



Mark Scheme (Results)

Summer 2025

Pearson Edexcel International GCSE

In Commerce (4CM1)

Paper 02R: Facilitating 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.

Question Number	Which one of the following is a service provided by commercial banks? Answer	Mark
1 (a)	<p>A01 = 1 mark</p> <p>The only correct answer is C - the provision of foreign currency</p> <p>A – is not correct as commercial banks do not help the government set monetary policy B – is not correct as commercial banks are not responsible for printing money D – is not correct as commercial banks do not provide loans to the government</p>	(1)

Question Number	Which one of the following uses electronic transfer as a method of payment? Answer	Mark
1 (b)	<p>A01 = 1 mark</p> <p>The only correct answer is A – a direct debit</p> <p>B – is not correct as a written cheque is not an electronic method of payment C– is not correct as a postal order is a document D – is not correct as a cash payment is made manually</p>	(1)

Question Number	Define the term venture capital . Answer	Mark
1 (c)	<p>A01 = 1 mark</p> <p>Award 1 mark for a definition of venture capital</p> <ul style="list-style-type: none"> • Money provided by investors to support new businesses <p>(1)</p>	(1)

Question Number	Define the term inventory turnover . Answer	Mark
1 (d)	<p>A01 = 1 mark</p> <p>Award 1 mark for a definition of inventory turnover</p> <ul style="list-style-type: none"> The number of times in a period/year that the average inventory is sold (1) 	(1)

Question Number	State one way changing consumer preferences have impacted <i>Waterdrop's</i> advertising. Answer	Mark
1 (e) (i)	<p>A02 - 1 mark</p> <p>Award 1 mark for one valid way changing consumer preferences have impacted <i>Waterdrop's</i> advertising.</p> <ul style="list-style-type: none"> <i>Waterdrop's</i> TV adverts state there is no plastic in its packaging (1) <i>Waterdrop</i> promotes the healthiness of its brand as no sugar is used (1) <p>NB Do not accept a way that is not in the context of <i>Waterdrop</i>.</p>	(1)

Question Number	State one reason why <i>Waterdrop</i> sponsors famous American tennis players.	Mark
Answer		
1 (e) (ii)	<p>A02 = 1 mark</p> <p>Award 1 mark for one valid reason why <i>Waterdrop</i> sponsors famous American tennis players.</p> <ul style="list-style-type: none"> • The tennis players reflect <i>Waterdrop's</i> commitment to healthy sugar free drinks (1) • This sponsorship means that <i>Waterdrop</i> is promoted to its target audience at all the major tennis tournaments in which they compete. (1) <p>NB Do not accept a reason that is not in the context of <i>Waterdrop</i>.</p>	(1)

Question Number	Calculate the gross profit for <i>Waterdrop</i> in 2023. You are advised to show your working.	Additional guidance	Mark
Answer			
1 (e) (iii)	<p>A02 = 2 mark</p> <p>91.22 x 0.66 (1)</p> <p>= \$60 205 200 (1)</p>	<p>Award 1 mark for correctly substituting numbers into the formula</p> <p>Award full marks for correct numerical answer without working</p>	(2)

Question Number	Explain one disadvantage for a business of using factoring. Answer	Mark
1 (f)	<p>A01 = 3 marks</p> <p>Award 1 mark for identifying one disadvantage for a business of using factoring and up to 2 marks for explaining the disadvantage for a maximum of 3 marks.</p> <ul style="list-style-type: none"> • A factoring company will charge a fee (1) for each invoice they accept from the business (1) reducing sales revenue (1) <p>Answers that list three disadvantages with no explanation will get 1 mark only</p> <p>Accept any other appropriate response.</p>	(3)

Question Number	Explain one benefit to a business of having an overdraft. Answer	Mark
1 (g)	<p>A01 = 3 marks</p> <p>Award 1 mark for identifying one benefit to a business of having an overdraft and up to 2 marks for explaining the benefit for a maximum of 3 marks.</p> <ul style="list-style-type: none"> • An overdraft is free when not used (1) as no interest is charged until the business goes overdrawn (1) providing the business with a cheap short term source of finance for emergencies or busy periods (1) <p>Answers that list three benefits with no explanation will get 1 mark only</p> <p>Accept any other appropriate response.</p>	(3)

