



Mark Scheme (Results)

Summer 2024

Pearson Edexcel International GCSE
In Business (4BS1) Paper 02R
Paper 2: Investigating large business

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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.
- Mark schemes will indicate within the table where, and which strands of QWC, are being assessed. The strands are as follows:
 - i) *ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear*
 - ii) *(ii) select and use a form and style of writing appropriate to purpose and to complex subject matter*
 - iii) *iii) organise information clearly and coherently, using specialist vocabulary when appropriate.*

Q. No.	Which one of the following describes Kaizen? Answer	Mark
1 (a) (i)	AO1 - 1 mark The only correct answer is A – Continuous improvement B – is not the correct answer as just-in-time (JIT) is the arrival of supplies when needed C – is not the correct answer as market orientation is not manufacturing D – is not the correct answer as job production is where employees make one unit at a time	(1)

Q. No.	Which one of the following function areas would pay its employees' wages? Answer	Mark
1 (a) (ii)	AO1 - 1 mark The only correct answer is A - Finance B – is not the correct answer as Human resources deals with recruitment C – is not the correct answer as Marketing deals with the promotion of the product D – is not the correct answer as Production deals with the manufacture of goods	(1)

Q. No.	Which one of the following is the price of the shoes in pounds? Answer	Mark
1 (a) (iii)	AO1 - 1 mark The only correct answer is B – £594.54 A – is not the correct answer as £565.00 is 5.65×100 C – is not the correct answer as £3 353.48 is $3\,359.13 - 5.65$ D – is not the correct answer as £18 979.08 is $3\,359.13 \times 5.65$	(1)

Q. No.	Which one of the following is a benefit of being a sole trader?	Mark
	Answer	
1 (a) (iv)	AO1 - 1 mark The only correct answer is C – Independence for the owner A – is not the correct answer as it is not easy for a sole trader to raise additional capital B – is not the correct answer as decisions are not shared D – is not the correct answer as sole traders do not have limited liability	(1)

Q. No.	Which one of the following is the closing balance for the business?	Mark
	Answer	
1 (a) (v)	AO1 - 1 mark The only correct answer is B – £48 000 A – is not the correct answer as £44 000 is cash inflow plus cash outflow C – is not the correct answer as £55 000 is opening balance plus cash outflow D – is not the correct answer as £65 000 is opening balance plus cash inflow	(1)

Q. No.	Which one of the following is an advantage of primary market research?	Mark
	Answer	
1 (a) (vi)	AO1 - 1 mark The only correct answer is D It is a more up to date method of research A – is not the correct answer as it is more expensive due to being tailor-made to the business B – is not the correct answer as primary research takes more time due to carrying out surveys C – is not the correct answer as primary market research is not always done by market research agencies	(1)

Q. No.	Define the term e-newsletter .	Mark
	Answer	
1 (b)	AO1 - 1 mark Award 1 mark for a correct definition of e-newsletter. Information sent electronically by a business to its customers (1)	(1)

Q. No.	Define the term minimum wage .	Mark
	Answer	
1 (c)	AO1 - 1 mark Award 1 mark for a correct definition of minimum wage. The lowest legal hourly wage rate that can be paid to workers (1)	(1)

Q. No.	State one reason why <i>Jimmy Choo</i> would want loyal customers.	Mark
	Answer	
1 (d)	AO2 - 1 mark Award 1 mark for a valid reason why <i>Jimmy Choo</i> would want loyal customers in the context of the business. - If <i>Jimmy Choo</i> designs and manufactures handbags then existing customers are more likely to return to buy more handbags (1) - Loyal customers are more likely to return to buy new shoes (1) NB Do not accept a reason that is not in the context of <i>Jimmy Choo</i>. Accept any other appropriate response.	(1)

Q. No.	Calculate, the predicted value of recycled plastic for 2027. You are advised to show your working.	Additional Guidance	Mark
	Answer		
1 (e)	A02 - 2 marks $41.73 \times 0.066 = 2.75$ (1) $41.73 + 2.75$ $= 44.48$ (1)	Award 1 mark for correctly substituting numbers into formula. Award full marks for correct answer with no working.	(2)

Q. No.	Explain one reason why businesses comply with equal opportunities legislation.	Mark
	Answer	
1 (f)	A01 - 3 marks Award 1 mark for a valid reason why businesses comply with equal opportunities legislation, plus 2 further marks for explaining the reason, for a maximum of 3 marks. - Businesses comply with the law as it is a legal requirement. (1) They cannot discriminate against a person because of gender/race/age. (1) The business could be taken to court and sued if they do not comply (1) - If the business is not compliant with legislation (1) then employers (1) are liable to be sued (1) NB No marks are awarded for a definition. Answers that list three reasons with no explanation will get 1 mark only. Accept any appropriate response.	(3)

