
BUSINESS

9609/12

Paper 1 Short Answer and Essay

March 2017

MARK SCHEME

Maximum Mark: 40

Published

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Question	Answer	Marks
1(a)	<p>Define the term market research.</p> <p>Market research is defined as process of collecting, recording and analysis of data about customers, competitors and the market/product/service.</p> <p>Sound definition. (2 marks) Partial definition – limited understanding. (1 mark)</p>	2
1(b)	<p>Briefly explain the limitations to a business of using secondary market research information.</p> <p><i>Answers could include:</i></p> <p>Secondary market research is the analysis of information that already exists – there are various sources of such information, e.g. internet, commercial information organisations.</p> <p>Main purpose of desk research is to gain information and market intelligence on competitors</p> <p>Considered to be a low-cost approach to getting market information</p> <p><i>However, there may be serious limitations in using secondary research information:</i></p> <ul style="list-style-type: none"> • The information may be historical/out of date and thus give a misleading picture. • The general nature of the information may mean it is not suitable for purpose; it was not collected for the specific needs of a business. • The data collection methods may be unknown and may also lead to inaccurate information. • There may be significant gaps in the information leading to limitations on suitability. <p>Sound explanation of the limitations of using secondary market research. (3 marks) Limited explanation of the limitations of using secondary research. (2 marks) Understanding of secondary market research/list of limitations. (1 mark)</p>	3

Question	Answer	Marks
2(a)	<p>Define the term ‘working capital’.</p> <p>The capital needed to pay for day-to-day running costs, e.g. raw materials and credit offered to customers (2).</p> <p>In accounting terms working capital = current assets-current liabilities (2).</p> <p>Sound definition given. (2 marks) Partial definition given (limited understanding). (1 mark)</p>	2
2(b)	<p>Briefly explain the difference between revenue expenditure and capital expenditure.</p> <p><i>Answers could include:</i></p> <p>Revenue expenditure is spending on all costs and assets other than fixed assets (non-current assets) – includes wages, raw materials, and maintenance of fixed assets.</p> <p>Capital expenditure is spending on assets such as machinery, vehicles and buildings that are expected to last for more than one year. These will be depreciated over time.</p> <p>Sound explanation of revenue and capital expenditure that clearly explains the difference. (3 marks) Sound explanation of only one of the concepts or a partial explanation of the two concepts in an attempt to explain the difference. (2 marks) Partial explanation of either revenue or capital expenditure. (1 mark)</p>	3

Question	Answer	Marks
3	<p>Explain why a mission statement might be important for a multinational business.</p> <p><i>Answers could include:</i></p> <p>A mission statement is a statement of the core business, purpose and focus of an organisation – designed to resonate with internal and external stakeholders.</p> <p>A multinational business might use a mission statement to: communicate the philosophy and goals of the business to its many employees in different country locations – to direct and motivate these employees – to provide a reference point for national, corporate, departmental, section, and individual activities.</p> <p>Externally, the mission statement may well serve to support and communicate the claims, aspirations of the business – in terms of customer, supplier, community relationships and its treatment of employees in each of its different locations.</p> <p>Effective explanation of the importance of a mission statement in a multinational business. (4–5 marks)</p> <p>Limited explanation of the importance of a mission statement in any business. (2–3 marks)</p> <p>Limited descriptive information about mission statements/definition/definition of a multinational business. (1 mark)</p>	5

