

# Mark Scheme (Results)

June 2015

Pearson Edexcel GCSE  
in Business (5BS06)  
Paper 01: Introduction to Small  
Business

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## General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question	Answer	Mark
1	B	1

Question	Answer	Mark
2	C	1

Question	Answer	Mark
3	B, C, E	3

Question	Answer	Mark
4	C, D	2

Question	Answer	Mark
5	D	1

Question	Answer	Mark
6	C, D	2

Question	Answer	Mark
7	B, C	2

Question	Answer	Mark
8	D	1

Question	Answer	Mark
9	-4, 27, 50	3

Question	Answer	Mark
10	A, E	2

Question	Answer	Mark
11	B, D	2

Question	Answer	Mark
12	A, C, F	3

Question	Answer	Mark
13	D	1

Question	Answer	Mark
14	C	1

Question	Answer	Mark
15	D	1

Question	Answer	Mark
16	A, B, F	3

Question	Answer	Mark
17	ii - G, iii - F, iv - A, v - I, vi -D	5

Question	Answer	Mark
18	<p><u>Option 1</u></p> <ul style="list-style-type: none"> <li>• Increasing the price of the pies so that it covers the cost of the energy bills may lose them customers as the customers don't want to pay the increase.</li> <li>• Increasing the price of the pies means that their profit will stay the same, if the same number of people buy the pies.</li> <li>• If they do not increase the price then they will reduce their profit which could mean they could go out of business.</li> </ul> <p>If Purceys increases the price of their pies it may mean that they will lose customers because the pies become too expensive for people to purchase. People will only pay for what they believe is value for money and if the increase is too much then sales will decrease, thus the company are unable to pay the increase in the price of electricity and gas. If the sales do not increase then Purceys could go out of business.</p> <p><u>Option 2</u></p> <ul style="list-style-type: none"> <li>• Reducing the size of the pies may stop people buying them as they feel that they are not getting their moneys' worth.</li> <li>• If they keep the same price people will continue to purchase the goods and may not know notice that the size has altered.</li> <li>• They may have to change the manufacturing process which incurs costs.</li> </ul> <p>If Purceys reduce the size of their pies this might give the company a bad image because people feel they are being cheated and not getting value for their money. However people are so used to purchasing the pies because they enjoy them that they do not notice the change in size and therefore Purceys do not</p>	

	lose any sales. The impact of the change could be expensive on Purceys because they will have to change their manufacturing process to take into account the reduction in size.	<b>(6)</b>
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Level	Mark	Descriptor
	<b>0</b>	No rewardable material.
1	<b>1-2</b>	A choice will be made with some justification, but which may provide limited examples. The quality of written communication will be poor with frequent spelling, punctuation and grammar errors and the style of writing will not be appropriate to the subject matter. The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.
2	<b>3-4</b>	A choice will be made with at least one reason/cause/consequence/factor etc. identified and developed. There will be some developed justification and supported by some appropriate examples, although development might be a little confused or incoherent. There will be a good level of quality of written communication with few mistakes in spelling, punctuation and grammar. The quality of language used will be appropriate for the subject matter; however its use will not be as confidently used as that in Level 3.
3	<b>4-6</b>	A judgement/point is given on one or both issues with some development/support, which includes at least <b>two</b> reasons/causes/consequences etc. and includes some balance. At the top of this level there will be a conclusion drawn from the analysis and the answer. The quality of written communication will be of a high standard with few, if any, errors in spelling, punctuation and grammar. The style of writing and the structure of the response will be appropriate and of a high standard.  The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.

Total marks = 40



