

Applied Business

General Certificate of Secondary Education

Unit **A243**: Working in Business

Mark Scheme for January 2011

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Mark schemes should be read in conjunction with the published question papers and the Report on the Examination.

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Question	Expected answer	Mark	Additional Guidance																				
1 (a)	<p>One mark for each correct identification up to a maximum of four identifications</p> <ul style="list-style-type: none"> teams departments communication project 	4	<p>Only mark first instance of the inserted word.</p> <p>AO1 2 AO2 2</p> <p>Script Annotation</p> <p>✓ or X</p>																				
1 (b)	<p>One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two explanations</p> <ul style="list-style-type: none"> Members of staff are allocated to a project team and stay with it until their role is finished (1) which means that functional areas will not have any real responsibility for the tasks. Functional area funds will be allocated to a project (1) and will have a reduced budget or little control over their own finances (1) Staff may well be employed on a temporary contracts (1) Functional teams are likely to be smaller (1) The teams are small and could be changing regularly should staff be employing on short term temporary contracts (1) therefore loyalty to the functional area may be diminished (1) 	4	<p>Make sure that the responses are related to matrix organisation and are specific to functional areas not on individual staff members.</p> <p>DNA features of a functional area</p> <p>AO2 2 AO3 2</p> <p>Script Annotation</p> <p>✓ and ✓⁺ or X</p>																				
1 (c)	<p>One mark for each correct identification up to a maximum of four identifications.</p> <table border="1"> <thead> <tr> <th>Task</th> <th>Oral</th> <th>Written</th> <th>ICT</th> </tr> </thead> <tbody> <tr> <td>Sending an email to a supplier asking for a quote for an advertising campaign</td> <td></td> <td></td> <td>✓</td> </tr> <tr> <td>Telephoning a purchase order for 500 blank CDs.</td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td>Taking notes at a meeting.</td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td>Updating the <i>CG Ltd</i> website.</td> <td></td> <td></td> <td>✓</td> </tr> </tbody> </table>	Task	Oral	Written	ICT	Sending an email to a supplier asking for a quote for an advertising campaign			✓	Telephoning a purchase order for 500 blank CDs.	✓			Taking notes at a meeting.		✓		Updating the <i>CG Ltd</i> website.			✓	4	<p>More than one response on a line no mark.</p> <p>AO1 4</p> <p>Script Annotation</p> <p>✓ or X</p>
Task	Oral	Written	ICT																				
Sending an email to a supplier asking for a quote for an advertising campaign			✓																				
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2 (a)	<p>Up to two marks</p> <p>The purpose of promotion is to guide the general public into buying a specific product (1). This is so that the customers around the world are aware that a new CD game is being sold and they will then buy this product. (1)</p> <p>CG Ltd would want to promote their new CD game to make more people know about it (1) and they will then buy it making more money for the business (1)</p>	2	<p>One mark for the purpose of promotion PLUS one mark for extension in the context of CG Ltd and the promotion of the new game.</p> <p>No purpose (eg increase in awareness) then DNA increase in value of sales or profit. AO1 1 AO2 1</p> <p>Script Annotation</p> <p>✓ and ✓⁺ or X</p>
2 (b)	<p>One mark for each identification up to maximum of two identifications.</p> <p>How much was spent on the radio advertising of Pettz 7? £200</p> <p>Which game achieved the largest total value of sales? Tank World 4 or £57750</p>	2	<p>Script Annotation</p> <p>✓ or X</p> <p>AO2 2</p> <p>Only possible responses but will accept numbers written as words.</p> <p>£ sign not necessary</p>

