

JUNE 2002

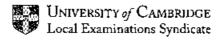
GCE ADVANCED LEVEL

MARK SCHEME

MAXIMEMEMARKE MORESTALL #4.74

SYLLABUS/COMPONENT: 9707/4

BUSINESS STUDIES



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Levels of Response	Mark
Knowledge and Application	
Level 1: States relevant legislation/nature of training	1
Level 2: Outlines the main features of relevant legislation/training but without reference to business	2-3
Analysis and Evaluation	
Level 1: Explains the impact of relevant legislation/training on a selected business	1-2
Apply the mark scheme to parts (i) and (ii) separately	
Knowledge and Application	
Level 1: Identifies ethical issues with a limited understanding of how they affect businesses	1-2
Analysis and Evaluation	
Level 1: Clearly explains how ethical issues influences business activity with some understanding of why businesses consider such issues	
Level 2: Clearly explains why businesses should consider a range of ethical issues when taking decisions	1-4 5-8
	Knowledge and Application Level 1: States relevant legislation/nature of training Level 2: Outlines the main features of relevant legislation/training but without reference to business Analysis and Evaluation Level 1: Explains the impact of relevant legislation/training on a selected business Apply the mark scheme to parts (i) and (ii) separately Knowledge and Application Level 1: Identifies ethical issues with a limited understanding of how they affect businesses Analysis and Evaluation Level 1: Clearly explains how ethical issues influences business activity with some understanding of why businesses consider such issues Level 2: Clearly explains why businesses should consider

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Level 1: Outlines the basic features of product portfolio management with no understanding of its usefulness Level 2: Outlines the basic features of product portfolio management with a limited understanding of its usefulness	1-4
management with no understanding of its usefulness Level 2: Outlines the basic features of product portfolio	
	5-8
	1
Analysis and Evaluation	
Level 1: Clearly explains the main features of product portfolio management and has a good understanding of how it might be used	1-6
Level 2: Attempts to evaluate the usefulness of product portfolio management, the main features of which have been clearly outlined and explained	7-12
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	3	a)	Knowledge and Application	
		:	Level 1: A simple understanding of the different types of budget that might be set	1
			Level 2: Demonstrates a limited understanding of the nature of and need for budgets	2-4
			Analysis and Évaluation	
			Level 1: Explanation of how budgets might be used in a range of business situations with some attempt to explain their usefulness	1-3
			Level 2: Attempts to evaluate the usefulness of budgets to management in a variety of settings	4-6
		b)	Knowledge and Application	
			Level 1: Identifies relevant methods with no explanation	1-2
			Level 2: Attempts to explain the how the budget is set using one or more methods	3-4
			Analysis and Evaluation	
			Level 1: Has an appreciation of factors that might influence choice	1-4
			Level 2: Attempts to evaluate the appropriateness of relevant methods	5-6
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	Knowledge and Application	
4	Level 1: Simple understanding of at least TWO relevant techniques with no understanding of how they might be used, with no consideration of other factors	1-4
	Level 2: Outlines the main features of at least TWO relevant techniques with some appreciation of how they might be used. Some consideration of other factors	5-8
	Analysis and Evaluation	
	Level 1: Clearly explains a range of techniques with good understanding of how they might be used with some attempt to identify relative strengths and weaknesses. Good understanding of other factors	1-8
	Level 2: Attempts to evaluate the usefulness of a range of relevant techniques with a very good understanding of the importance of other factors	9-12
5 a)	Knowledge and Application	
	Level 1: Identifies methods of production and defines quality	1-3
	Level 2: Understand the relationship between quality and methods of production	4-5
	Analysis and Evaluation	
	Explains how quality might be affected by the production process	1-3
b)	Knowledge and Application	
	Level 1: Lists methods that might be used	1
	Level 2: Outlines the main features of appropriate methods	2-3
	Analysis and Evaluation	
	Level 1: Explains how different methods might achieve the required quality standards	1-3
	Level 2: Attempts to evaluate the usefulness of selected methods	4-9

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	Knowledge and Application	
6 a)	Level 1: Understands the meaning of each term without recognizing any relationship between them	1-2
 - 	Level 2: Understands the meaning of the terms and has some understanding of their relationship	3-4
	Analysis an Evaluation	
	Level 1: Explains the importance of distinguishing between the two terms	1-4
	Knowledge and Application	
b)	Level 1: Simple understanding of the nature of centralization and decentralization	1-2
	Level 2: Outlines some of the factors that influence the decision to decentralize or not	3-4
	Analysis and Evaluation	
	Level 1: Simple explanation of the factors affecting the decision on whether or not to decentralize	1-2
	Level 2: Well developed explanation with some attempt to evaluate the effect on businesses of centralisation and decentralisation	3-8

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