Question	Answer	Marks
4(a)	<p>Define the term ‘economies of scale’.</p> <p>Economies of scale occur when the costs of production fall (1) when the scale of operations is increased (1).</p> <p>Sound definition given. (2 marks) Partial definition given (limited understanding). (1 mark)</p>	2
4(b)	<p>Briefly explain <u>two</u> causes of <u>diseconomies</u> of scale.</p> <p><i>Answers could include:</i></p> <ul style="list-style-type: none"> • Diseconomies of scale are generally related to management challenges/problems associated with directing a large organisation, often with many divisions and spread across different locations/ countries. • Communication is often a major problem leading to diseconomies - excessive use of non-personal communication – mass of messages – long chains of command – messages distorted – information is delayed – poor decision-making – lack of feedback – management efficiency reduced. • Impersonal organisations – lose contact with employees – de-motivation – danger of staff alienation, especially in flow line manufacturing companies (use team work and job enrichment to address these issues). • Poor co-ordination – with growth – difficult often to maintain control over the disparate parts of the organisation – purpose and mission not understood – duplication of effort – bureaucracy – this poor co-ordination can lead to higher production costs. • Top heavy companies – company politics. <p>Sound explanation of two causes why diseconomies might occur. (3 marks) Sound explanation of one cause or partial explanation of two causes. (2 marks) Limited explanation to identify causes, or partial explanation of one, or a list of two. (1 mark)</p>	3