Question	Expected answer	Mark	Additional Guidance
2 (c)	<p>One mark for each correct identification up to maximum of two identifications</p> <ul style="list-style-type: none"> • special displays • coupons • promotional discounts • contests • gift offers • BOGOFF 	2	<p>Any reasonable sales promotion is acceptable.</p> <p>DNA methods of advertising</p> <p>AO1 2</p> <p>Script Annotation</p> <p>✓ or X</p>
2 (d)	<p>Level 3: (5-6 marks]</p> <p>Candidate makes reasoned judgment about is the most suitable method of advertising Super-Boo Karting.</p> <p>Note: If candidate only analyses with no appropriate conclusions, a maximum five marks can be awarded.</p> <p>Candidate shows ability to present relevant material in a well planned and logical sequence. Material is clearly structured using appropriate business terminology confidently and accurately. Sentences, consistently relevant, are well structured in a way which directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.</p> <p>Level 2 [3-4 marks]</p> <p>Candidate identifies and explains the information in Text 2.</p> <p>Candidate shows ability to present relevant material in a planned and logical sequence. Appropriate business terminology is used. Sentences, for the most part relevant, are presented in a balanced, logical and coherent manner which addresses the question. There will be occasional errors of grammar, punctuation and spelling.</p>	6	<p>AO1 2 AO2 2 AO3 2</p> <p>Level 3</p> <p>6 marks Candidate makes a judgement and selection of the chosen method basing it on previous analysis of Text 2.</p> <p>5 marks Candidate analyses information from Text 2 in context of advertising SBK.</p> <p>Level 2</p> <p>4 marks Candidate explains two or more figures from Text 2 OR develop one.</p> <p>3 marks Explains one figure from Text 2.</p>

Question	Expected answer	Mark	Additional Guidance
	<p>Level 1 [1-2 marks]</p> <p>Candidate identifies the information which is included in Text 2.</p> <p>Candidate shows ability to communicate at least one point using some appropriate business terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p>0 marks = no response or response does not address the question.</p> <p>Exemplification</p> <p></p> <p>This response has been awarded 6 marks</p> <p>NB analysis has to be on the data in Text 2.</p>		<p>Level 1</p> <p>2 marks Candidate correctly identifies two or more figures from Text 2.</p> <p>1 mark Candidate correctly identifies one figure from Text 2.</p> <p>Candidates can access Level 2 straight away.</p> <p>Script Annotation L1 L2 L3 CONT ✓+</p>

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2 (e)	<p>One mark for correct identification of a feature plus a further mark for an explanation</p> <ul style="list-style-type: none"> • apply a false trade description to any goods (1) such as that there are many add-ons included on the CD when only the game is included (1) • supply or offer to supply any goods to which a false trade description has been applied (1) for example selling the goods when a statement on the box states that there are many free add-ons which are not included • makes certain kinds of statements about the provision of any services, facilities or accommodation are true(1) such as that the games players will get free advice.(1) 	2	<p>Not about ASA.</p> <p>First mark is about Trade Descriptions Act and second has to be in the correct context of promoting SBK AO1 1 AO2 1</p> <p>Script Annotation</p> <p>✓ and ✓⁺ or X</p>																														
3 (a)	<p>Up to 6 marks.</p> <table border="1" data-bbox="389 719 1435 1126"> <thead> <tr> <th colspan="3" data-bbox="389 719 1435 794">Profit and Loss Statement for <i>Chip Games Ltd (CG Ltd)</i>. December 2011</th> </tr> <tr> <th data-bbox="389 794 846 831"></th> <th data-bbox="846 794 1120 831">£</th> <th data-bbox="1120 794 1435 831">£</th> </tr> </thead> <tbody> <tr> <td data-bbox="389 831 846 868">Sales</td> <td data-bbox="846 831 1120 868"></td> <td data-bbox="1120 831 1435 868">238 000 (1)</td> </tr> <tr> <td data-bbox="389 868 846 904">Cost of Sales</td> <td data-bbox="846 868 1120 904"></td> <td data-bbox="1120 868 1435 904">50 000 (1)</td> </tr> <tr> <td data-bbox="389 904 846 941">Gross Profit</td> <td data-bbox="846 904 1120 941"></td> <td data-bbox="1120 904 1435 941">188 000 (1)</td> </tr> <tr> <td data-bbox="389 941 846 978"></td> <td data-bbox="846 941 1120 978"></td> <td data-bbox="1120 941 1435 978"></td> </tr> <tr> <td data-bbox="389 978 846 1015">Expenses</td> <td data-bbox="846 978 1120 1015"></td> <td data-bbox="1120 978 1435 1015"></td> </tr> <tr> <td data-bbox="389 1015 846 1051">1. Wages</td> <td data-bbox="846 1015 1120 1051">80 000</td> <td data-bbox="1120 1015 1435 1051"></td> </tr> <tr> <td data-bbox="389 1051 846 1088">2 Other costs</td> <td data-bbox="846 1051 1120 1088">50 000</td> <td data-bbox="1120 1051 1435 1088">130 000 (1)</td> </tr> <tr> <td data-bbox="389 1088 846 1126">Net Profit/Loss</td> <td data-bbox="846 1088 1120 1126"></td> <td data-bbox="1120 1088 1435 1126">58 000 (1) OFR</td> </tr> </tbody> </table>	Profit and Loss Statement for <i>Chip Games Ltd (CG Ltd)</i> . December 2011				£	£	Sales		238 000 (1)	Cost of Sales		50 000 (1)	Gross Profit		188 000 (1)				Expenses			1. Wages	80 000		2 Other costs	50 000	130 000 (1)	Net Profit/Loss		58 000 (1) OFR	6	<p>Only one OFR for Net Profit/Loss AO1 5 AO2 1</p> <p>Script Annotation</p> <p>✓ or X</p>
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3 (b)	<p>Up to four marks.</p> <p>Both the net and gross profit would decrease (1). Gross profit would decrease to £98 000 (1) and net profit would be a loss of £32 000 (1). Therefore, CG Ltd would not have a strong case when applying for a bank loan due to the loss and therefore would not be able to expand (1)</p>	4	<p>Script Annotation</p> <p>✓ or X and ✓+ for the effect AO2 3 AO3 1</p> <p>1 mark for each correct profit figure up to 2.</p> <p>1 mark for direction of either profit</p> <p>1 mark for the effect of the change in the profit figure on the loan application OR the expansion as referred to in Text 3.</p> <p>OFR can be used from 2(a).</p>

