



# Mark Scheme (Results)

## Summer 2023

International GCSE in

Commerce (4CM1 02)

Paper 2: Facilitation commercial operations

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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.

<b>Question Number</b>	Which <b>one</b> of the following is a request for payment?  <b>Answer</b>	<b>Mark</b>
<b>1 (a)</b>	<b>A01 = 1 mark</b>  <b>D</b> An invoice  A – is not correct as a receipt is issued after payment B – is not correct as an order is placed before payment is requested C – is not correct as a quotation is provided before a purchase	<b>(1)</b>

<b>Question Number</b>	Which <b>one</b> of the following is a function of a stock exchange?  <b>Answer</b>	<b>Mark</b>
<b>1 (b)</b>	<b>A01 = 1 mark</b>  <b>C</b> To trade shares  A – is not correct as high dividends are not guaranteed B – is not correct as shares are not owned by the stock exchange D – is not correct as a stock exchange does not issue standing orders	<b>(1)</b>

<b>Question Number</b>	Define the term <b>postal order</b> .  <b>Answer</b>	<b>Mark</b>
<b>1 (c)</b>	<b>A01 = 1 mark</b>  Award 1 mark for a definition of <b>postal order</b>  • An order for payment issued by the post office <b>(1)</b>	<b>(1)</b>

Question Number	Define the term <b>store card</b> .	Mark
<b>1 (d)</b>	<p><b>Answer</b></p> <p><b>A01 = 1 mark</b></p> <p>Award 1 mark for a definition of <b>store card</b></p> <ul style="list-style-type: none"> <li>• A store card is issued by a named store where it can only be used <b>(1)</b></li> </ul>	<b>(1)</b>

Question Number	State <b>one</b> way <i>Frais Caprices</i> could change its packaging to appeal to customers of vegetarian food in France and Europe.	Mark
<b>1 (e) (i)</b>	<p><b>Answer</b></p> <p><b>A02 - 1 mark</b></p> <p>Award 1 mark for one valid way <i>Frais Caprices</i> could change its packaging to appeal to customers of vegetarian food in France and Europe</p> <ul style="list-style-type: none"> <li>• <i>Frais Caprices</i> may include pictures of vegetables on the packaging used in making the sauces <b>(1)</b></li> <li>• <i>Frais Caprices</i> is likely to use descriptions such as 'meat -free' or 'vegetarian' on the packaging of its sauces <b>(1)</b></li> </ul> <p>Accept any other appropriate response.</p>	<b>(1)</b>

Question Number	State <b>one</b> reason why Frais Caprices might choose to promote itself by sending leaflets to restaurants in France.	Mark
<b>1 (e) (ii)</b>	<p><b>Answer</b></p> <p><b>A02 = 1 mark</b></p> <p>Award 1 mark for one valid reason <i>Frais Caprices</i> might choose to promote itself by sending leaflets to restaurants in France</p> <ul style="list-style-type: none"> <li>• <i>Frais Caprices</i> uses leaflets to raise awareness of the sauces in French restaurants <b>(1)</b></li> <li>• It uses leaflets to increase sales of its sauces made from locally supplied vegetables to restaurants in France <b>(1)</b></li> </ul> <p>Accept any other appropriate response.</p>	<b>(1)</b>

Question Number	Calculate the ROCE for the year 2021.	Additional guidance	Mark
<b>1 (e) (iii)</b>	<p><b>Answer</b></p> <p><b>A02 = 2 mark</b></p> $\frac{25\,000}{75\,000} \times 100 \text{ (1)}$ <p>= 33.33% <b>(1)</b></p>	<p>Award 1 mark for correctly substituting numbers into the formula</p> <p>Award full marks for correct numerical answer without working</p>	<b>(2)</b>