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5(a)	<p data-bbox="295 248 1262 315">Analyse the strengths and weaknesses of a ‘public limited company’ legal structure for business.</p> <table border="1" data-bbox="295 344 1326 770"> <thead> <tr> <th data-bbox="295 344 435 394">Level</th> <th data-bbox="435 344 1158 394">Description</th> <th data-bbox="1158 344 1326 394">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="295 394 435 477">4</td> <td data-bbox="435 394 1158 477">Good analysis of the strengths and weaknesses of ‘public limited company’.</td> <td data-bbox="1158 394 1326 477">7–8</td> </tr> <tr> <td data-bbox="295 477 435 560">3</td> <td data-bbox="435 477 1158 560">Some analysis of the strengths and weaknesses of ‘public limited company’.</td> <td data-bbox="1158 477 1326 560">5–6</td> </tr> <tr> <td data-bbox="295 560 435 642">2</td> <td data-bbox="435 560 1158 642">Some application of the strengths and weaknesses of ‘public limited company’.</td> <td data-bbox="1158 560 1326 642">3–4</td> </tr> <tr> <td data-bbox="295 642 435 725">1</td> <td data-bbox="435 642 1158 725">Limited understanding of ‘public limited company’.</td> <td data-bbox="1158 642 1326 725">1–2</td> </tr> <tr> <td data-bbox="295 725 435 770">0</td> <td data-bbox="435 725 1158 770">No creditable content.</td> <td data-bbox="1158 725 1326 770">0</td> </tr> </tbody> </table> <p data-bbox="295 804 1289 904">Answers may well initially define a public limited company – a company that can sell shares to the general public on a stock exchange and has limited liability.</p> <p data-bbox="295 938 1331 1005">Identified and analysed advantages and disadvantages of this form of business organisation could include the following:</p> <p data-bbox="295 1039 448 1072">Strengths:</p> <ul data-bbox="295 1111 1278 1391" style="list-style-type: none"> • business has a separate legal identity • limited liability for shareholders • ability to raise large sums of capital - no limitation on number of shares • shares are freely transferable - providing liquidity for shareholders • provides prestige and status • increased opportunity to make acquisitions by offering shares • may find it easier and cheaper to borrow from banks • tax advantages vis a vis other organisation structures. <p data-bbox="295 1424 485 1458">Weaknesses:</p> <ul data-bbox="295 1496 1331 1877" style="list-style-type: none"> • complex legal formalities to form a public limited company - costly and time consuming • strict controls and regulations to protect the interests of the ordinary shareholder • requirement to file accounts • the original owners may lose control • risk of takeover • financial markets will determine the value of the company through the trading of the shares • greater public scrutiny of company performance and activities • may lead to governance/management problems. 	Level	Description	Marks	4	Good analysis of the strengths and weaknesses of ‘public limited company’.	7–8	3	Some analysis of the strengths and weaknesses of ‘public limited company’.	5–6	2	Some application of the strengths and weaknesses of ‘public limited company’.	3–4	1	Limited understanding of ‘public limited company’.	1–2	0	No creditable content.	0	8
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5(b)	<p data-bbox="300 248 1326 282">Discuss how ethics may influence the decisions of private sector banks.</p> <table border="1" data-bbox="300 315 1326 712"> <thead> <tr> <th data-bbox="300 315 435 360">Level</th> <th data-bbox="435 315 1158 360">Description</th> <th data-bbox="1158 315 1326 360">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="300 360 435 450">4</td> <td data-bbox="435 360 1158 450">Effective evaluation of the influence of ethics on the decisions of private sector banks.</td> <td data-bbox="1158 360 1326 450">9–12</td> </tr> <tr> <td data-bbox="300 450 435 539">3</td> <td data-bbox="435 450 1158 539">Limited evaluation of the influence of ethics on the decisions of private sector banks.</td> <td data-bbox="1158 450 1326 539">7–8</td> </tr> <tr> <td data-bbox="300 539 435 629">2</td> <td data-bbox="435 539 1158 629">Analysis and some application of the influence of ethics on the decisions of private sector banks.</td> <td data-bbox="1158 539 1326 629">3–6</td> </tr> <tr> <td data-bbox="300 629 435 674">1</td> <td data-bbox="435 629 1158 674">Understanding of ethics and/or banks.</td> <td data-bbox="1158 629 1326 674">1–2</td> </tr> <tr> <td data-bbox="300 674 435 712">0</td> <td data-bbox="435 674 1158 712">No creditable content.</td> <td data-bbox="1158 674 1326 712">0</td> </tr> </tbody> </table> <p data-bbox="300 745 603 779"><i>Answers could include:</i></p> <p data-bbox="300 813 1230 880">Ethics is about the morality, rights and wrongs of business decisions as perceived by the stakeholders of a business.