

GCE Business Studies Webinar – FAQs

Q1. Using the AJIM model for evaluation, my pupils have difficulty with the last 'M' most important reason. Can you give us some examples of the context you would expect for the final judgement at A2?

Ans. The AJIM model is to guide pupils to address an evaluate question. AJIM is only a tool. The final judgement /Conclusion/ Recommendations or Solution must be based on a coherent and logical chain of reasoning based on the stimulus / case study. There will be a range of causes/ impacts/ effects given in the case study and the pupil must deliver well developed arguments for a balanced comparison and effective recommendations.

Q2. Is it necessary to have for example mobile phones in Q2 (a) and (b) after the answer for the calculation figure?

Ans. The (a) question asked for a calculation to cover the specifications requirement of QS marks for AO1, while the (b) question was an analysis to cover the AO3 requirement. For a correct answer it may not always be necessary to provide this annotation, but it is good practice to do so and leave no doubt as to what is being measured/calculated.

Q3. Why was the EEP candidate awarded 'good' communication instead of 'excellent' which lost the mark in the 17/18 script on the cash flow question, part (d)?

Ans. In the original script the candidate used shortened words such as 'can't' and there was a spelling error which unfortunately does not appear on the EEP document. To achieve the full 18 marks all AO's must be excellent including the grammar and spelling. In this case the examiner deemed that the grammar was not excellent.

Q4. What is meant by service delivery and service consumption in the Marketing Mix?

Ans. One of the most common areas of service delivery is through information technology. Service providers have to work to clearly define the content of services, clearly define the roles and responsibilities of the customers and users, clearly define the roles and responsibilities of the service providers and set service quality expectations as well as availability and timeliness.

Service delivery can be found in many different professions and company structures, such as medical hospitals and IT companies. IT has its own set of standard service delivery practices that are followed by most companies. In these practices, service level management is as important as service level delivery. Service level management provides a framework where services are defined and levels of service support are agreed upon. There are service level agreements and operational level agreements that are created. Additionally, the costs for services are developed. Service level management defines the IT and business roles and establishes clear goals for both roles.

Q5. What formulae will be given in the examinations?

Ans. The best advice here is to refer to the specification, at **AS Level**, elasticity of demand, break-even and margin of safety are **not** required to be given as formulae in examinations. That said dependent on whether the examiner is testing lower order or higher order skills they may decide to include it.

However the best advice is that the students know the formulae, especially as none will be given at A2 Level.

At AS2 the specification does stipulate:

calculate the following ratios from given formulae:

- **return on capital employed (ROCE);**
- **net profit margin;**
- **current ratio; and**
- **gearing;**

Therefore this will definitely be given in AS Level examinations

Q6. Any possibility of having more A2 specimen papers made available as we have only one of each for the new spec and no past papers to use with pupils?

Ans. No, unfortunately for all revised specifications there are only the specimen papers that are provided until we have the 2018 set available in late 2018.