GradeMax



Mark Scheme (Results)

January 2025

Pearson Edexcel International Advanced Subsidiary
In Business (WBS11)
Paper 01 Marketing and people

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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	Define the term 'mass market.' **Answer**	Mark
1(a)	**Knowledge 2** Up to 2 marks for defining the term 'mass market' e.g. • A large market **(1)** in which products with wide appeal/undifferentiated products are sold **(1)**	**(2)**

Question	Using this data, calculate the total cost of all redundancy payments made by *Mars Wrigley* to its 280 employees. **Answer**	Mark
1(b)	**Knowledge 1, Application 2, Analysis 1** Quantitative skills assessed: **QS5** calculate cost, revenue. Profit and break-even **Knowledge** 1 mark for identifying any suitable formula e.g. • Total redundancy cost per worker x number of workers **(1)**. **Application** Up to 2 marks for selecting the correct data: $60 000 x 0.15 **(1)** x 280 **(1)** **OR** $9 000 **(1)** x 280 **(1)** **Analysis** 1 mark for calculating the total cost = $2 520 000 **(1)**. **NB award marks as below**: If the answer given is $2 520 000 award 4 marks. If the answer given is 2 520 000 award 3 marks.	**(4)**

Question	Analyse **two** factors, other than price, that may lead to a change in demand for chocolate confectionery. **Answer**	Mark
1(c)	**Knowledge 2, Application 2, Analysis 2** **Knowledge** Up to 2 marks for defining demand, e.g. • Quantity of goods or services **(1)** consumers are willing / able to purchase at a given price **(1)** OR For giving two possible causes of changing demand for chocolate e.g. • External shocks **(1)** • Advertising **(1)** **Application** Up to 2 marks for answers contextualised to the chocolate market, e.g. • The market experienced a rise in demand during the global health crisis **(1)** • There is increased publicity in Europe which warns against the risks of eating products with high fat content such as chocolate **(1)** **Analysis** Up to 2 marks for reasons / causes / consequences for the chocolate market e.g. • A further pandemic or a similar external shock may lead to increased sales of chocolate as people may be more likely to eat more treats as happened with the 2020 global health crisis **(1)** • This negative advertising may create awareness of the problems of eating too much chocolate and demand for confectionery may decrease **(1)**	**(6)**

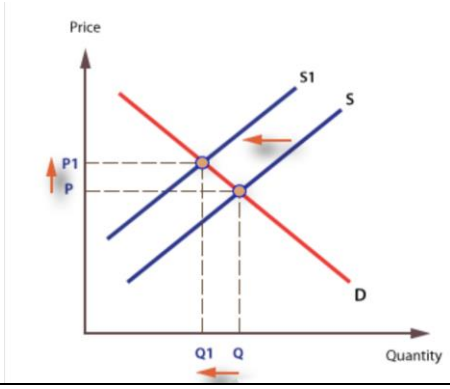
Question	Discuss the importance of increasing market share as an objective, to a business such as *Mars Wrigley*. **Indicative content**
1(d)	**Indicative content guidance** Answers must be credited by using the level descriptors (below) in line with the general marking guidance. The indicative content below exemplifies some of the points that candidates may make but this does not imply that any of these must be included. Other relevant points must also be credited. Quantitative skills assessed: **QS9:** Interpret, apply and analyse information in written, graphical and numerical forms **Knowledge, Application, Analysis, Evaluation – indicative content** • Market share is the proportion of a market's total sales or revenue earned by a business over a specified time period • *Mars Wrigley* had the highest market share of the global chocolate confectionery market in 2022, which is $20bn by revenue • Market share is important to *Mars Wrigley* because it is a measure of the consumers' preference over other brands such as *Ferrero* and *Mondelez.* Increased market share is likely to mean more sales/profit for *Mars Wrigley* • Market share is an indicator of how well brands are performing in relation to their competitors. An increase in its share may attract new consumers who may become loyal to *Mars Wrigley* • Higher market share may result in increased buying power. *Mars Wrigley* may benefit from economies of scale when buying cocoa, which may allow them to increase profitability • However, other objectives may be more important • The confectionery market is currently being affected by increased costs. Cost efficiencies, as an objective, may therefore be more important to *Mars Wrigley* • Customers may be deterred from buying from *Mars Wrigley* if it continues to reduce the size of its chocolate bars. Customer satisfaction may become more important to *Mars Wrigley* in order to maintain its loyal customers • Other objectives may be as important to *Mars Wrigley* such as profit maximisation or innovation in chocolate bars