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3 (c)	<p>Up to 6 marks</p> <table border="1" data-bbox="389 284 1346 954"> <thead> <tr> <th colspan="2" data-bbox="389 284 1021 320">£</th> <th data-bbox="1028 284 1346 320">£</th> </tr> </thead> <tbody> <tr> <td colspan="3" data-bbox="389 325 1346 362">Fixed Assets</td> </tr> <tr> <td data-bbox="389 362 837 389">Buildings</td> <td data-bbox="844 362 1021 389"></td> <td data-bbox="1028 362 1346 389">260 000</td> </tr> <tr> <td data-bbox="389 394 837 421">CD Copying Machines</td> <td data-bbox="844 394 1021 421"></td> <td data-bbox="1028 394 1346 421">60 000</td> </tr> <tr> <td data-bbox="389 426 837 453">Total Fixed Costs</td> <td data-bbox="844 426 1021 453"></td> <td data-bbox="1028 426 1346 453">320 000(1)</td> </tr> <tr> <td colspan="3" data-bbox="389 458 1346 494">Current Assets</td> </tr> <tr> <td data-bbox="389 499 837 526">Stock</td> <td data-bbox="844 499 1021 526">20 000</td> <td data-bbox="1028 499 1346 526"></td> </tr> <tr> <td data-bbox="389 531 837 558">Debtors</td> <td data-bbox="844 531 1021 558">8 000</td> <td data-bbox="1028 531 1346 558"></td> </tr> <tr> <td data-bbox="389 563 837 590">Bank</td> <td data-bbox="844 563 1021 590">10 000</td> <td data-bbox="1028 563 1346 590"></td> </tr> <tr> <td data-bbox="389 595 837 622">Total Current Assets</td> <td data-bbox="844 595 1021 622">38 000(1)</td> <td data-bbox="1028 595 1346 622"></td> </tr> <tr> <td data-bbox="389 627 837 654">LESS Current Liabilities</td> <td data-bbox="844 627 1021 654">40 000</td> <td data-bbox="1028 627 1346 654"></td> </tr> <tr> <td data-bbox="389 659 1346 686">Net Current Assets</td> <td data-bbox="844 659 1021 686"></td> <td data-bbox="1028 659 1346 686">(2 000)(1)</td> </tr> <tr> <td data-bbox="389 691 1346 718">Total Net Assets</td> <td data-bbox="844 691 1021 718"></td> <td data-bbox="1028 691 1346 718">318 000(1) OFR</td> </tr> <tr> <td colspan="3" data-bbox="389 722 1346 750"></td> </tr> <tr> <td colspan="3" data-bbox="389 754 1346 782">Financed by:</td> </tr> <tr> <td data-bbox="389 786 837 813">Share Capital</td> <td data-bbox="844 786 1021 813"></td> <td data-bbox="1028 786 1346 813">260 000</td> </tr> <tr> <td data-bbox="389 818 837 845">Net Profit/Loss</td> <td data-bbox="844 818 1021 845"></td> <td data-bbox="1028 818 1346 845">58 000 or figure from 3a(1)</td> </tr> <tr> <td data-bbox="389 850 1346 877">Total</td> <td data-bbox="844 850 1021 877"></td> <td data-bbox="1028 850 1346 877">318 000(1)OFR</td> </tr> </tbody> </table>	£		£	Fixed Assets			Buildings		260 000	CD Copying Machines		60 000	Total Fixed Costs		320 000(1)	Current Assets			Stock	20 000		Debtors	8 000		Bank	10 000		Total Current Assets	38 000(1)		LESS Current Liabilities	40 000		Net Current Assets		(2 000)(1)	Total Net Assets		318 000(1) OFR				Financed by:			Share Capital		260 000	Net Profit/Loss		58 000 or figure from 3a(1)	Total		318 000(1)OFR	6	<p>One mark for each correct response.</p> <p>Note TWO instance of OFR at total which could be affected by the amount entered as profit/loss.</p> <p>Allow minus signs for Net Current Assets. AO1 3 AO2 3</p> <p>Script Annotation</p> <p>✓ or X</p>
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3 (d)	<p>Level 3: (5-6 marks]</p> <p>Candidate makes reasoned judgments about how the Balance Sheet would impact on <i>CG Ltd's</i> ability to repay the loan of £40 000.</p> <p>Note: If candidate only analyses with no appropriate conclusions, a maximum 5 marks can be awarded.</p> <p>Candidate shows ability to present relevant material in a well planned and logical sequence. Material is clearly structured using appropriate business terminology confidently and accurately. Sentences, consistently relevant, are well structured in a way which directly answers the question. There will be few, if any, errors of</p>	6	<p>AO1 2 AO2 2 AO3 2</p> <p>Level 3 5 marks Makes a judgement supported by the previous correct explanation.</p> <p>6 marks Makes a judgement supported by the previous correct explanation</p>																																																						