</p> <ul data-bbox="300 887 1334 1402" style="list-style-type: none"> • Business ethics are concerned with how businesses treat the environment, work with staff and suppliers to build a responsible company, relate to local communities and produce a viable, sustainable company and add value socially as well as economically. • Business ethics is now part of the language of business; customers demand more and management is often trained to deliver more. • May mean that a business makes explicit provision for ethical behaviour and ethical performance. • Might mean additional costs. • More monitoring and rules of accountability. • May mean new and different practices. • May be seen as part of brand building and reputational protection (USP). • May be a source of additional investment for ethical investors. • Becoming a necessity rather than a discretionary approach to business decisions. <p data-bbox="300 1435 1326 1503">In relation to private sector banks, answers may address some of the following issues:</p> <ul data-bbox="300 1536 1326 1951" style="list-style-type: none"> • Willingness of a bank to take risks – the level of discretion/freedom given to employees. • The extent and significance of internal regulatory protocols that prevent unethical behaviour. • Without ethical frameworks, expectations or codes, banks may engage in unethical behaviour – over-invest – focus on high profit making activities at the expense of core customer lending activities – engage in exploitative practices with small businesses – manipulate lending rates – engage in illegal activity. • Ethical behaviour will constrain banks and move them into fair and reasonable behaviour and to adopt internal codes and regulations and so avoid need for external regulations, fines and even prison sentences. <p data-bbox="300 1984 1310 2051">Answers may well refer to the banking crisis and crashes in recent times. Full credit to be given to such references.</p>	Level	Description	Marks	4	Effective evaluation of the influence of ethics on the decisions of private sector banks.	9–12	3	Limited evaluation of the influence of ethics on the decisions of private sector banks.	7–8	2	Analysis and some application of the influence of ethics on the decisions of private sector banks.	3–6	1	Understanding of ethics and/or banks.	1–2	0	No creditable content.	0	12
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6	<p>‘Maslow’s theory of motivation can ensure success for all businesses.’ Discuss this statement.</p> <table border="1" data-bbox="300 344 1331 972"> <thead> <tr> <th>Level</th> <th>Description</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>5</td> <td>Effective evaluation of the statement that Maslow’s theory of motivation can ensure success for all businesses.</td> <td>17–20</td> </tr> <tr> <td>4</td> <td>Limited evaluation and good analysis of the statement that Maslow’s theory of motivation can ensure success for all businesses.</td> <td>13–16</td> </tr> <tr> <td>3</td> <td>Analysis of the statement that Maslow’s theory of motivation can ensure success for all businesses.</td> <td>11–12</td> </tr> <tr> <td>2</td> <td>Limited analysis with application of the statement that Maslow’s theory of motivation can ensure success for all businesses.</td> <td>5–10</td> </tr> <tr> <td>1</td> <td>Understanding of Maslow’s theory of motivation\motivation.</td> <td>1–4</td> </tr> <tr> <td>0</td> <td>No creditable content.</td> <td>0</td> </tr> </tbody> </table> <p><i>Answers could include:</i></p> <ul style="list-style-type: none"> • Reference to the main features of Maslow’s hierarchy of needs - a focus on human needs that might be satisfied in the work place; physical, safety, social, esteem, self-actualisation needs. • It is suggested that once one level of need is satisfied employees move on to the next level. • A diagnostic framework that alerts managers to the possible needs that employees have and how they might be satisfied and so improve morale and productivity individually and collectively. • The theory recognises the place of monetary and non-monetary rewards to meet different needs. • It is a simple and general theory of motivation that arguably can be successfully applied to all types of businesses and organisations. • However, it is not without its critics...seen as too simplistic...not all employees have the same needs...does a particular need have to be satisfied in order to move on to higher needs? • Other motivation theorists such as Herzberg and Mayo are regarded as more realistic - an approach to motivation that draws on a number of theories rather than just Maslow is often suggested. • What is meant by ‘success’ in the statement in the question... success for a business in terms of survival, growth, profitability may well depend on factors <i>other than employee motivation</i>. • These factors could include: quality of leadership and management of a business, the nature of the market environment, the capability of competitors, effectiveness of product/service design and marketing/investment strategies. 	Level	Description	Marks	5	Effective evaluation of the statement that Maslow’s theory of motivation can ensure success for all businesses.	17–20	4	Limited evaluation and good analysis of the statement that Maslow’s theory of motivation can ensure success for all businesses.	13–16	3	Analysis of the statement that Maslow’s theory of motivation can ensure success for all businesses.	11–12	2	Limited analysis with application of the statement that Maslow’s theory of motivation can ensure success for all businesses.	5–10	1	Understanding of Maslow’s theory of motivation\motivation.	1–4	0	No creditable content.	0	20
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Question	Answer	Marks
	Good answers will analyse the key features of Maslow's theory, review the potential value of the theory for managers as they attempt to motivate employees, comment on strengths and limitations of the theory, and make evaluative comments and arguments directly relevant to the statement in the question.	