Question Number	Analyse why using a credit card may be a good method of payment for customers of <i>Waterdrop</i> .	Mark
Indicative content		
1 (h)	<p>AO2 = 3 marks AO3 = 3 marks</p> <p><u>AO2</u></p> <ul style="list-style-type: none"> • Customers can buy the cube drinks and pay for them later • Customers have protection against fraud if the cubes are not supplied <p><u>AO3</u></p> <ul style="list-style-type: none"> • The customer does not need to have enough cash in their bank account to pay for them immediately • Credit card companies use up-to-date security and online card payment technology to provide financial protection to customers so they can have peace of mind. 	(6)

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

Question Number	Which one of the following is the correct formula for the calculation of mark up?	Mark
2 (a)	<p>Answer</p> <p>A01 = 1 mark</p> <p>The only correct answer is B - $\frac{\text{profit per item}}{\text{cost per item}} \times 100$</p> <p>A is not correct as this is the formula for ROCE C is not correct as this is the formula for expenses as a % of turnover D is not correct as this is the formula for gross profit margin</p>	(1)

Question Number	Which one of the following is a benefit to a supplier of bricks of offering 90 days trade credit to its customers?	Mark
2 (b)	<p>Answer</p> <p>A02 = 1 mark</p> <p>The only correct answer is C - New customers will be attracted by 90 days trade credit</p> <p>A is not correct as customers are not guaranteed to pay at any time B is not correct as customers are able to pay before 90 days if they wish D is not correct as the price of the bricks will not be cheaper the later they are paid for</p>	(1)

Question Number	Identify the percentage of UK residents who visit a bank branch to obtain their credit cards.	Mark
2 (c)(i)	<p>Answer</p> <p>A02 = 1 mark</p> <p>29% (1)</p> <p>OR</p> <p>29 (1)</p>	(1)

Question Number	Identify the method that has the lowest percentage of use by UK residents when obtaining a credit card.	Mark
	Answer	
2 (c)(ii)	A02 - 1 mark Telephone (1)	(1)

Question Number	Define the term cheque .	Mark
	Answer	
2 (d)	A01 - 1 mark Award 1 mark for a definition of a cheque. <ul style="list-style-type: none"> • A cheque is a document that instructs a bank to transfer funds from one bank account to another 	(1)

Question Number	Explain one benefit to a business of a cashless society.	Mark
	Answer	
2 (e)	A01 = 3 marks Award 1 mark for identifying one benefit to a business of a cashless society and up to 2 marks for explaining the benefit for a maximum of 3 marks. <ul style="list-style-type: none"> • Reduced theft from shops (1) as there is no value in stealing paper transactions (1) leading to the business feeling safer (1) <p>Answers that list three benefits with no explanation will get a maximum of 1 mark.</p> <p>Accept any other appropriate response.</p>	(3)

Question Number	Explain one reason why Return on Capital Employed (ROCE) is important to investors.	Mark
2 (f)	<p>Answer</p> <p>AO1 = 3 marks</p> <p>Award 1 mark for explaining one reason ROCE is important to investors and up to 2 marks for explaining the reason for a maximum of 3 marks.</p> <p>ROCE indicates how well a business is using its capital to make profit (1) the higher the ROCE the better (1) as it is important that investors get a good return on their money (1)</p> <p>Answers that list three reasons with no explanation will get a maximum of 1 mark.</p> <p>Accept any other appropriate response.</p>	(3)