Question	Expected answer	Mark	Additional Guidance
	<p>grammar, punctuation and spelling.</p> <p>Level 2 [3-4 marks] Candidate identifies how the information on the Balance Sheet of <i>CG Ltd</i> could help some one who is lending the £40 000.</p> <p>Candidate shows ability to present relevant material in a planned and logical sequence. Appropriate business terminology is used. Sentences, for the most part relevant, are presented in a balanced, logical and coherent manner which addresses the question. There will be occasional errors of grammar, punctuation and spelling.</p> <p>Level 1 [1-2 marks]</p> <p>Candidate identifies the information that is included on a balance sheet or quotes figures from <i>CG Ltd</i> Balance Sheet.</p> <p>Candidate shows ability to communicate at least one point using some appropriate business terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p>0 marks = no response or response does not address the question.</p> <p>Exemplification</p> <p>The Fixed assets are what <i>CG Ltd</i> own (L1 1 mark) This is £320 000 which is quite a large amount of money when compared with the £40 000 they wish to borrow (L2 3 marks). <i>CG Ltd</i> is making a profit of £58 000 which is larger than a loan of £40 000(L2 4 marks). I think that <i>CG Ltd</i> should be able to repay the loan because they would easily be able to sell the fixed assets should the expansion fail. (L3 5 marks) However, the bank manager may want to see other financial information such as the cash flow forecast, profit and loss account to see if <i>CG Ltd</i> would be able to afford the monthly repayments. (L3 6 marks)</p>		<p>AND shows the need to look at other financial information to make an informed decision.</p> <p>Level 2 4 marks Candidate explains two or more aspects from 3c in context of repaying a loan of £40 000.</p> <p>3 marks Candidate explains one aspect from the 3c in context of repaying a loan of £40 000.</p> <p>Level 1 2 marks Candidate correctly identifies two or more figures from 3c or makes two or more correct statements about 3c.</p> <p>1 mark Candidate correctly identifies one figure from 3c or makes a correct statement about 3c.</p> <p>Candidates can access Level 2 straight away.</p> <p>Script Annotation L1 L2 L3 CONT ✓+</p>