Question Number	Explain <b>one</b> benefit to small businesses of offering informal credit to their customers.	Mark
<b>1 (f)</b>	<p><b>Answer</b></p> <p><b>A01 = 3 marks</b></p> <p>Award 1 mark for identifying <b>one</b> benefit to small businesses of offering informal credit to their customers and up to 2 marks for explaining the benefit for a maximum of 3 marks.</p> <ul style="list-style-type: none"> <li>• Small businesses may allow regular customers to buy goods and pay for them at the end of the week or month <b>(1)</b> to encourage customers to buy from them more often <b>(1)</b> and continue as a customer rather than going to a competitor <b>(1)</b></li> </ul> <p>Answers that list three benefits with no explanation will get 1 mark only</p> <p>Accept any other appropriate response</p>	<b>(3)</b>

Question Number	Explain <b>one</b> benefit to a business of having its own fleet of trucks.	Mark
<b>1 (g)</b>	<p><b>Answer</b></p> <p><b>A01 = 3 marks</b></p> <p>Award 1 mark for identifying <b>one</b> benefit to a business of having its own fleet of trucks and up to 2 marks for explaining the benefit for a maximum of 3 marks.</p> <ul style="list-style-type: none"> <li>• A business can use its own fleet to advertise its brand <b>(1)</b> by having logos and messages on the sides of its trucks <b>(1)</b> this will be seen by potential customers as the trucks pass by delivering the products <b>(1)</b></li> </ul> <p>Answers that list three benefits with no explanation will get 1 mark only</p>	<b>(3)</b>

Question Number	Analyse why introducing this new range might improve sales revenue for <i>Frais Caprices</i> .	Mark
<b>1 (h)</b>	<p><b>AO2 = 3 marks AO3 = 3 marks</b></p> <p><b><u>AO2</u></b></p> <ul style="list-style-type: none"> <li>• <i>Frais Caprices</i> is producing smaller packets of sauce to sell to retailers in France</li> <li>• Selling the small packets of sauce opens up a new market for <i>Frais Caprices</i></li> </ul> <p><b><u>AO3</u></b></p> <ul style="list-style-type: none"> <li>• The lower price of small packets may tempt new retailers in Europe to buy them and may increase <i>Frais Caprices</i> sales revenue</li> <li>• It can experiment with offering new tastes in small quantities to tempt customers to buy more products so increasing sales revenue</li> </ul>	<b>(6)</b>

Level	Mark	Descriptor
	0	<ul style="list-style-type: none"> <li>• No rewardable material</li> </ul>
<b>Level 1</b>	1-2	<ul style="list-style-type: none"> <li>• Limited application of knowledge and understanding of commercial concepts and issues to the commercial context. (AO2)</li> <li>• Attempts to deconstruct commercial information and/or issues, finding limited connections between points. (AO3)</li> </ul>
<b>Level 2</b>	3-4	<ul style="list-style-type: none"> <li>• Sound application of knowledge and understanding of commercial concepts and issues to the commercial context although there may be some inconsistencies. (AO2)</li> <li>• Deconstructs commercial information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies. (AO3)</li> </ul>
<b>Level 3</b>	5-6	<ul style="list-style-type: none"> <li>• Detailed application of knowledge and understanding of commercial concepts and issues to the commercial context throughout. (AO2)</li> <li>• Deconstructs commercial information and/or issues, finding detailed interconnected points with logical chains of reasoning. (AO3)</li> </ul>

<b>Question Number</b>	Which <b>one</b> of the following is a purpose of a bonded warehouse?	<b>Mark</b>
<b>2 (a)</b>	<p><b>Answer</b></p> <p><b>A01 = 1 mark</b></p> <p><b>B</b> To store imports before payment of taxes <b>(1)</b></p> <p>A is not correct as goods are not sold directly to retailers            C is not correct as lorries are not used as storage            D is not correct as goods are not sold to the public</p>	<b>(1)</b>