Question Number	<p>Option 1: increasing the average amount spent by each customer</p> <p>Option 2: spending 10% of sales revenue on marketing its ecommerce site</p> <p>Justify which one of these two options <i>Warby Parker</i> should choose.</p> <p>Indicative content</p>	Mark
2 (g)	<p>A02 = 3 A03 = 3 A04 = 3</p> <p>Arguments for option 1:</p> <p><u>A02</u></p> <ul style="list-style-type: none"> • The average amount spent by each customer increased in 2022 to \$287 • <i>Warby Parker</i> has many repeat customers <p><u>A03</u></p> <ul style="list-style-type: none"> • Sales of more expensive eyeglasses will help <i>Warby Parker</i> to increase this average spend and improve its sales revenue in 2024 • <i>Warby Parker</i> may tempt customers to spend more if it increases the range of sunglasses and eyeglass cases that can be bought at the same time as the repeat prescription eyeglasses <p><u>A04</u></p> <ul style="list-style-type: none"> • However, cheaper eyeglasses may be very popular with lots of customers and <i>Warby Parker</i> may sell fewer expensive eyeglasses which would put <i>Warby Parker</i> at risk of not increasing sales revenue in 2024 and further reducing profit for the year if profit margins are reduced • However, increasing the range of sunglasses and eyeglass cases may be risky as some may not sell well thus not increasing sales revenue in 2024 	

Arguments for option 2:**AO2**

- *Warby Parker* is considering spending 10% of the \$670 million of sales revenue for 2023
- *Warby Parker* is investing in the promotion of its ecommerce alongside expanding its number of shops in 2024

AO3

- A \$67million investment in promoting the ecommerce sales on its website could fund a large campaign and gain a lot of new customers to increase sales revenue
- The investment on increasing ecommerce sales will also help to promote the brand and encourage customers to its new shops at the same time so increasing sales revenue in its stores

AO4

- However, this may result in higher sales revenue but may not cover the cost of the campaign if the increase in sales is not sufficient to pay back the investment.
- However, the new shops will be very expensive to open and the increasing sales revenue in the shops may not be enough to cover the opening costs.

(9)

Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	<ul style="list-style-type: none"> Limited application of knowledge and understanding of commercial concepts and issues to the commercial context (AO2) Attempts to deconstruct commercial information and/or issues, finding limited connections between points (AO3) Makes a judgement, providing a simple justification based on limited evaluation of commercial information and issues relevant to the choice made (AO4)
Level 2	4-6	<ul style="list-style-type: none"> Sound application of knowledge and understanding of commercial concepts and issues to the commercial context although there may be some inconsistencies (AO2) Deconstructs commercial information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3) Makes a judgement, providing a justification based on sound evaluation of commercial information and issues relevant to the choice made (AO4)
Level 3	7-9	<ul style="list-style-type: none"> 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) Makes a judgement, providing a clear justification based on a thorough evaluation of commercial information and issues relevant to the choice made (AO4)

Question Number	Which one of the following is a debenture? Answer	Mark
3 (a)	<p>A01 = 1 mark</p> <p>The only correct answer is D – a loan to a business paying a fixed rate per annum for a fixed time period (1)</p> <p>A is not correct as this is a financial award to a business from the government</p> <p>B is not correct as this is an ordinary share in a public limited company</p> <p>C is not correct as this is a mortgage</p>	(1)

Question Number	Which one of the following is a document issued by <i>BFL</i> to find out how much a consignment of children’s toys would cost from a regular supplier? Answer	Mark
3 (b)	<p>A02 = 1 mark</p> <p>The only correct answer is B An enquiry (1)</p> <p>A is not correct as an invoice is sent after an order is received</p> <p>C is not correct as a statement of account is issued to a purchaser to show the amount currently owed</p> <p>D is not correct as a credit note is issued to a customer if the amount owed on an invoice needs to be reduced</p>	(1)

Question Number	State one way the technology in the RDC helps <i>BFL</i> prepare orders. Answer	Mark
3 (c)	<p>A02 = 1 mark</p> <p>Award 1 mark for explaining one way the technology in the RDC helps <i>BFL</i> prepare orders.</p> <p>Fully automated technology allows for quick and efficient picking and packing of goods ordered online.</p> <p>NB Do not accept a way that is not in the context of <i>BFL</i></p> <p>Accept any other appropriate response</p>	(1)

Question Number	Answer	Mark
3 (d)(i)	<p>A02 = 1 mark</p> <p>20.00 (1)</p> <p>OR</p> <p>20 (1)</p>	(1)

