Q19), 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.

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

Question	Answer	Mark	Guidance
SECTION B			
11	(a) Explain two disadvantages of starting your bodycare product business as a partnership. Indicative Content • Unlimited liability – the partners are jointly responsible for all business debts and may have to sell their personal possession to pay business debts. • It can take longer to make decisions as all partners need to be consulted. • Profits (income) must be shared. • There may be disagreements and/or conflict, e.g. workload, decision-making, lack of full control. Example responses Unlimited liability (1) which means that I may have to use savings built up over the past five years from my shop job (APP). Profits will need to be shared (1) 50/50 (in half) (APP). ARA	4	Award one mark for each disadvantage of operating as a partnership, up to a maximum of two marks.  PLUS one mark for application of each disadvantage <u>in context</u>, up to a maximum of two marks.  Ensure that the two disadvantages are different. The development needs to show application of the disadvantage to the context. The impact on profit needs to be about how the individual ends up with less of the profit, as opposed to the business generating less profit.
	(b) Other than a partnership, state two forms of business ownership. Indicative Content • Sole trader (accept sole owner) • <u>Limited liability</u> partnership (accept 'LLP') • (Private) limited company (accept 'Ltd') • Franchise/Franchisee/Franchisor	2	Award one mark for each type of business ownership, up to a maximum of two marks.  Do not award a mark for partnership as the question excludes it. Accept an answer of public limited company (plc). No reward for 'shared', 'group', 'limited' or 'liability' ownership. No reward for 'government owned'.

Question	Answer	Mark	Guidance
12	Complete the sentences below, using options from the list. • Fixed cost • Variable cost • Utility	3	Award one mark for each correct answer, up to a maximum of three marks.  Ensure that the correct word(s) are inserted in the space.
13	Analyse one benefit and one limitation of using quantitative data to assess the potential demand for your bodycare products. <u>Indicative Content</u> Benefits: • Quick (easy) to analyse. • Able to collect a lot of information (wide range of data). • Can reflect the views/responses of a large sample size. • Can provide a visual representation of the data / easy to understand • Easy to communicate/share with others. • A statistical analysis of the data can be performed. Limitations: • It does not allow a business to gain a detailed insight into customers' opinions and thoughts so further research may be needed. • May contain sampling biases. • Data may become outdated quickly. <u>Example responses</u> It is less time consuming to analyse the data (1) so the data will be available to present at the meeting next week (APP) which will help the council officer make a decision about renting the shop to me (1). The data is clear to communicate (1), using the graphs that my sister created (APP). This may help in taking action to increase demand further, e.g. more promotion (1).	6	Award one mark for identifying a benefit of using quantitative data  AND Award one further mark for application of the benefit <u>in context</u> (APP) AND Award one further mark for an analysis of the benefit (<u>by showing the impact on the business/you</u>).  Award one mark for identifying a limitation of using quantitative data  AND Award one further mark for application of the limitation <u>in context</u> (APP) AND Award one further mark for an analysis of the limitation (<u>by showing the impact on the business/you</u>).  The third mark in each case may be awarded independently from the second mark for application. Ensure the third (analysis) mark is for a tangible impact on the owner/business (e.g., 'so I will be less successful' is VG)

Question	Answer	Mark	Guidance
	The data does not allow me to understand the reasons for customers' opinions (1) so I will not be able to answer questions at the planning meeting next week (APP). I may need to do further market research (1). ARA		Award APP for the exact phrase 'graphs and statistical calculations' <u>or</u> clear reference to the graphs/calculations <u>she</u> has produced. Do NOT award APP for basic reference to 'graphs', 'calculations' or 'statistics'. Answers such as 'To help aid decision-making' or 'Not all customers give feedback' are VG as they could apply to any data. No reward for a limitation that the data may be wrong.
14	Explain two potential rewards for you of taking the risk of starting a new business selling bodycare products. <u>Indicative Content</u> - Financial – profits, money to live off, luxurious lifestyle, etc. - Independence – being in charge, creativity, decide working hours, kind of work to do, etc. - Self-satisfaction – sense of achievement, learn new skills or experience, satisfied customers, helping customers, personal ambition, part of a community, winning awards, media coverage, etc. - Making a difference/change – filling a gap in the market, environmentally friendly, supporting entrepreneurship, supporting a healthier lifestyle, etc. <u>Example responses</u> I can decide my working hours (1) which is important as I was unhappy with the inflexible working hours in my previous job (APP). Financial (1) as I can keep 50% of the profits made (APP). ARA	4	Award one mark for each reward for you of taking the risk, up to a maximum of two marks  PLUS one mark for application of each reward <u>in context</u>, up to a maximum of two marks. APP Ensure that the two potential rewards are different. The development needs to show application of the advantage to the context. No reward for answers about the popularity or reputation of <u>the business</u>. 'New' business cannot be awarded as APP as it is stated in the question.