<b>Question Number</b>	Which <b>one</b> of the following is an example of informative advertising?	<b>Mark</b>
<b>2 (b)</b>	<p><b>Answer</b></p> <p><b>A02 = 1 mark</b></p> <p><b>A</b> <i>Microsoft</i> advertising how to use its latest version of Windows <b>(1)</b></p> <p>B is not correct as this is persuasive advertising            C is not correct as this is collective advertising            D is not correct as this is competitive advertising</p>	<b>(1)</b>

<b>Question Number</b>	Identify the year with the lowest percentage of businesses aware of UKEF.	<b>Mark</b>
<b>2 (c)(i)</b>	<p><b>Answer</b></p> <p><b>A02 = 1 mark</b></p> <p>2017 <b>(1)</b></p>	<b>(1)</b>

<b>Question Number</b>	Identify the year in which awareness of UKEF was 5% higher than the previous year.	<b>Mark</b>
<b>2 (c)(ii)</b>	<p><b>Answer</b></p> <p><b>A02 - 1 mark</b></p> <p>2019 <b>(1)</b></p>	<b>(1)</b>

<b>Question Number</b>	Define the term <b>equities</b> .	<b>Mark</b>
<b>2 (d)</b>	<p><b>Answer</b></p> <p><b>A01 - 1 mark</b></p> <p>Award 1 mark for a definition of equities.</p> <ul style="list-style-type: none"> <li>Equities are a share in the ownership of a business <b>(1)</b></li> </ul>	<b>(1)</b>

<b>Question Number</b>	Explain <b>one</b> benefit to a customer of using internet banking.	<b>Mark</b>
<b>2 (e)</b>	<p><b>Answer</b></p> <p><b>A01 = 3 marks</b></p> <p>Award 1 mark for identifying one benefit to a customer of using internet banking and up to 2 marks for explaining the benefit for a maximum of 3 marks.</p> <ul style="list-style-type: none"> <li>A customer with internet banking can access their bank account from anywhere <b>(1)</b> they do not have to visit the bank <b>(1)</b> which saves them time <b>(1)</b></li> </ul> <p>Accept any other appropriate response.</p> <p>Answers that list three benefits with no explanation will get a maximum of 1 mark.</p>	<b>(3)</b>

Question Number	Explain <b>one</b> benefit to banks of providing ATMs.	Mark
2 (f)	<p><b>AO1 = 3 marks</b></p> <p>Award 1 mark for explaining <b>one</b> benefit to banks of providing ATMs and up to 2 marks for explaining the reason for a maximum of 3 marks.</p> <p>ATMs are machines that dispense cash to customers automatically <b>(1)</b> thus saving the banks labour costs <b>(1)</b> and freeing staff time for other more profitable banking services such as loans <b>(1)</b></p> <p>Accept any other appropriate response.</p> <p>Answers that list three reasons with no explanation will get a maximum of 1 mark.</p>	<b>(3)</b>

Question Number	<p><b>Option 1:</b> sell new shares to existing shareholders</p> <p><b>Option 2:</b> apply for a bank loan</p> <p><b>Indicative Content</b></p>	Mark