Question Number	Answer	Mark
3 (d)(ii)	<p>A02 = 1 mark</p> <p>111 600 (1)</p>	(1)

Question Number	Analyse how <i>BFL</i> could benefit from having its own transport delivering orders to customers.	Mark
	Indicative content	
3 (e)	<p>A02 = 3 marks A03 = 3 marks</p> <p><u>A02</u></p> <ul style="list-style-type: none"> • <i>BFL</i> could use its own transport to advertise its brand by having logos and messages on the sides of its trucks • <i>BFL</i> can optimise delivery times and routes around Saudi Arabia <p><u>A03</u></p> <ul style="list-style-type: none"> • The trucks will be seen by other road users to increase awareness of its brand • This can minimise delays reaching customers which will encourage them to repeat purchase. 	(6)

Level	Mark	Descriptor
	0	<ul style="list-style-type: none"> • No rewardable material
Level 1	1-2	<ul style="list-style-type: none"> • Limited application of knowledge and understanding of commercial concepts and issues to the commercial context (A02) • Attempts to deconstruct commercial information and/or issues, finding limited connections between points (A03)
Level 2	3-4	<ul style="list-style-type: none"> • Sound application of knowledge and understanding of commercial concepts and issues to the commercial context although there may be some inconsistencies (A02) • Deconstructs commercial information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (A03)
Level 3	5-6	<ul style="list-style-type: none"> • Detailed application of knowledge and understanding of commercial concepts and issues to the commercial context throughout (A02) • Deconstructs commercial information and/or issues, finding detailed interconnected points with logical chains of reasoning (A03)

Question Number	<p>Option 1: holding regular videoconferences</p> <p>Option 2: having a weekly exchange of emails</p> <p>Justify which one of these two options <i>BFL</i> should choose.</p> <p>Indicative content</p>	Mark
3 (f)	<p>AO2 = 3 AO3 = 3 AO4 = 3</p> <p>Arguments for option 1:</p> <p><u>AO2</u></p> <ul style="list-style-type: none"> • Videoconferencing means different types of information such as sales data is presented using the most appropriate video • All store managers can be invited to the meeting wherever they are located <p><u>AO3</u></p> <ul style="list-style-type: none"> • Store managers can ask questions of the warehouse manager about the new goods that are being received which is likely to help them make plans for displays in their stores • The convenience of not travelling reduces the costs of rooms, catering, and travel expenses for all the managers <p><u>AO4</u></p> <ul style="list-style-type: none"> • However, attendees can hear and see each other in a videoconference and may become demotivated if other managers do not approve of their ideas • However, the managers may find that they do not have enough time to consider every opinion which may mean they miss some valuable ideas 	

	<p>Arguments for option 2:</p> <p><u>AO2</u></p> <ul style="list-style-type: none"> • <i>BFL</i> can email its sales results and inventory plans to all its managers at the same time wherever they are • All the managers will have an email account and be confident in its use <p><u>AO3</u></p> <ul style="list-style-type: none"> • Managers may appreciate the time they are able to take to read and study the sales results and future plans which will increase their confidence when preparing their stores for new goods • Managers have an easy method of communication by which they can reply which will lead to a greater input of ideas and opinions <p><u>AO4</u></p> <ul style="list-style-type: none"> • However, managers may be too busy to open an email so some may miss the communication which may make them feel less confident • However, managers may email too many ideas and opinions over a long period of time which will reduce their value. 	<p>(9)</p>
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Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	<ul style="list-style-type: none"> Limited application of knowledge and understanding of commercial concepts and issues to the commercial context (AO2) Attempts to deconstruct commercial information and/or issues, finding limited connections between points (AO3) Makes a judgement, providing a simple justification based on limited evaluation of commercial information and issues relevant to the choice made (AO4)
Level 2	4-6	<ul style="list-style-type: none"> Sound application of knowledge and understanding of commercial concepts and issues to the commercial context although there may be some inconsistencies (AO2) Deconstructs commercial information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3) Makes a judgement, providing a justification based on sound evaluation of commercial information and issues relevant to the choice made (AO4)
Level 3	7-9	<ul style="list-style-type: none"> 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) Makes a judgement, providing a clear justification based on a thorough evaluation of commercial information and issues relevant to the choice made. (AO4)