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7(a)	<p>Analyse the importance of a Unique Selling Point (USP) to a mobile (cell) phone manufacturer.</p> <table border="1" data-bbox="300 645 1329 1059"> <thead> <tr> <th data-bbox="300 645 435 701">Level</th> <th data-bbox="435 645 1158 701">Description</th> <th data-bbox="1158 645 1329 701">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="300 701 435 786">4</td> <td data-bbox="435 701 1158 786">Good analysis of the importance of a USP to a cell phone manufacturer.</td> <td data-bbox="1158 701 1329 786">7–8</td> </tr> <tr> <td data-bbox="300 786 435 871">3</td> <td data-bbox="435 786 1158 871">Some analysis of the importance of a USP to a cell phone manufacturer.</td> <td data-bbox="1158 786 1329 871">5–6</td> </tr> <tr> <td data-bbox="300 871 435 956">2</td> <td data-bbox="435 871 1158 956">Some application of the importance of a USP.</td> <td data-bbox="1158 871 1329 956">3–4</td> </tr> <tr> <td data-bbox="300 956 435 1012">1</td> <td data-bbox="435 956 1158 1012">Limited understanding of a USP.</td> <td data-bbox="1158 956 1329 1012">1–2</td> </tr> <tr> <td data-bbox="300 1012 435 1059">0</td> <td data-bbox="435 1012 1158 1059">No creditable content.</td> <td data-bbox="1158 1012 1329 1059">0</td> </tr> </tbody> </table> <p data-bbox="300 1093 603 1126"><i>Answers could include:</i></p> <ul data-bbox="300 1160 1329 1637" style="list-style-type: none"> • Answers need to define the marketing concept of a USP – a specific means or method of product differentiation to gain a competitive advantage – the aspects of a product or service that makes it different from others. • The context of a mobile phone business is the intense market competition and where products may be subject to rapid and significant changes in fashion and technology, hence the requirement to continually establish and review the USP of the product and to communicate it through promotion and advertising. • Developing a USP can be very expensive, requiring heavy and sustained promotion. • By patented technical innovation, a cell phone manufacturer may be able to retain customer loyalty, capture the attention of new customers and so gain higher profits. 	Level	Description	Marks	4	Good analysis of the importance of a USP to a cell phone manufacturer.	7–8	3	Some analysis of the importance of a USP to a cell phone manufacturer.	5–6	2	Some application of the importance of a USP.	3–4	1	Limited understanding of a USP.	1–2	0	No creditable content.	0	8
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7(b)	<p data-bbox="295 241 1209 280">Discuss how a retail business could improve customer relations.</p> <table border="1" data-bbox="295 309 1332 719"> <thead> <tr> <th data-bbox="295 309 432 360">Level</th> <th data-bbox="432 309 1169 360">Description</th> <th data-bbox="1169 309 1332 360">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="295 360 432 450">4</td> <td data-bbox="432 360 1169 450">Effective evaluation of a range of proposals to improve customer relations in a retail business.</td> <td data-bbox="1169 360 1332 450">9–12</td> </tr> <tr> <td data-bbox="295 450 432 539">3</td> <td data-bbox="432 450 1169 539">Limited evaluation of a range of proposals to improve customer relations in a retail business.</td> <td data-bbox="1169 450 1332 539">7–8</td> </tr> <tr> <td data-bbox="295 539 432 629">2</td> <td data-bbox="432 539 1169 629">Analysis and some application of proposals to improve customer relations in a retail business.</td> <td data-bbox="1169 539 1332 629">3–6</td> </tr> <tr> <td data-bbox="295 629 432 674">1</td> <td data-bbox="432 629 1169 674">Understanding of customer relations.</td> <td data-bbox="1169 629 1332 674">1–2</td> </tr> <tr> <td data-bbox="295 674 432 719">0</td> <td data-bbox="432 674 1169 719">No creditable content.</td> <td data-bbox="1169 674 1332 719">0</td> </tr> </tbody> </table> <p data-bbox="295 748 603 786"><i>Answers could include:</i></p> <ul data-bbox="295 815 1305 1093" style="list-style-type: none"> • Concern for the customer is considered to be of vital importance as retail stores compete for business, (some people are, in fact, willing to pay a premium price for distinctive customer care). • A customer focus (or indeed obsession) is considered to be a cultural characteristic of successful retail stores and an essential component of reputation and loyalty. • Good customer care becomes so significant and obvious that it assumes the role of a USP. <p data-bbox="295 1122 866 1160">How might customer relations be improved:</p> <ul data-bbox="295 1189 1305 1615" style="list-style-type: none"> • Recognise customer care as a potential USP. • Make improved customer relations a key organisation objective – motivate/incentivise staff. • Examine style of management and leadership in the organisation. • Establish and support a culture of customer care – it becomes a key feature of the mission statement. • A key feature of appraisal/staff development systems. • Specific methods could include: opportunities for customer feedback and suggestions. • Improve the service to customers. • Improve the range of products/information about goods. • Take on more staff/more training for existing staff etc. 	Level	Description	Marks	4	Effective evaluation of a range of proposals to improve customer relations in a retail business.	9–12	3	Limited evaluation of a range of proposals to improve customer relations in a retail business.	7–8	2	Analysis and some application of proposals to improve customer relations in a retail business.	3–6	1	Understanding of customer relations.	1–2	0	No creditable content.	0	12
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