

# GCSE



## CCEA GCSE Exemplifying Examination Performance

# Business and Communication Systems

This is an exemplification of candidates' performance in GCSE examinations (Summer 2019) to support the teaching and learning of the Business and Communication Systems specification.



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# EXEMPLIFYING EXAMINATION PERFORMANCE

## GCSE Business and Communication Systems

### Introduction

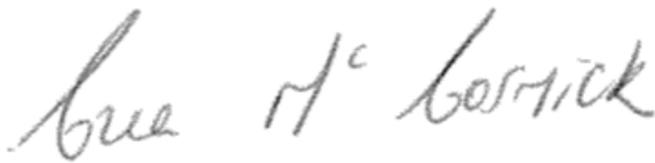
These materials illustrate aspects of performance from the 2019 summer GCSE examination series of CCEA's revised GCSE Specification in 2017.

Students' grade A responses are reproduced verbatim and accompanied by commentaries written by senior examiners. The commentaries draw attention to the strengths of the students' responses and indicate, where appropriate, deficiencies and how improvements could be made.

It is intended that the materials should provide a benchmark of candidate performance and help teachers and students to raise standards.

For further details of our support package, please visit our website at [www.ccea.org.uk](http://www.ccea.org.uk)

Best wishes

A handwritten signature in black ink that reads "Crea McCormick". The signature is written in a cursive style with a large 'C' and 'M'.

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# **GCSE: Business and Communication Systems**

## **Unit 2: The Business Environment**

**Grade: A Exemplar**



**Q1** Quality Cars Ltd was set up seven years ago selling low-cost cars throughout Northern Ireland.

**Q1a** What type of business ownership is Quality Cars Ltd? [1]

### Student's response

*Private Limited company*

### Examiner's comments

The candidate provided the correct answer attracting one mark out of a possible one mark.

**Q1b** Explain **two** advantages of this type of business ownership. [4]

### Student's response

Advantage 1 *Limited liability – If Quality Cars Ltd goes into dept no personal possessions will be taken to pay of that dept. Their possessions are safe.*

Advantage 2 *In a private limited company the capital raised (or made) is a lot greater than a solo trader or partnership business.*

### Examiner's comments

The candidate was awarded four marks out of a possible four. The response correctly explained two advantages of this type of business.

**Q1c** Name the **two** legal documents that must be completed before this type of ownership starts trading. [2]

### Student's response

Document 1     *Deed of Partnership*

Document 2     *How dividend will be shared*

### Examiner's comments

The candidate failed to provide the correct answer in relation to two legal documents which needs to be completed before this type of ownership starts trading. The candidate was not awarded any marks from a possible four marks.

**Q1d** This type of business ownership must be registered with whom? [1]

### Student's response

*The government.*

### Examiner's comments

The candidate failed to provide the required answer, Companies House and therefore not awarded any marks. This question would attract one mark if answered correctly.

**Q1e** Quality Cars Ltd is planning to externally recruit an IT specialist to maintain its website and social media accounts.

Analyse **two** suitable methods of external recruitment that Quality Cars Ltd could use. [6]

### Student's response

Method 1 *The internet – Quality Cars could put an advertisement on the internet to attract external recruitment. Quality Cars Ltd may advertise it on their social media or website pages.*

Method 2 *Recruitment agency – Quality Cars Ltd could use an agency as they are looking for a specific and specialist to recruit. This insures all applicants are qualified to Quality Cars Ltd standards.*

### Examiner's comments

The candidate was required to provide an analysis of two methods of external recruitment relative to the scenario provided. The candidate attained five marks out of a possible six marks.