Question		Answer	Mark	Guidance																				
15		Explain one advantage and one disadvantage of taking a loan from a friend for your bodycare product business. <u>Indicative Content</u> Advantages: • No formal application procedure, contract or fees (quick/easy to obtain). • Likely to be flexible, e.g. will understand if need to change to repayment date. • Potential for a <u>lower</u> rate of interest than from a formal lender. • Does not affect credit score. Disadvantages: • As the arrangement is informal, it may lead to disagreements. • The friend may interfere with decision making / operations of the business. • Need to pay interest / repay the money. • May not be able to borrow enough money. • May affect the relationship with your friend if you are unable to pay loan back. <u>Example responses</u> I will not have to complete a long application form (1) which will give me more time to buy the stock (APP) for my business. The friend may interfere with decisions (1) such as wanting me to sell products made from non-organic ingredients (APP). ARA	4	Award one mark for an advantage of taking a loan from a friend and one mark for application <u>in context</u> of this advantage.  Award one mark for a disadvantage of taking a loan from a friend and one mark for application <u>in context</u> of this disadvantage. (APP) The explanation needs to show application of the advantage/disadvantage to the context. The development needs to show application of the advantage to the context. No reward for answers about the friend gifting the money. The question states that the friend is <u>lending</u> the money so, for example, interest will be payable. No reward for general answers about raising finance, e.g., ‘able to start the business’.																				
16	(a)	Tick one box in each row to best describe each example. <table><tr><th>Marketing example</th><th>Non-digital advertising</th><th>Digital advertising</th><th>Sales promotion</th><th>Public relations</th></tr><tr><td>A podcast on a local community website</td><td></td><td>✓</td><td></td><td></td></tr><tr><td>A celebrity recommends one of the shampoos</td><td></td><td></td><td></td><td>✓</td></tr><tr><td>A 10% discount on all purchases made on the shop’s opening day</td><td></td><td></td><td>✓</td><td></td></tr></table>	Marketing example	Non-digital advertising	Digital advertising	Sales promotion	Public relations	A podcast on a local community website		✓			A celebrity recommends one of the shampoos				✓	A 10% discount on all purchases made on the shop’s opening day			✓		3	Award one mark for each correct answer, up to a maximum of three marks.  Only one tick/cross on each row.
Marketing example	Non-digital advertising	Digital advertising	Sales promotion	Public relations																				
A podcast on a local community website		✓																						
A celebrity recommends one of the shampoos				✓																				
A 10% discount on all purchases made on the shop’s opening day			✓																					

Question	Answer	Mark	Guidance
(b)	You segment the market by age. State two other ways to segment a market. <u>Indicative Content</u> • Gender • Occupation • Income • Location/Area/Region/Geography • Lifestyle • Type of skin/hair, e.g. texture, sensitive • Type of smell, e.g. aloe vera, lavender • Ethnicity, e.g. skin colour • Religion.	2	Award one mark for each way to segment the market, up to a maximum of two marks.  <u>Do not award a mark for age</u> as the question excludes it. Otherwise, any generic answer can be accepted. Accept answers which are specific to bodycare products.
(c)	Analyse two benefits of market segmentation for your bodycare product business. <u>Indicative Content</u> • Get a better understanding of customers (market) / meet the needs of customers • Enables targeted marketing • Aids decision-making • Potential for increased profits/profitability • Increased customer retention • Potential for an increase in market share <u>Example responses</u> Potential for increased profits (1) as my products can better suit the needs of 15-30 year-olds (APP) which will enable me to invest in expanding my business (1). Decisions about how to promote my products can be more targeted (1) as I know that I am aiming at customers interested in organic ingredients (APP). This can help to increase sales revenue (1). ARA	6	Award one mark for a benefit of market segmentation, up to a maximum of two marks  AND Award one further mark for each application of the benefit <u>in context</u>, up to a maximum of two marks (APP) AND Award one further mark for an analysis of each benefit (<u>by showing the impact on the business/you</u>).  The third mark in each case may be awarded independently from the second mark for application. Ensure that the two benefits are different. Ensure the third (analysis) mark is for a tangible impact on the owner/business (e.g., 'so I will be more successful' is VG)

