



General Certificate of Secondary Education  
2013

---

## **Learning for Life and Work: Modular**

Unit 5

Employability

**[GLW61]**

**FRIDAY 10 MAY, MORNING**

---

# **MARK SCHEME**

## General Marking Instructions

### Introduction

Mark schemes are intended to ensure that the GCSE examinations are marked consistently and fairly. The mark schemes provide markers with an indication of the nature and range of candidates' responses likely to be worthy of credit. They also set out the criteria that they should apply in allocating marks to the candidates' responses.

The mark schemes should be read in conjunction with these general marking instructions.

### Assessment objectives

Below are the assessment objectives (AO) for GCSE Learning for Life and Work.

Candidates must:

- demonstrate their knowledge and understanding of Learning for Life and Work (AO1);
- apply their knowledge and understanding of Learning for Life and Work (AO2); and
- investigate, analyse, select, present and evaluate information related to Learning for Life and Work (AO3).

### Quality of candidates' responses

In marking the examination papers, examiners should be looking for a quality response reflecting the level of maturity which may reasonably be expected of a 16-year-old which is the age at which the majority of candidates sit their GCSE examinations.

### Flexibility in marking

Mark schemes are not intended to be totally prescriptive. No mark scheme can cover all the responses which candidates may produce. In the event of unanticipated answers, examiners are expected to use their professional judgement to assess the validity of answers. If an answer is particularly problematic, then examiners should seek the guidance of the Supervising Examiner.

### Positive marking

Examiners are encouraged to be positive in their markings giving appropriate credit for what candidates know, understand and can do rather than penalising candidates for errors or omissions. Examiners should make use of the whole of the available mark range for any particular question and be prepared to award full marks for a response which is as good as might reasonably be expected of a 16-year-old GCSE candidate.

### Awarding zero marks

Marks should only be awarded for valid responses and no marks should be awarded for an answer which is completely incorrect or inappropriate.

### Types of mark scheme

Mark schemes for tasks or questions which require candidates to respond in extended written form are marked on the basis of levels of response which take account of the quality of written communication.

Other questions which require only short answers are marked on a point for point basis with marks awarded for each valid piece of information provided.

### Levels of response

Tasks and questions requiring candidates to respond in extended writing are marked in terms of levels of response. In deciding which level of response to award, examiners should look for the "best fit" bearing in mind that weakness in one area may be compensated for by strength in another.

In deciding which mark within a particular level to award to any response, examiners are expected to use their professional judgement. The following guidance is provided to assist examiners.

- **Threshold performance:** Response which just merits inclusion in the level and should be awarded a mark at or near the bottom of the range.
- **Intermediate performance:** Response which clearly merits inclusion and should be awarded a mark at or near the middle of the range.
- **High performance:** Response which fully satisfies the level description and should be awarded a mark at or near the top of the range.

### **Quality of written communication**

Quality of written communication is taken into account in assessing candidates' responses to all tasks and questions that require them to respond in extended written form. These tasks and questions are marked on the basis of levels of response. The description for each level of response includes reference to the quality of written communication.

For conciseness, quality of written communication is distinguished within levels of response as follows:

Level 1: Quality of written response is limited.

Level 2: Quality of written response is appropriate.

Level 3: Quality of written response is of a high standard.

In interpreting these level descriptions, examiners should refer to the more detailed guidance provided below:

[0] marks – will be awarded if the response is not worthy of credit.

### **AO1**

**Level 1 (Limited):** The candidate's knowledge and understanding of the content is limited. The organisation and presentation of material may sometimes lack clarity and/or coherence. The use of specialist vocabulary is limited or inappropriately used. Spelling, punctuation and grammar may contain a number of inaccuracies and be such that intended meaning is not always clear.

**Level 2 (Appropriate):** The candidate's knowledge and understanding of the content is generally appropriate. Relevant material is organised appropriately and presented with sufficient clarity and coherence. There is some use of appropriate specialist vocabulary. Spelling, punctuation and grammar are sufficiently accurate to ensure clarity of meaning.

**Level 3 (High):** The candidate demonstrates a high level of knowledge and understanding of the content. Relevant material is organised and presented with a very good form and style of writing. There is a high degree of clarity and coherence. Specialist vocabulary is utilised in the relevant contexts and clarity of meaning is ensured through accurate spelling, punctuation and grammar.

### **AO2**

**Level 1 (Limited):** The candidate's application of knowledge and understanding of the content is limited. The organisation and presentation of material may sometimes lack clarity and/or coherence. The use of specialist vocabulary is limited or inappropriately used. Spelling, punctuation and grammar may contain a number of inaccuracies and be such that intended meaning is not always clear.

**Level 2 (Appropriate):** The candidate's application of knowledge and understanding of the content is generally appropriate. Relevant material is organised appropriately and presented with sufficient clarity and coherence. There is some use of appropriate specialist vocabulary. Spelling, punctuation and grammar are sufficiently accurate to ensure clarity of meaning.