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–2	Isolated elements of knowledge and understanding – recall based. Weak or no relevant application to business examples. Generic assertions may be presented.
Level 2	3–5	Accurate knowledge and understanding. Applied accurately to the business and its context. Chains of reasoning are presented, showing cause(s) and/or effect(s) but may be assertions or incomplete. An attempt at an assessment is presented that is unbalanced and unlikely to show the significance of competing arguments.
Level 3	6–8	Accurate and thorough knowledge and understanding, supported throughout by relevant and effective use of the business behaviour/context. Logical chains of reasoning, showing cause(s) and/or effect(s). Assessment is balanced, well contextualised, using quantitative and/or qualitative information, and shows an awareness of competing arguments/factors.

Question	Assess the extent to which *Tony Chocolonely's* ethical sourcing may affect the success of its business. **Indicative content**
1(e)	**Indicative content guidance** Answers must be credited by using the level descriptors (below) in line with the general marking guidance. The indicative content below exemplifies some of the points that candidates may make but this does not imply that any of these must be included. Other relevant points must also be credited. **Knowledge, Application, Analysis, Evaluation – indicative content** • Ethical sourcing is when a business buys materials and products that are produced using fair working conditions and/or with no negative impact on the environment • *Tony's Chocolonely* pays a fair price to the cocoa farmers. This may provide good publicity and enhance the reputation of the business leading to an increase in customer loyalty for its chocolate bars • *Tony's Chocolonely* may attract new investors who are ethically minded, which will help to continue the growth of its business and compete with businesses such as *Mars Wrigley* • The ethical behaviour of *Tony's Chocolonely* may give it a unique selling point (USP) in the confectionery market, which may attract new customers and increase its revenue • However, the ethical behaviour of *Tony's Chocolonely* is likely to be expensive. Paying fair prices for cocoa, which is the main ingredient in chocolate, is likely to result in a high price for the chocolate bars. This may decrease the competitiveness of *Tony's Chocolonely* in the confectionery market • It is debateable whether consumers are actually concerned with ethical sourcing or whether they are more concerned with the price and taste of chocolate confectionery • Ethical sourcing may not be a sufficient reason for consumers to switch to *Tony's Chocolonely*. Consumers may have brand loyalty to long established chocolate confectionery such as Snickers or Mars Bars • It is possible that consumers are unaware of the ethical sourcing of *Tony's Chocolonely* and the business may not benefit from increased sales

Level	Mark	Descriptor
	0	A completely inaccurate response.
Level 1	1–2	Isolated elements of knowledge and understanding – recall based. Weak or no relevant application to business examples. Generic assertions may be presented.
Level 2	3–4	Elements of knowledge and understanding, which are applied to the business example. Chains of reasoning are presented but may be assertions or incomplete. A generic or superficial assessment is presented.
Level 3	5–7	Accurate knowledge and understanding, supported by relevant and effective use of the business behaviour/context. Analytical perspectives are presented, with developed chains of reasoning, showing cause(s) and/or effect(s). An attempt at an assessment is presented, using quantitative and/or qualitative information, though unlikely to show the significance of competing arguments.
Level 4	8–10	Accurate and thorough knowledge and understanding, supported throughout by relevant and effective use of the business behaviour/context. A coherent and logical chain of reasoning, showing cause(s) and/or effect(s). Assessment is balanced, wide ranging and well contextualised, using quantitative and/or qualitative information and shows an awareness of competing arguments/factors, leading to a supported judgement.

Question	Define the term 'empowerment.' **Answer**	Mark
2(a)	**Knowledge 2** Up to 2 marks for defining the term 'empowerment' e.g. • The authority/rights given **(1)** to allow an individual to make decisions **(1)**	**(2)**

Question	Construct a supply and demand diagram to show the effect on the market for baby toys of an increase in the cost of plastic. **Answer**	Mark
2(b)	**Knowledge 1, Application 2, Analysis 1** Quantitative skills assessed: **QS3:** construct and interpret a range of standard graphical forms. **Knowledge** 1 mark for correctly constructing a supply and demand diagram with correctly labelled axes as 'price' and 'quantity' **(1)** **Application** Up to 2 marks for: Showing supply and demand curves with original equilibrium **(1)** Shifting the supply curve to the left **(1)** **Analysis** 1 mark for showing the new equilibrium and its effect on price (increasing) and quantity supplied (deceasing) **(1)**  	**(4)**