**Q1f** Analyse **two** suitable methods of selection that Quality Cars Ltd could use. [6]

### Student's response

Method 1 *Application form – Using an application form allows quality Cars Ltd to get necessary and relevant information of qualifications and experiences achieved. Application forms are easier to compare for Quality Cars Ltd as they are all the same layout.*

Method 2 *Interview – after suitable applicants have been picked from the application form stage an interview can take place. This allows the people (managers) in charge at Quality Cars to meet and analysis the applicants by a coversation.*

### Examiner's comments

The candidate was required to analyse two methods of selection relative to the scenario provided. The candidate acquired six marks from a possible six marks by providing the requisite analysis.

**Q1g** Quality Cars Ltd must keep its website up-to-date on what cars are available for sale.

Explain **one** advantage and **one** disadvantage to Quality Cars Ltd of using a website for its business. [4]

### Student's response

Advantage *Quality Cars may reduce costs by not needing a high street premises.*

Disadvantage *Quality Cars need to form and maintain a good website. Maintenance of the website insures good corporate image however this can be costly.*

### Examiner's comments

The candidate was to provide one advantage and one disadvantage of a business using a website for its business. The candidate attained two marks from a possible four marks. The candidate could have attained maximum marks for this question had the advantage been properly identified and explained.

**Q2** Legoshapes Summer Scheme runs for eight weeks during July and August. Each year the team leader, Molly, must provide training to volunteers and staff.

**Q2a** Give **two** reasons why staff training is important. [2]

### Student's response

Reason 1 *Staff training is important to introduce new members and staff to each other and to the business.*

Reason 2 *Staff training allows staff and volunteers to get to grips with organisation from this they become motivated.*

### Examiner's comments

The candidate achieved one mark out of a possible two marks. The candidate could have achieved maximum marks had they provided correctly two reasons as to why staff training is important.

**Q2b** Explain **two** benefits to Molly of providing staff training. [4]

### Student's response

Benefit 1 *Staff will feel motivated and safe on the first day as they know how the day should usually go and the plans of that day should be achieved.*

Benefit 2 *Providing staff training introduces the staff to any new ideas or techniques used in the business training allows them to become familiar with the new idea.*

### Examiner's comments

The candidate achieved three marks out of a possible four marks. The candidate was required to explain two benefits of providing staff training. The candidate could have achieved maximum marks had a further suitable response been provided.

**Q2c** Molly plans to provide off-the-job training for the volunteers.

Define what is meant by off-the-job training and give **one** example of how Molly could do this. [3]

### Student's response

*Off the job training, is training whilst not working and being 'off the job'. Molly could achieve off the job training by sending her staff to a lecture where a qualification may be achieved.*

### Examiner's comments

The candidate was to provide a definition and example of off-the-job training. The candidate acquired two marks out of a possible three marks.

**Q2d** Evaluate the advantages and disadvantages of off-the-job training to Molly.  
[8]

**The quality of written communication is assessed in this question.**

### Student's response

*Adv – Qualification/New people*

*Dis – Lost work/time off/may not be relevant.*

*Off the job training comes with advantages not only for Molly but mostly the staff. Advantages of off the job training allows her staff to possible gain a qualification from this training making her staff more qualified and her staff much more confident with their jobs increasing their work ethics. Molly's staff and volunteers will also have the chance to meet new people. Molly's staff by meeting new people will be able to converse new ideas her staff could bring back to the business/organisation to improve upon the work done at Legoshapes. Disadvantages to Molly of off the job training is that working time may be lost as they need to attend the course, this messes around and distrurbs with the work pattern of the employees. Another disadvantage to off – the – job training for Molly is the training may not be relevant to Legoshapes and not specific to their business meaning valuable time is lost.*

### Examiner's comments

The candidate acquired seven marks from a possible eight marks. The candidate provided a good evaluation of the advantages and disadvantages of the off-the-job training.

**Q2e** Legoshapes Summer Scheme has a number of stakeholders.

Define what is meant by the term stakeholder. [2]

### Student's response

*A stakeholder is someone that has an interest in a business as they are affected by it.*

### Examiner's comments

The candidate was required to define the term stakeholder. The candidate acquired one mark from a possible two marks. The candidate could have provided a more accurate explanation to maximise their mark.