**Level 3 (High):** The candidate demonstrates a high level of ability to apply knowledge and understanding of the content. Relevant material is organised and presented using a very good form and style of writing. There is a high degree of clarity and coherence. Specialist vocabulary is utilised in the relevant contexts and clarity of meaning is ensured through accurate spelling, punctuation and grammar.

### **AO3**

**Level 1 (Limited):** The candidate's ability to demonstrate the skills is limited. The organisation and presentation of material may sometimes lack clarity and/or coherence. The use of specialist vocabulary is limited or inappropriately used. Spelling, punctuation and grammar may contain a number of inaccuracies and be such that intended meaning is not always clear.

**Level 2 (Appropriate):** The candidate's ability to demonstrate the skills is generally appropriate. Relevant material is organised appropriately and presented with sufficient clarity and coherence. There is some use of appropriate specialist vocabulary. Spelling, punctuation and grammar are sufficiently accurate to ensure clarity of meaning.

**Level 3 (High):** The candidate demonstrates a high level of ability to apply the skills. Relevant material is organised and presented using a very good form and style of writing. There is a high degree of clarity and coherence. Specialist vocabulary is utilised in the relevant contexts and clarity of meaning is ensured through accurate spelling, punctuation and grammar.

## Section A

AVAILABLE  
MARKS

1 (a) Any **one** from the following suggested answers:

- a hard worker
- motivated
- focussed
- responsible
- flexible
- enthusiastic
- a leader
- a manager
- confident
- creative
- professional

Or any suitable alternative

AO1 [1]

(b) Any **one** from the following suggested answers:

- an entrepreneur will need to be aware of other similar products/services that are on the market as they will be in competition with them, which ultimately could affect their sales
- an entrepreneur will have to be competitive in their prices in order that they gain market share

Or any suitable alternative

[1] for the correct identification

[1] for the accompanying explanation

(1 × [2])

AO1 [2]

(c) Any **one** from the following suggested answers:

- a support agency could provide them with advice, support and guidance so that they will be informed of all help available
- it can assist them with raising capital in order to help them finance their business
- it can provide them with specialist advice on the necessary skills needed to set up a business so that they can sort out any problems which they may encounter
- it can provide low cost loans, e.g. Prince's Trust and advise them on how to pay back the loan
- some support agencies will provide grants to assist with funding which do not have to be paid back

Or any suitable alternative

[1] for the correct identification

[1] for the accompanying explanation

(1 × [2])

AO1 [2]

5

- 2 (a) Disability Discrimination Act  
Section 75  
Equality Act  
Human Rights Act

Or any suitable alternative

(1 × [1])

AO1 [1]

(b) Answers may include reference to any of the following:

- an employee can do an honest day's work for an honest day's pay which leads to good productivity in the workplace
- if an employee is honest it will mean that there is no theft of goods or money, which will lead to the employer placing trust in their employee which could lead to promotion

Or any suitable alternative

Up to [2] depending on the detail of the explanation

AO2 [2]

(c) Answers may include reference to any of the following:

- the employer is expected to show a duty of care towards their employee which means the employee is entitled to time off if they have suffered a bereavement of a close family member
- it is expected that a worker with dependants could take a reasonable time off to deal with a family emergency, e.g. serious illness in the family so therefore compassionate leave would be discussed between the employer and employee

Or any suitable alternative

Up to [2] depending on the detail of the explanation

AO2 [2]

5

3 (a) Any **two** from the following suggested answers:

- Institutes of Further Education/Further Education Colleges
- Learn Direct
- Jobs and Benefits Office/Job Centres
- Careers Service NI
- Educational Guidance Service for Adults (EGSA)
- Young Enterprise
- Prince's Trust

Or any suitable alternative

(2 × [1])

AO1 [2]

(b) Any **two** from the following suggested answers:

- different jobs require different aspects of a CV to be completed so it is necessary to adapt it to suit the job applied for
- an applicant may have undertaken extra courses and gained further qualifications so these will have to be added to the CV, as they could improve an applicant's chances of getting the job
- an applicant's personal circumstances may change from time to time, e.g. home address, marital status, etc. so these amendments need to be updated in order to produce a correct CV

Or any suitable alternative

[1] for the correct identification

[1] for the accompanying explanation

(2 × [2])

AO1 [4]

(c) Any **two** from the following suggested answers:

- the employee will need to know the location of the business in order to arrive on time
- the employer may ask questions related to the business so the applicant should have an understanding of the type of work involved in the business
- the employee may wish to ask questions themselves at the interview relating to the business, so it would be in their best interest to have some prior knowledge of the ethos of the company

Or any suitable alternative

[1] for the correct identification

[1] for the accompanying explanation

(2 × [2])

AO1 [4]