Question	Analyse **two** possible non-financial entrepreneurial motives that may have encouraged Mona Ataya to start her business. **Answer**	Mark
2(c)	**Knowledge 2, Application 2, Analysis 2** Up to 2 marks for defining entrepreneurial motives, e.g.: • A reason that drives an entrepreneur **(1)** to succeed **/** act in a specific way **(1)** **OR** For giving two entrepreneurial motives, e.g. • Independence **(1)** • Social entrepreneurship **(1)** **Application** Up to 2 marks for answers contextualised to Mona Ataya e.g.: • Mona Ataya had worked for large businesses in her career before starting *Mumzworld* **(1)** • Mona Ataya had a vision to empower women and provide job opportunities for mothers with children **(1)** **Analysis** Up to 2 marks for reasons / causes / consequences for Mona Ataya, e.g.: • Working for large businesses may have given Mona the desire to start her own business and the ability to make her own decisions **(1)** • Starting her own business gave her the opportunity to inspire Arab women and provide jobs to people who are looking to balance a career with family-life **(1)**	**(6)**

Question	Discuss the advantages to *Mumzworld* of using online retailing to sell its baby products. **Indicative content**
2(d)	**Indicative content guidance** Answers must be credited by using the level descriptors (below) in line with the general marking guidance. The indicative content below exemplifies some of the points that candidates may make but this does not imply that any of these must be included. Other relevant points must also be credited. **Knowledge, Application, Analysis, Evaluation – indicative content** • Online retailing is the sale of products using the internet • Mona Ataya saw a gap in the market when she struggled to buy baby products online for her family • Due to changing social trends more people prefer to shop online and *Mumzworld* is likely to have benefitted from increased revenue • Perhaps, like Mona Ataya, many parents do not want to shop in the busy shopping malls. *Mumzworld* provides convenience for busy people with families • Not having physical stores reduces operational costs for *Mumzworld* which will help to sell baby products at a competitive price and improve profitability • However, some consumers may prefer to buy products such as baby clothes and toys in a store where they can view/try on and test the products • The delivery costs for products sold online may increase the price to the consumers which may affect *Mumzworld's* competitiveness

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–2	Isolated elements of knowledge and understanding – recall based. Weak or no relevant application to business examples. Generic assertions may be presented.
Level 2	3–5	Accurate knowledge and understanding. Applied accurately to the business and its context. Chains of reasoning are presented, showing cause(s) and/or effect(s) but may be assertions or incomplete. An attempt at an assessment is presented that is unbalanced, and unlikely to show the significance of competing arguments.
Level 3	6–8	Accurate and thorough knowledge and understanding, supported throughout by relevant and effective use of the business behaviour/context. Logical chains of reasoning, showing cause(s) and/or effect(s). Assessment is balanced, well contextualised, using quantitative and/or qualitative information and shows an awareness of competing arguments/factors.

Question	Assess whether the use of flexible working by *Mumzworld* is likely to increase employee performance. **Indicative content**
2(e)	**Indicative content guidance** Answers must be credited by using the level descriptors (below) in line with the general marking guidance. The indicative content below exemplifies some of the points that candidates may make but this does not imply that any of these must be included. Other relevant points must also be credited. **Knowledge, Application, Analysis, Evaluation – indicative content** • Flexible working relates to working arrangements in terms of working hours and working locations • Employees at *Mumzworld* are able to choose their working hours which may provide a better work life balance for employees. This may lead to loyal staff who are committed to their jobs which may increase the output of workers • Offering part-time hours may attract employees who have families and other commitments. This could result in higher employee morale and could increase productivity • Employees working from home may be more productive if they do not have to spend long periods of time traveling to and from work • Allowing the employees to choose working hours is aimed at balancing personal needs and job requirements. This may help *Mumzworld* to retain its best employees who require less training and are likely to be more productive • However, flexible working may not improve employee performance. Some employees may abuse the advantages of working from home and not be productive • Allowing employees to choose their own hours of work may not align with the needs of the business; if *Mumzworld* employees are not available at the busiest times of the day this may affect the overall productivity of the business • It may be argued that part-time employees are less committed to a business and so less productive than full-time employees • Allowing children in the office may not be conducive to high productivity if the children are disruptive and employees are distracted from their tasks