Question	Expected answer	Mark	Additional Guidance
3 (e)	<p data-bbox="389 229 589 256">Up to 4 marks</p> $\text{Break-even point} \quad \frac{20\,000 (1)}{40 (1) - 15 (1)} = 800(1)$	4	<p data-bbox="1568 229 1917 288">One mark for each correct response</p> <p data-bbox="1568 328 1659 387">AO1 3 AO2 1</p> <p data-bbox="1568 432 1962 523">An answer of 800 without any working should be given four marks.</p> <p data-bbox="1568 568 2029 595">If £800 and no workings = 0 marks.</p> <p data-bbox="1568 639 2029 699">If £800 and workings – mark as per scheme. Max 3 marks</p> <p data-bbox="1568 743 1962 802">In workings of BEP £ sign not needed for marks.</p> <p data-bbox="1568 847 1693 874">No OFR.</p> <p data-bbox="1568 911 1821 938">Script Annotation</p> <p data-bbox="1568 975 1675 1002">✓ or X</p>
4 (a)	<p data-bbox="389 1038 622 1066">Up to two marks</p> <p data-bbox="389 1070 1440 1134">The purpose of a memorandum is to pass on information (1) between employees or functional areas. (1)</p> <p data-bbox="389 1174 1440 1238">The purpose of a memorandum is to transfer information (1) quickly between two functional areas. (1)</p>	2	<p data-bbox="1568 1038 2013 1134">One mark for definition of memorandum PLUS one mark for extension or example.</p> <p data-bbox="1568 1174 1659 1201">AO1 2</p> <p data-bbox="1568 1238 1821 1265">Script Annotation</p> <p data-bbox="1568 1302 1688 1329">✓ and X</p>

Question	Expected answer	Mark	Additional Guidance
4 (b)	<p>Up to 7 marks</p> <p style="text-align: center;">Memorandum</p> <p>To: Stacey Froggatt 1 mark for both</p> <p>From: Dorian Brighton</p> <p>Date: 19 January 2011 1 mark for both</p> <p>Re: Super-Boo Karting (1)</p> <hr/> <ul style="list-style-type: none"> • Brent Swindon (Managing Director) of PM Promotions (1) • 03438797645 or email PM Promotions@ shootmail.com (1) • Advertisement for 'Super-Boo Karting is finished (1) • The showing is next Tuesday at the offices (1) • Please confirm your attendance (1) 	7	<p>AO2 3 AO2 4</p> <p>One mark for each of the items identified.</p> <p>Names and telephone numbers must be spelt correctly.</p> <p>Script Annotation</p> <p>✓ or X</p>
4 (c)	<p>One mark for each correct identification of a procedure up to a maximum of two identifications plus a further mark for each of two explanations</p> <p>Procedures could be:</p> <ul style="list-style-type: none"> • Greeting visitors (in polite manner)(1) to see who they have arrived to meet (1) or gives the visitor an excellent impression of the business (1) • Check whether visitors have credentials (1) so that the person they want to visit is only disturbed necessarily (1) • Get visitors to fill in the visitors book (1) so that if there is a fire then all of the people in the building can be accounted for (1) • Phoning the person who is being visited (1) so they can collect the visitor in line with security practices (1) • Keeping the reception area tidy (1) as this will be in keeping with the professional manner which <i>C G Ltd</i> wishes to portray. (1) • Answering phone (1) and take a message for another member of staff (1) • Get refreshments to visitors (1) who may be waiting and need to be made at ease (1) 	4	<p>AO2 2 AO2 2</p> <p>One mark for identification of procedure PLUS one for correct explanation.</p> <p>DNA skills needed.</p> <p>Script Annotation</p> <p>✓ and ✓⁺ or X</p>