10

**Section A**

**20**

## Section B

AVAILABLE  
MARKS

### Source Based

4 (a) Answers may include reference to any of the following:

- they can place emphasis on caring for the environment, e.g. reusing and recycling waste materials, etc. in order to enhance their corporate image
- they need to ensure that their business maintains outstanding customer and community relations in order to attract customers
- they need to continually provide good quality products and services as well as a wide range of goods so that there is more choice for customers
- a business needs to value its employees so that they are continually motivated to produce their best
- a business must continually advertise themselves which could be quite expensive but which may prove to be beneficial in the long term
- market research must continually be carried out in order to ensure that the needs of the customer are taken into consideration
- a business may need to plough back funds into the business as a form of investment to ensure that modern technology is continually being updated
- special offers and price reduction will attract customers, so businesses must ensure that they continually encourage the public to avail of their products or services

Or any suitable alternative

Up to [2] depending on the detail of the explanation  
(2 × [2])

AO2 [4]

(b) Answers may include reference to any of the following:

- employees can update their skills which will result in them being able to undertake various different tasks and become more effective in their job
- employees may have better opportunities for promotion if they attend training programmes which could lead to better job satisfaction and an enhancement in salary

- training can motivate employees and this can help them to be more productive in the workplace and perhaps earn more money
- employees may still be paid by their employer while attending training courses and therefore this will mean they will still be receiving an income
- training may present employees with the opportunity to seek work with another company and thus safeguard against unemployment

Or any suitable alternative

Award [0] for responses not worthy of credit

**Level 1: ([1]–[2])**

Answers may repeat a few points set out in the source with limited explanation. The organisation and presentation of material may lack clarity and/or coherence. The use of specialist vocabulary is limited or inappropriately used. Spelling, punctuation and grammar may contain a number of inaccuracies and be such that the intended meaning is not always clear.

**Level 2: ([3]–[4])**

Answers may identify some of the points listed in the source and provide appropriate explanation. Relevant material is organised appropriately and presented with sufficient clarity and coherence. There is some use of appropriate specialist vocabulary. Spelling, punctuation and grammar are sufficiently accurate to ensure clarity of meaning.

**Level 3: ([5]–[6])**

Answers will identify most of the points listed in the source and provide detailed explanation. Relevant material is organised and presented using an appropriate form and style of writing. There is a high degree of clarity and coherence. Specialist vocabulary is utilised in the relevant context and clarity of meaning is ensured through accurate spelling, punctuation and grammar.

AO2 [6]

10

5 Answers may include reference to any of the following:

### Positives

- the business will be open 24 hours a day, 7 days a week, which may result in an increase in sales for the business
- an increase in the sales of a business will ultimately lead to an increase in profits for the business which will provide extra finance for the owners
- businesses may save money by trading on the Internet as they may not have to pay large overheads if they have no showrooms or premises
- businesses may become better known worldwide which could lead to an increase in productivity and sales
- some savings gained through the new technology can be used to lower prices and thus attract more customers
- less staff will be needed as the trading is now automated and this will obviously save money for the business

### Negatives

- designing and updating a website may prove to be expensive as specialists may need to be employed by the business
- employees will need to be trained in ICT skills in order to use the Internet and this will be an added cost to the business
- extensive market research may need to be carried out by the business in order to assess the requirements of customers in such a wide market
- the business will have to ensure that goods are well packed for distribution and this may work out expensive for the business
- having a worldwide market will mean that the business will face a lot of competition which may affect their pricing policy
- complications may arise if problems occur with the website and the business could lose money if it is not operational

Or any suitable alternative

Award [0] for responses not worthy of credit

**Level 1: ([1]–[4])**

Answers may focus only on a few of the positive or negative factors which may be related in a superficial way. The organisation and presentation of material may sometimes lack clarity and/or coherence. The use of specialist vocabulary is limited or inappropriately used. Spelling, punctuation and grammar may contain a number of inaccuracies and be such that intended meaning is not always clear.

**Level 2: ([5]–[7])**

Answers may focus on some of the positive or negative factors which may be related in a relevant way. Relevant material is organised appropriately and presented with sufficient clarity and coherence. There is some use of appropriate specialist vocabulary. Spelling, punctuation and grammar are sufficiently accurate to ensure clarity of meaning.

**Level 3: ([8]–[10])**

Answers will provide detailed analysis and will focus on both positive and negative factors which will be related in an accurate and relevant way. Relevant material is organised appropriately and presented using an appropriate form and style of writing. There is a high degree of clarity and coherence. Specialist vocabulary is utilised in the relevant contexts and clarity of meaning is ensured through accurate spelling, punctuation and grammar.

AO2 [10]

10

**Section B**

**20**

**Total marks:**

**40**

**Assessment Objectives Grid**

	Q1	Q2	Q3	Q4	Q5
AO1	5	1	10		
AO2		4		10	
AO3					10