<b>(g)</b>	<p><b>AO2 = 3 marks    AO3 = 3 marks    AO4 = 3 marks.</b></p> <p><b>Arguments for option 1:</b></p> <p><b><u>AO2</u></b></p> <ul style="list-style-type: none"> <li>• <i>TMP</i> is operating in a growing market of recycled electric car batteries</li> <li>• <i>TMP</i> hopes to repeat its previous experience of raising the required £1.5m by selling shares on the London Stock Exchange</li> </ul> <p><b><u>AO3</u></b></p> <ul style="list-style-type: none"> <li>• Existing investors will buy new shares hoping to make a profit if the share price rises like it did on the first day due to the high demand for the batteries. This could raise the extra £1.5m capital for <i>TMP</i></li> <li>• <i>TMP</i> can then open the new factories without having to pay interest on the £1.5m which may enable them to invest more in the production of the recycled batteries to start making profits sooner and open more factories</li> </ul> <p><b><u>AO4</u></b></p> <ul style="list-style-type: none"> <li>• However, <i>TMP</i> may not raise enough capital because all those people interested in the company had already bought shares when it was first listed</li> <li>• However, <i>TMP</i> will have to pay dividends on the shares issued which may reduce the profits for reinvestment</li> </ul> <p><b>Arguments for option 2:</b></p> <p><b><u>AO2</u></b></p> <ul style="list-style-type: none"> <li>• A bank will be able to loan all of the £1.5m required</li> <li>• <i>TMP</i> can open the 5 factories more quickly</li> </ul> <p><b><u>AO3</u></b></p> <ul style="list-style-type: none"> <li>• <i>TMP</i> will know its financial plans for the duration of the loan so it can safely plan the opening of the five new factories</li> </ul>	<b>(9)</b>
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	<ul style="list-style-type: none"> <li>• <i>TMP</i> can approach different banks for the best advice and support for its business</li> </ul> <p><b><u>AO4</u></b></p> <ul style="list-style-type: none"> <li>• However, <i>TMP</i> will have to pay interest on the loan which may significantly reduce potential profits</li> <li>• However, the banks may impose restrictions on the activities of <i>TMP</i> that may delay the opening of the new factories</li> </ul>	
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Level	Mark	Descriptor
	0	No rewardable material
<b>Level 1</b>	1-3	<ul style="list-style-type: none"> <li>• Limited application of knowledge and understanding of commercial concepts and issues to the commercial context (AO2)</li> <li>• Attempts to deconstruct commercial information and/or issues, finding limited connections between points (AO3)</li> <li>• Makes a judgement, providing a simple justification based on limited evaluation of commercial information and issues relevant to the choice made (AO4)</li> </ul>
<b>Level 2</b>	4-6	<ul style="list-style-type: none"> <li>• Sound application of knowledge and understanding of commercial concepts and issues to the commercial context although there may be some inconsistencies (AO2)</li> <li>• Deconstructs commercial information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3)</li> <li>• Makes a judgement, providing a justification based on sound evaluation of commercial information and issues relevant to the choice made (AO4)</li> </ul>
<b>Level 3</b>	7-9	<ul style="list-style-type: none"> <li>• Detailed application of knowledge and understanding of commercial concepts and issues to the commercial context throughout (AO2) Deconstructs commercial information and/or issues, finding detailed interconnected points with logical chains of reasoning (AO3)</li> <li>• Makes a judgement, providing a clear justification based on a thorough evaluation of commercial information and issues relevant to the choice made (AO4)</li> </ul>

Question Number	Which <b>one</b> of the following is a disadvantage of teleconferencing?	Mark
<b>3 (a)</b>	<p><b>Answer</b></p> <p><b>A01 = 1 mark</b></p> <p><b>A</b> Technical problems may interrupt a meeting <b>(1)</b></p> <p>B is not correct as being able to record the meeting is an advantage</p> <p>C is not correct as a teleconference can be arranged very quickly</p> <p>D is not correct as food and drinks do not have to be provided</p>	<b>(1)</b>

Question Number	Which <b>one</b> the following is a reason why <i>Fujitsu</i> might like to write a letter to the winners of the 'Women in Tech Excellence Awards'?	Mark
<b>3 (b)</b>	<p><b>Answer</b></p> <p><b>A02 = 1 mark</b></p> <p><b>C</b> To show its appreciation of their success <b>(1)</b></p> <p>A is not correct as electronic communication is likely to be cheaper</p> <p>B is not correct as this does not ensure there are no spelling errors</p> <p>D is not correct as letters are not always received on time</p>	<b>(1)</b>