**Q2f** Identify and describe **two** stakeholders who would have an interest in Legoshapes Summer Scheme. [6]

### Student's response

Stakeholder 1 *The owner(s) have an interest in the business – They want their business, Legoshapes to achieve its full potential and receive a profit from the business. The Owners want to see the business achieve but also want to achieve as much capital as possible.*

Stakeholder 2 *The customers have an interest in the business. They want a good quality service at a reasonable price. Customers also want a service corresponding with the price they payed for the service and get all they can from the service.*

### Examiner's comments

The candidate was required to identify and describe two stakeholders relative to the scenario in this question. The candidate achieved six marks from a possible six marks.

**Q3** Matilda is planning to open a new coffee shop called Teacake Delights, providing all types of cakes and sweet treats.

**Q3a** Matilda plans to carry out market research to find out what products are most likely to be popular with customers.

**Q3a(i)** Explain **one** advantage and **one** disadvantage of primary research to Matilda. [4]

### Student's response

Advantage *The information Matilda collects is original and relevant to her business. Matilda in doing this has an edge over her competitors.*

Disadvantage *Primary research is a slow process and takes time and a lot of work to gather these statistics.*

### Examiner's comments

The candidate was required to explain one advantage and disadvantage of primary research. The candidate achieved four marks by correctly identifying and explaining the advantage and disadvantage.

**Q3a(ii)** Explain **one** advantage and **one** disadvantage of secondary research to Matilda. [4]

### Student's response

Advantage *Secondary research is very quick and cheap. The researching has already been done meaning it is a faster process than primary.*

Disadvantage *Secondary research and statistic may not be the information Matilda was looking for as it is not relevant to her.*

### Examiner's comments

The candidate was required to explain one advantage and disadvantage of secondary research. The candidate achieved four marks by correctly identifying and explaining the advantage and disadvantage.

**Q3b** Analyse the impact digital technology could have on the market research process for Teacake Delights. [8]

**The quality of written communication is assessed in this question.**

### Student's response

*Digital technology would allow Matilda to carry out Market research at a faster pace. Matilda using digital technology like her website, social media platform, video conferencing and the internet. By using her website and social media Matilda could use customers for them to answer polls or digital questionnaires as this is online the results are instant for Matilda and don't waste the customers time. Using digital technology matilda targets her targeted audience as they are the ones that will be following her on social media and keeping up-to-date on her website hence the research and statistics Matilda gathers for Teacake delights is relevant and useful for her business. With the use of websites Matilda will be able to see trends on the internet or social media by which she can look further into for her business and see if there's a gap in the market for it.*

### Examiner's comments

The candidate provided a comprehensive analysis and achieved full marks. (8)

**Q3c** Matilda plans to promote her coffee shop. Define the following: [4]

### Student's response

Advertising      *As with advertising matilda hopes to promote her business through posters, radio, TV and billboards so that the relevant target audience know about her company.*

Sales promotion      *with the use of loyalty cards and sales like 'buy one get 2nd ½ price' Matilda will attract customers.*

### Examiner's comments

The candidate was required to explain a plan to promote a business relative to the scenario in the question. The candidate achieved three marks out of four marks.

Teacake Delights is currently considering introducing contactless payment.

**Q3d** Explain what is meant by contactless payment and describe **two** benefits to Teacake Delights of using this method of payment. [6]

### Student's response

*Contact payment has been around since 2017 it means we can pay faster through the use of our phones or watches. Reduction in time spent at the till means shorter queues for Teacake delight, this is less stressful for the employees. Reduction in the cost for employees for Teacake delight as it is a faster process the can reduce staff to a reasonable amount.*

### Examiner's comments

The candidate was required to explain the term contactless payments as well as providing a description of two benefits for a business using such method. The candidate acquired four marks from a possible six marks. With a fuller definition the candidate could have achieved maximum marks.





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