Question	Answer	Mark	Guidance
17 (a)	State two factors to consider when choosing a price. Indicative Content • <u>Income</u> levels of target customers (affordability) • Willingness of people to pay • Price of competitor products • <u>Costs</u> (not price) of production/economic conditions • The image you want the business to have • How much profit you want to make • Stage of the product lifecycle ARA	2	Award one mark for each factor stated, up to a maximum of two marks.  Ensure the two factors are clearly different. No reward for 'age'. Answers about the size/type/quality of the product would be linked to the cost of production so can be rewarded as that bullet point.
	(b) Analyse two advantages of using price skimming for the bodycare products. Indicative Content • Need to sell fewer products at the high price to break even. • The high price may create an image of high quality. • Increased revenue/profit. Example responses The high price will help me to create an image for high-quality (1) for the products made from organic ingredients (APP) which will attract more customers (1). I will generate more sales revenue for every product sold (1), which will help me to recover the costs of setting up the business (1) such as the stock to open my shop (APP). ARA	6	Award one mark for an advantage of price skimming, up to a maximum of two marks  AND Award one further mark for each application of an advantage <u>in context</u>, up to a maximum of two marks (APP) 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.  The third mark in each case may be awarded independently from the second mark for application. Ensure that the two advantages are different. Ensure the third (analysis) mark is for a tangible impact on the owner/business (e.g., 'so I will be more successful' is VG)

Question		Answer	Mark	Guidance
				Answers must be focused on the initial stage of setting a high price and not what happens to price after the price skimming phase is over.
18	(a)	Explain two consequences for your bodycare product business of a lack of cash. Indicative Content • I will not be able to pay my running costs, e.g. rent, utility costs, wages. • May be unable to produce/buy as much stock/product to sell. • May not have any 'change' for customers. • The business may be forced to stop trading/bankruptcy. • May be unable to pay off debts. • May have to borrow money. • May need to cut costs. • May need to sell off assets. Example responses The business may have to stop trading (1) and I will no longer have an income as I gave up my job (APP). I will not be able to pay suppliers (1) of the refillable empty bottles (APP). ARA	4	Award one mark for each consequence of a lack of cash, up to a maximum of two marks.  PLUS one mark for an application of each consequence <u>in context</u>, up to a maximum of two marks.  Ensure that the two consequences are different. The development needs to show application of the consequence to the context. Correct answers need to be linked to 'paying' as opposed to what they would like to 'spend' (e.g. more advertising or product development). No reward for answers linked to profit (not the same as cash).
	(b) (i)	Calculate the total costs for your first month. Total costs = Revenue - profit = £5,000 - £1,400 (1) = <u>£3,600</u> (1)	2	Correct answer of £3,600 should be awarded full marks (with or without workings).  Award one mark for correct <u>use</u> of numbers.

Question	Answer	Mark	Guidance
(b) (ii)	Calculate the number of bottles of bodycare products you need to sell in the second month to break even. Selling price = £5,000 / 1000 bottles (1) = £5.00 (1) Contribution = £5.00 – £1.50 (1) [OFR] Break-even = 580 (1) [OFR]	4	Correct answer of 580 should be awarded full marks (with or without workings).  Award two marks for correctly calculating the average selling price. Award one mark for correctly calculating contribution per unit (£3.50). [OFR] Maximum 3 marks if any incorrect units are added (e.g. £)

Question	Answer	Mark	Guidance	
19	Discuss whether you should continue to sell your bodycare products from the city centre shop or through your own website. Your recommendation should include: • an advantage and a disadvantage of selling bodycare products from the city centre shop • an advantage and a disadvantage of selling bodycare products from your own website • a justification for your decision. <u>Indicative Content</u> Selling from a city centre shop <u>Advantages may include:</u> • Already may have built up a loyal customer base. • The shop front/signage can help to promote the business. • Window displays can be used to promote the products. • Can build customer trust through face-to-face contact. • Customers can interact with the product, e.g. smell it. • Can use the smell of the products to encourage customers into the shop. • Can offer product displays, demonstrations and free product trials to customers. • Customers can return bottles to store to refill. • Business may benefit from customers visiting other shops in the city centre. • Can observe customers in the shop to understand their purchasing behaviour. <u>Disadvantages may include:</u> • Rent adds to the fixed costs for the business. • Staff need to be in the shop at all times for security. • Less accessible as customers have to travel to the shop when it is open. • Customers are limited to those who can access the shop. • Opening hours may be limited and unlikely to be 24 hours per day. Selling online through the website <u>Advantages may include:</u> • Increased accessibility so more customers, sales, revenue. • Customers can purchase products 24/7. • Reduced costs as costs, such as rent, are not required. Fewer employees may be needed.	8	<u>Content</u> Annotation: This is a levels of response question – the marks will be awarded on the quality of response given. Level 3 checklist top of level - justified decision made using appropriate context. bottom of level - clear decision without appropriate use of context. Level 2 checklist top of level - considers an advantage <u>and</u> a disadvantage of both the shop <u>and</u> own website, with at least one relevant piece of context. mid-level - considers an advantage <u>and</u> a disadvantage of both the shop <u>and</u> own website.	<u>Levels of response</u> All level descriptors describe the TOP of the level. Level 3 (7-8 marks) A thorough discussion which: • 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 Level 2 (4-6 marks) An adequate discussion which: • shows sound analysis of an advantage and a disadvantage of both options • makes limited use of appropriate context