Question Number	State <b>one</b> reason <i>Fujitsu</i> sponsors the 'Women in Tech Excellence Awards'.	Mark
<b>3 (c)</b>	<p><b>Answer</b></p> <p><b>A02 = 1 mark</b></p> <p>By encouraging women to develop vital technical skills, <i>Fujitsu</i> will gain a positive reputation <b>(1)</b></p> <p>Accept any other appropriate response</p>	<b>(1)</b>

Question Number	Answer	Mark
3 (d)(i)	<p><b>A02 = 1 mark</b></p> <p>244.79 – 203.99</p> <p>= 40.80 <b>(1)</b></p> <p><b>OR</b></p> <p>= £40.80 <b>(1)</b></p>	<b>(1)</b>

Question Number	Answer	Mark
3 (d)(ii)	<p><b>A02 = 1 mark</b></p> <p>244.79 + 5.21</p> <p>= 250.00 <b>(1)</b></p> <p><b>OR</b></p> <p>= £250.00 <b>(1)</b></p>	<b>(1)</b>

Question Number	Answer	Mark
	Analyse why <i>Fujitsu</i> uses videoconferencing to train its business customers.	
	<b>Indicative content</b>	
3 (e)	<p><b>A02 = 3 marks A03 = 3 marks</b></p> <p><b><u>A02</u></b></p> <ul style="list-style-type: none"> <li>• <i>Fujitsu</i> sells its computers in over 180 countries</li> <li>• <i>Fujitsu</i> trains business customers how to use its computer packages</li> </ul> <p><b><u>A03</u></b></p> <ul style="list-style-type: none"> <li>• <i>Fujitsu</i> can save the costs of sending its trainers around the world thus increasing profits</li> <li>• <i>Fujitsu</i> can use the time saved travelling to train more business customers thus increasing revenue</li> </ul>	<b>(6)</b>

<b>Level</b>	<b>Mark</b>	<b>Descriptor</b>
	0	<ul style="list-style-type: none"> <li>• No rewardable material</li> </ul>
<b>Level 1</b>	1-2	<ul style="list-style-type: none"> <li>• Limited application of knowledge and understanding of commercial concepts and issues to the commercial context (AO2)</li> <li>• Attempts to deconstruct commercial information and/or issues, finding limited connections between points (AO3)</li> </ul>
<b>Level 2</b>	3-4	<ul style="list-style-type: none"> <li>• Sound application of knowledge and understanding of commercial concepts and issues to the commercial context although there may be some inconsistencies (AO2)</li> <li>• Deconstructs commercial information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3)</li> </ul>
<b>Level 3</b>	5-6	<ul style="list-style-type: none"> <li>• Detailed application of knowledge and understanding of commercial concepts and issues to the commercial context throughout (AO2)</li> <li>• Deconstructs commercial information and/or issues, finding detailed interconnected points with logical chains of reasoning (AO3)</li> </ul>

<b>Question Number</b>	<b>Option 1:</b> use of air freight <b>Option 2:</b> use of container ships.  <b>Indicative content</b>	<b>Mark</b>
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<p><b>3f</b></p>	<p><b>A02 = 3 A03 = 3 A04 = 3</b></p> <p><b>Arguments for option 1:</b></p> <p><b><u>A02</u></b></p> <ul style="list-style-type: none"> <li>• <i>Fujitsu</i> could use air freight planes to directly deliver the computers quickly to individual European countries</li> <li>• Air freight could transport computers in most weather conditions</li> </ul> <p><b><u>A03</u></b></p> <ul style="list-style-type: none"> <li>• More computers can be delivered quickly by air if there is a surge in demand thus maintaining a reliable supply</li> <li>• Planes can take alternative routes to arrive at airports with short delays thus maintaining a reliable supply</li> </ul> <p><b><u>A04</u></b></p> <ul style="list-style-type: none"> <li>• However, air freight is one of the most expensive forms of transport. <i>Fujitsu</i> may have to pass costs on to customers who then have to pay a higher price for their products</li> <li>• However, the reliability of supply will also depend on how quickly the delivery can be made from airports to customers and some parts of Europe are more isolated and will take longer to reach.</li> </ul> <p><b>Arguments for option 2:</b></p> <p><b><u>A02</u></b></p> <ul style="list-style-type: none"> <li>• <i>Fujitsu</i> could export larger quantities of its computer systems to Europe loaded onto container ships than can be carried by air freight</li> <li>• Container ships can use the major shipping routes from Asia to Europe to carry the computers</li> </ul> <p><b><u>A03</u></b></p> <ul style="list-style-type: none"> <li>• The large quantities mean that retailers can hold sufficient stock of computers to meet changes in demand</li> <li>• <i>Fujitsu</i> will usually be able to supply Europe without disruption at a cheaper cost than by air</li> </ul>	<p><b>(9)</b></p>
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	<b><u>AO4</u></b>	
	<ul style="list-style-type: none"> <li>• However, supply by container ships is slower than by air freight and retailers may not have sufficient storage space to hold enough computers to meet demand</li> <li>• However, if ships have to be diverted to longer shipping routes due to bad weather, delays can be very long and supply can be disrupted.</li> </ul>	