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–2	Isolated elements of knowledge and understanding – recall based. Weak or no relevant application to business examples. Generic assertions may be presented.
Level 2	3–4	Elements of knowledge and understanding, which are applied to the business example. Chains of reasoning are presented but may be assertions or incomplete. A generic or superficial assessment is presented.
Level 3	5–7	Accurate knowledge and understanding, supported by relevant and effective use of the business behaviour/context. Analytical perspectives are presented, with developed chains of reasoning, showing cause(s) and/or effect(s). An attempt at an assessment is presented, using quantitative and/or qualitative information, though unlikely to show the significance of competing arguments.
Level 4	8–10	Accurate and thorough knowledge and understanding, supported throughout by relevant and effective use of the business behaviour/context. A coherent and logical chain of reasoning, showing cause(s) and/or effect(s). Assessment is balanced, wide ranging and well contextualised, using quantitative and/or qualitative information, and shows an awareness of competing arguments/factors, leading to a supported judgement.

Question	Evaluate the extent to which 'Product' is the most important element of the marketing mix for *Dyson.* **Indicative content**
3	**Indicative content guidance** Answers must be credited by using the level descriptors (below) in line with the general marking guidance. The indicative content below exemplifies some of the points that candidates may make but this does not imply that any of these must be included. Other relevant points must also be credited **Knowledge, Application, Analysis, Evaluation – indicative content** • The marketing mix is a marketing tool used to attract customers to a business. Product is one element of the marketing mix, the other three elements are Place (distribution), Promotion and Price • Product refers to the product/service being sold and includes its features, quality, appearance and benefits offered to consumers • Product is an important element for *Dyson* as it focusses on new technology. Its hair products and vacuum cleaners must offer excellent performance to justify the high prices charged • Product is important to *Dyson* as it has created USP's for its products such as cordless vacuum cleaners. This will help it stand out from competitors and increase demand for its products • An emphasis on product quality is important to *Dyson*'s marketing strategy as it relies on customer reviews and word of mouth recommendations to promote its products • However, all four elements of the marketing mix should be carefully considered and are equally as important to the success of *Dyson* • The distribution of the goods is important to consumers. It is important that *Dyson*'s products are available to its target audience across the world • *Dyson* does not have its own stores and whilst its products are available at online stores such as *Amazon*, this may not support the exclusivity of its product range • Price is another element of the marketing mix. The premium prices charged by *Dyson* must be affordable for its target audience. If they are priced too high consumers may chose less expensive household products • Price skimming may be an important marketing strategy to ensure it has sufficient profit to further invest in research and development of new products

	• Promotion is important to *Dyson* due to the large number of competitors selling home appliances. Not spending a large amount of advertising may limit awareness of its products which may reduce its competitiveness • Relying on word-of-mouth recommendations may cause difficulties for *Dyson* if it receives poor reviews and may impact its marketing mix • Overall, all elements of the marketing mix should work together to attract targeted consumers. As *Dyson* is a technology business known for its innovation, its product features are crucial to the success of its business

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–4	Isolated elements of knowledge and understanding. Weak or no relevant application of business examples. An argument may be attempted but will be generic and fail to connect causes and/or consequences.
Level 2	5–8	Elements of knowledge and understanding, which are applied to the business example. Arguments and chains of reasoning are presented but connections between causes and/or consequences are incomplete. Attempts to address the question. A comparison or judgement may be attempted but it will not successfully show an awareness of the key features of business behaviour or business situation.
Level 3	9–14	Accurate knowledge and understanding, supported by relevant and effective use of the business behaviour/context. Uses developed chains of reasoning, so that causes and/or consequences are complete, showing an understanding of the question. Arguments are well developed. Quantitative and/or qualitative information is introduced in an attempt to support judgements, a partial awareness of the validity and/or significance of competing arguments and may lead to a conclusion.
Level 4	15–20	Accurate and thorough knowledge and understanding, supported throughout by relevant and effective use of the business behaviour/context. Uses well-developed and logical, coherent chains of reasoning, showing a range of cause and/or effect(s). Arguments are fully developed. Quantitative and/or qualitative information is/are used well to support judgements. A full awareness of the validity and significance of competing arguments/factors, leading to balanced comparisons, judgements and an effective conclusion that proposes a solution and/or recommendations.

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