	- Prices may be lower to reflect the reduced fixed costs. - The business can target customers from a wider geographic area. - Can provide full information about the products on the website, e.g. allergy information. - Can analyse statistics/cookies to understand buyer behaviour. <u>Disadvantages may include:</u> - Some customers may not have access to the internet or want to buy online. - A key feature of the product is smell, which cannot be demonstrated online. - Customers have to wait to receive the goods. - Increased administration from the return of bottles to refill. - Customers cannot interact with employees face-to-face. - Additional cost of packaging/posting to send the product to customers. - Cost and time to set up website and keep the content up to date. - Increased competition from global competitors. - An increased risk if the sisters have no IT experience. <u>Application may include:</u> - You have worked in a cosmetics & bodycare product shop for the last five years. - You are unhappy with inflexible working hours. - Sell refillable bottles. - New/small business - Products made from natural organic ingredients. - Accept references to smell, scent and skin types etc. which are specific to this product. - Products aimed at 15-30 year-olds (accept young adults) - You segment the market by age. - Premises were rent-free for 12 months – but now need to start paying rent. - Operate business as a partnership with sister - each partner owns a 50% share. - Use quantitative data from a government publication. - Create graphs and statistical calculations. - Need to buy a lot of stock for the business. - Have a loan from your friend. - Use price skimming. - Earn £1400 profit during first month. - Earn £5000 revenue during first month.		bottom of level - considers an advantage <u>and</u> a disadvantage of either the shop <u>or</u> own website. Level 1 checklist top of level - considers an advantage <u>or</u> a disadvantage of either the shop <u>or</u> own website, with at least one relevant piece of context. mid-level - considers an advantage <u>or</u> a disadvantage of either the shop <u>or</u> own website. bottom of level - identifies some relevant information about the shop <u>or</u> own website.	- uses some appropriate terminology - shows sound understanding Level 1 (1-3 marks) A basic discussion which: - 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 0 marks – no response or no response worthy of credit.
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	• Sell 1000 bottles of bodycare product during the first month. • Fixed costs for next month are £2030. • Variable cost per bottle is £1.50. • Sales are higher at the end of the week/weekends. • Quiet on Mondays and Tuesdays. <u>Justification may be based on:</u> • Which method of selling will be best for the future success of the business. • Clear support based on any contextual evidence provided in Section B. <u>Example response</u> Selling from the shop means more sales (X). However, some days are slow and less busy (VG) as some people do not want to go shopping until they have been paid (L1). A website is a good showcase but is more hard work than a shop (VG). It would mean everyone can access my business, no matter how far away they live (L1). I recommend a website as I already have a customer base and if I create a website my shipping costs will bring in more profit. <i>This answer contains a correct disadvantage of a shop and a correct advantage of a website - two single L1s. It is not logical to say that a website is more hard work (especially without any attempt to explain why). The first paragraph about the shop cannot be rewarded as a shop would not see as many customers as a website. The comment about 'busy days' is just repeated (rather than used) from the stem. The decision cannot be awarded, as the answer has not first achieved the criteria for 6 marks. 2 marks</i> ----- The shop premises will make more people aware of my products as they walk past (L1), although additional costs such as rent will need to be paid which will reduce my profits (L2). Although I will be able to sell products 24/7 from a website (L1) there will be a lot more competition so I may have to reduce my prices (L2) (L2).			
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		Therefore, I should continue to sell from the city centre shop as I will be able to make more profits in the long-run (NUT). <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>. 5 marks</i> ----- The shop allows customers to physically inspect a product (L1) so they can check they like the smell (APP) of the shower gel or soap. A disadvantage is that costs will be higher as I will need to pay for staff (L2). The products can be purchased by more people around the world from a website and delivered to the customer's home (L1). However, this will lead to higher shipping costs (L2) (L2). I would recommend that I continue to sell from the city centre shop (L3). Changing to selling online is too risky as I may disappoint loyal customers as they cannot smell the bodycare products (APP) before buying and may not gain any additional customers on a website. <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> ARA			
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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 selling from a shop or selling via a website.	

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