<b>Level</b>	<b>Mark</b>	<b>Descriptor</b>
	0	No rewardable material
<b>Level 1</b>	1-3	<ul style="list-style-type: none"> <li>• Limited application of knowledge and understanding of commercial concepts and issues to the commercial context (AO2)</li> <li>• Attempts to deconstruct commercial information and/or issues, finding limited connections between points (AO3)</li> <li>• Makes a judgement, providing a simple justification based on limited evaluation of commercial information and issues relevant to the choice made (AO4)</li> </ul>
<b>Level 2</b>	4-6	<ul style="list-style-type: none"> <li>• Sound application of knowledge and understanding of commercial concepts and issues to the commercial context although there may be some inconsistencies (AO2)</li> <li>• Deconstructs commercial information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3)</li> <li>• Makes a judgement, providing a justification based on sound evaluation of commercial information and issues relevant to the choice made (AO4)</li> </ul>
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Question Number	Outline <b>one</b> benefit to <i>FTLO Travel</i> of receiving completed questionnaires from interested online customers.	Mark
<b>4 (a)</b>	<p><b>Answer</b></p> <p><b>A02 = 2 marks</b></p> <ul style="list-style-type: none"> <li>• <i>FTLO Travel</i> can identify similar holiday needs and wants of potential customers who have expressed interest in its trips by visiting its website <b>(1)</b> and only organise the most popular and profitable trips that suit groups of such customers <b>(1)</b></li> </ul> <p>Accept any other appropriate response.</p>	<b>(2)</b>

Question Number	Analyse why <i>FTLO Travel</i> insists customers use a credit card for payment of their booking.	Mark
<b>4 (b)</b>	<p><b>Answer</b></p> <p><b>A02 = 3 marks A03 = 3 marks</b></p> <p><b><u>A02</u></b></p> <ul style="list-style-type: none"> <li>• Money will be received directly from the credit card business and paid into <i>FTLO Travel's</i> bank account</li> <li>• 25–39 year-olds are more likely to have credit cards</li> </ul> <p><b><u>A03</u></b></p> <ul style="list-style-type: none"> <li>• It can immediately pay off the costs of organising the trip thus maintaining a good cash flow in the business</li> <li>• <i>FTLO Travel</i> can attract a wide range of international customers in its target market by accepting a credit payment which is easy to make from any country</li> </ul> <p>Accept any other appropriate response.</p>	<b>(6)</b>