Question	Expected answer	Mark	Additional Guidance
5 (a)	<p>Level 3: (5-6 marks) Candidate analyses how the emergency procedure could have an impact on the business, staff, customers or visitors.</p> <p>Candidate shows ability to present relevant material in a well planned and logical sequence. Material is clearly structured using appropriate business terminology confidently and accurately. Sentences, consistently relevant, are well structured in a way which directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.</p> <p>Level 2 [3-4 marks] Candidate correctly explains why the information identified could be including on the fire notice.</p> <p>Candidate shows ability to present relevant material in a planned and logical sequence. Appropriate business terminology is used. Sentences, for the most part relevant, are presented in a balanced, logical and coherent manner which addresses the question. There will be occasional errors of grammar, punctuation and spelling.</p> <p>Level 1 [1-2 marks] Candidate identifies the information which could be included on a fire notice.</p> <p>Candidate shows ability to communicate at least one point using some appropriate business terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p>0 marks = no response or response does not address the question.</p> <p>Exemplification</p> <p>Level 1 These factors could be included:</p> <ul style="list-style-type: none"> • Fire alarm 	6	<p>AO1 2 AO2 2 AO3 2</p> <p>6 marks Candidate analyses two or more improvement to the emergency procedure.</p> <p>5 marks Candidate analyses one improvement to the emergency procedure.</p> <p>3 marks One point of information on the fire notice is explained.</p> <p>4 marks Two or more points of information on the fire notice is explained.</p> <p>Level 1 2 marks Identifies two or more items of information.</p> <p>1 mark Identifies one item of information.</p>

Question	Expected answer	Mark	Additional Guidance
	<ul style="list-style-type: none"> • Assembly points • Do not use lifts • Location of fire exits • Leave bags and belongings • Go to the nearest exit] • Obey the fire warden's instructions <p>Level 2 These factors could be included:</p> <ul style="list-style-type: none"> • Fire alarm is a continuous bell there are tests on Thursday at 11 am each week • Assembly points need to be identified so that all the occupants of the building can be accounted for • Do not use lifts as this is not a safe method of evacuation • Location of fire exits need to be shown so that occupants are aware of the correct methods of leaving the building • Leave bags and belongings because the occupants of the business need to evacuate quickly • Go to the nearest exit as a map could be included so that the occupants can leave the building quickly • Obey the fire warden's instructions as these are trained personnel who know how to operate correctly in a fire. <p>Level 3</p> <ul style="list-style-type: none"> • Go to the nearest exit as a map could be included so that the occupants can leave the building quickly (L2) which will minimize panic and confusion which could save lives and ensure the safety of all the occupants. (L3) 		<p>No layout, formatting points to gain credit.</p> <p>Script Annotation L1 L2 L3</p>

Question	Expected answer	Mark	Additional Guidance
5 (b)	<p>Identification up to three identifications.</p> <ul style="list-style-type: none"> • Include some different type of formatting eg Bold • Fonts • Borders • Include pictures eg maps • Colour • Include clip art eg symbols 	3	<p>Check for repeats</p> <p>Must be specific to ICT</p> <p>AO1 3</p> <p>Script Annotation</p> <p>✓ or X</p>
6 (a)	<p>One mark for each correct identification up to two identifications.</p> <p>Answers are</p> <ul style="list-style-type: none"> • Flow • Cell • Job 	2	<p>AO1 2</p> <p>Script Annotation</p> <p>✓ or X</p>
6 (b)	<p>One mark for the correct identification of an advantage plus a further one mark for an explanation AND one for the correct identification of a disadvantage plus a further one mark for an explanation.</p> <p>Advantages</p> <ul style="list-style-type: none"> • It is cheaper to produce a number of each item in one go (economies of scale) (1) because machines can be used more effectively (1) • the materials can be bought in bulk (1) which will cut costs and wastage (1) • the workers can specialise in one task (1) which should make them more productive and efficient (1) • the workers can specialise in one task (1) better quality products should be produced as workers are more familiar with the task and so can find ways of improving it (1) • lower unit costs than job production (1) with lower priced goods (1) • can use lower skilled staff (1) so the costs of labour could be lower (1) • easier to use budgeting (1) as products are standard (1) • allows business to meet their customer demands when they are required (1) which will increase revenue and profit (1) 	4	<p>AO1 2</p> <p>AO2 2</p>

Question	Expected answer	Mark	Additional Guidance
	<p>Disadvantages</p> <ul style="list-style-type: none">• it requires very careful planning to decide what batch will be produced when (1) which requires good long term planning (1)• once a batch is in production it is difficult to change (1) as switching to another batch takes time and will mean a loss of output (1)• It can also result in the build up of stocks (1) This increases costs as it takes up space (1) and raises the chance of damage to stock (1)• Specialised machinery for batch production is expensive (1) which could increase the cost of production (1)		<p>Script Annotation</p> <p>✓ and ✓⁺ or X</p>

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