Question Number	Outline one way <i>Bakumatsuya</i> could improve its inventory turnover.	Mark
4 (a)	<p>A02 = 2 marks</p> <ul style="list-style-type: none"> <i>Bakumatsuya</i> could reduce the prices of some of its high value antique books (1) as some books are highly priced at \$6 400 and may sell more quickly when reduced (1) <p>Accept any other appropriate response.</p>	(2)

Question Number	Analyse how <i>ABAJ</i> has helped <i>Bakumatsuya</i> to export successfully.	Mark
Answer		
4 (b)	<p>A02 = 3 marks A03 = 3 marks</p> <p><u>A02</u></p> <ul style="list-style-type: none"> <i>ABAJ</i> has organised international trade fairs <i>ABAJ</i> has a code of ethics which <i>Bakumatsuya</i> must follow <p><u>A03</u></p> <ul style="list-style-type: none"> These are attended by people and organisations from all over the world who are interested in buying and selling antique books about Japan which increases <i>Bakumatsuya</i> sales This inspires confidence in the buyers from universities and international organisations so they feel secure when buying from <i>Bakumatsuya</i> 	(6)

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

Question Number	Evaluate whether the issuing of catalogues is an appropriate method of promotion for <i>Bakumatsuya</i> . Answer	Mark
4 (c)	<p>A01= 3 marks A02 = 3 marks A03 = 3 marks A04 = 3 marks</p> <p><u>A01</u></p> <ul style="list-style-type: none"> • A catalogue is a list of all the products for sale with descriptions and prices for each one • The catalogue is sent to people and organisations interested in antique books <p><u>A02</u></p> <ul style="list-style-type: none"> • <i>Bakumatsuya</i> is a very specialised business that needs to provide detailed pictures and descriptions of the antique books to universities, organisations and antique collectors • These lists are likely to be targeted at previous clients of <i>Bakumatsuya</i> where contact has been made in the past either through selling or buying the books <p><u>A03</u></p> <ul style="list-style-type: none"> • The catalogue gives potential buyers all over the world time to read through the appealing descriptions in their own time and gives them the opportunity to look several times at items they may not have considered otherwise • The catalogue acts as a reminder to those interested parties to take another look at <i>Bakumatsuya's</i> books and maintains a regular communication between them and the business providing an opportunity for <i>Bakumatsuya</i> to buy books from these contacts 	

	<p><u>A04</u></p> <ul style="list-style-type: none"> • However, a glossy catalogue can be very expensive to produce and may be unnecessary as much of this information can be provided on the business’s website • However, the detail provided in a catalogue must also provide details of the condition of the antique books and any faults must be reported which may be off-putting for some readers. 	<p>(12)</p>
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Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-4	<ul style="list-style-type: none"> • Demonstrates elements of knowledge and understanding of commercial concepts and issues, with limited commercial terminology used (AO1) • Limited application of knowledge and understanding of commercial concepts and issues to the commercial context (AO2) • Attempts to deconstruct commercial information and/or issues, finding limited connections between points (AO3) • Draws a conclusion, supported by generic assertions from limited evaluation of commercial information and issues (AO4)
Level 2	5-8	<ul style="list-style-type: none"> • Demonstrates mostly accurate knowledge and understanding of commercial concepts and issues, including appropriate use of commercial terminology in places (AO1) • Sound application of knowledge and understanding of commercial concepts and issues to the commercial context, although there may be some inconsistencies (AO2) • Deconstructs commercial information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3) • Draws a conclusion based on sound evaluation of commercial information and issues (AO4)
Level 3	9-12	<ul style="list-style-type: none"> • Demonstrates accurate knowledge and understanding of commercial concepts and issues throughout, including appropriate use of commercial terminology (AO1) • 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 chains of reasoning (AO3) • Draws a valid and well-reasoned conclusion based on a thorough evaluation of commercial information and issues (AO4)

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