<b>Level</b>	<b>Mark</b>	<b>Descriptor</b>
	0	No rewardable material
<b>Level 1</b>	1-2	<ul style="list-style-type: none"> <li>Limited application of knowledge and understanding of commercial concepts and issues to the commercial context (AO2)</li> <li>Attempts to deconstruct commercial information and/or issues, finding limited connections between points (AO3)</li> </ul>
<b>Level 2</b>	3-4	<ul style="list-style-type: none"> <li>Sound application of knowledge and understanding of commercial concepts and issues to the commercial context although there may be some inconsistencies (AO2)</li> <li>Deconstructs commercial information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3)</li> </ul>
<b>Level 3</b>	5-6	<ul style="list-style-type: none"> <li>Detailed application of knowledge and understanding of commercial concepts and issues to the commercial context throughout. (AO2)</li> <li>Deconstructs commercial information and/or issues, finding detailed interconnected points with logical chains of reasoning (AO3)</li> </ul>

<b>Question Number</b>	Evaluate how social media helps <i>FTLO Travel</i> to improve its sales.	<b>Mark</b>
	<b>Answer</b>	

(c)	<p><b>A01 = 3 marks   A02 = 3 marks   A03 = 3 marks A04 = 3 marks</b></p> <p><b><u>A01</u></b></p> <ul style="list-style-type: none"> <li>• Social media reaches people all over the world</li> <li>• Websites are used by many businesses to promote their products</li> </ul> <p><b><u>A02</u></b></p> <ul style="list-style-type: none"> <li>• <i>FTLO Travel</i> uses a range of social media including <i>Facebook, Twitter</i> and <i>Instagram</i></li> <li>• The <i>FLTO Travel</i> website promotes the business by posting videos and reviews of previous trips</li> </ul> <p><b><u>A03</u></b></p> <ul style="list-style-type: none"> <li>• 25-39 year-olds are most likely to use these platforms thus promotional material can be targeted at people in that age group</li> <li>• Customers who made a trip with <i>FTLO Travel</i> will share the videos and reviews with all of their friends who are likely to be of a similar age and have similar interests, thus advertising the trips to a new audience and encouraging repeat purchases from past customers</li> </ul> <p><b><u>A04</u></b></p> <ul style="list-style-type: none"> <li>• However, social media is time consuming for <i>FTLO Travel</i> and will need 24/7 supervision to communicate in all time zones globally</li> <li>• However, dissatisfied customers may quickly spread poor reviews and even misinformation through social media which could reduce the increase in sales very quickly.</li> </ul>	(12)
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Level	Mark	Descriptor
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	0	No rewardable material
<b>Level 1</b>	1-4	<ul style="list-style-type: none"> <li>• Demonstrates elements of knowledge and understanding of commercial concepts and issues, with limited commercial terminology used (AO1)</li> <li>• Limited application of knowledge and understanding of commercial concepts and issues to the commercial context (AO2)</li> <li>• Attempts to deconstruct commercial information and/or issues, finding limited connections between points (AO3)</li> <li>• Draws a conclusion, supported by generic assertions from limited evaluation of commercial information and issues (AO4)</li> </ul>
<b>Level 2</b>	5-8	<ul style="list-style-type: none"> <li>• Demonstrates mostly accurate knowledge and understanding of commercial concepts and issues, including appropriate use of commercial terminology in places (AO1)</li> <li>• Sound application of knowledge and understanding of commercial concepts and issues to the commercial context, although there may be some inconsistencies (AO2)</li> <li>• Deconstructs commercial information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3)</li> <li>• Draws a conclusion based on sound evaluation of commercial information and issues (AO4)</li> </ul>
<b>Level 3</b>	9-12	<ul style="list-style-type: none"> <li>• Demonstrates accurate knowledge and understanding of commercial concepts and issues throughout, including appropriate use of commercial terminology (AO1)</li> <li>• Detailed application of knowledge and understanding of commercial concepts and issues to the commercial context throughout. (AO2)</li> <li>• Deconstructs commercial information and/or issues, finding detailed interconnected points with chains of reasoning (AO3)</li> <li>• Draws a valid and well-reasoned conclusion based on a thorough evaluation of commercial information and issues (AO4)</li> </ul>