Q. No.	Analyse two problems for <i>Jimmy Choo</i> if customer needs are not satisfied. Indicative content	Mark
1 (g)	A02 = 3 marks A03 = 3 marks A02 - Customers may be disappointed with their shoes and will go elsewhere to buy their next pair - Revenue may fall if a new perfume does not meet the standard that customer need and want A03 - This could have a large impact on <i>Jimmy Choo's</i> sales and profits - This could incur a loss of revenue and may impact further upon <i>Jimmy Choo's</i> expansion plans	(6)

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-2	- Limited application of knowledge and understanding of business concepts and issues to the business context (A02) - Attempts to deconstruct business information and/or issues, finding limited connections between points (A03)
Level 2	3-4	- Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies (A02) - Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (A03)
Level 3	5-6	- Detailed application of knowledge and understanding of business concepts and issues to the business context throughout (A02) - Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning (A03)

Q. No.	State one non-financial objective <i>Jimmy Choo</i> might have.	Mark
	Answer	
2 (a)	AO2 - 1 mark Award 1 mark for a non-financial objective <i>Jimmy Choo</i> might have in the context of the business. • <i>Jimmy Choo</i> might want a social objective of being able to support a local charity near to its shops by giving unsold shoes to local charities (1) • <i>Jimmy Choo</i> wants to remain independent and in control of how its shoe shops are run (1) NB Do not accept a non-financial objective that is not in the context of <i>Jimmy Choo</i>. Accept any appropriate response	(1)

Q. No.	State one reason why <i>Jimmy Choo</i> complies with health and safety laws.	Mark
	Answer	
2 (b)	AO2 - 1 mark Award 1 mark for a valid reason why <i>Jimmy Choo</i> complies with health and safety laws in the context of the business. • <i>Jimmy Choo</i> complies with the laws so that all the employees feel safe whilst working in its shoe factories (1) • All employees in the maintenance of the shoe factory should be trained and wear protective clothing to reduce the risk of accidents when working on sewing machines (1) NB Do not accept a reason that is not in the context of <i>Jimmy Choo</i>. Accept any appropriate response	(1)

Q. No.	Explain one advantage to a country of being a member of a trading bloc. Answer	Mark
2 (c)	A01 - 3 marks Award 1 mark for an advantage to a country being a member of a trading bloc, plus 2 further marks for explaining the advantage, for a maximum of 3 marks. • Being a member of a trading bloc gives access to other markets within the trading bloc. (1) This means that prices between the countries will be competitive (1) as there will be no additional costs involved (1) • It gives a wider choice of goods for consumers (1) as the goods move freely with limited trade restrictions (1) from one country to another country (1) NB No marks are awarded for a definition. Answers that list three advantages to a country being a member of a trading bloc, with no explanation will get a maximum of 1 mark. Accept any appropriate response.	(3)

Q. No.	Explain one way businesses support employees with disabilities.	Mark
	Answer	
2 (d)	A01 - 3 marks Award 1 mark for identification of one way businesses support employees with disabilities, plus 2 further marks for explaining the benefits, for a maximum of 3 marks. • Businesses aim to ensure that they do not discriminate against disabled employees (1) employing a person who has limited mobility (1) means that the business may have to make reasonable adjustments to the premises (1) • If an employee has a disability, this should not affect their promotion prospects (1) if they apply for an internal promotion (1) so that they are treated the same as the other candidates (1) NB No marks are awarded for a definition. Answers that list three ways with no explanation will get 1 mark only. Accept any appropriate response.	(3)

Question Number	Explain one impact on a business of an increase in interest rates. Answer	Mark
2 (e)	A01 - 3 marks Award 1 mark for one impact on a business of an increase in interest rates plus 2 further marks for explaining why, for a maximum of 3 marks. • An increase in interest rates could lead to an increase in financing costs for a business. (1) This could lead to a reduction in profits (1) and affect the growth/expansion of a business (1) • An increase in interest rates may mean customers have less money to spend (1) this may mean that they will only buy the essentials they need (1) and a business may see a reduction in its revenue (1) NB No marks are awarded for a definition. Answers that list three impacts on a business of an increase in interest rates with no explanation will get a maximum of 1 mark. Accept any other appropriate response.	(3)

Q. No.	Option 1: casual employees Option 2: part-time employees. Justify which one of these two options <i>Jimmy Choo</i> should choose. Indicative content	Mark
2 (f)	A02 = 3 marks, A03 = 3 marks, A04 = 3 marks A02 • Option 1 – Some employees like the option of being 'on call' to work when there is an emergency or they are short of employees for the production of handbags • Option 2 – College or University students wanting to work during the summer holidays, producing clothes they like to wear would be grateful for the opportunity to work A03 • Option 1 – This means that they do not have a full-time job and can do other tasks like looking after their children or family members • Option 2 – This means that <i>Jimmy Choo</i> can employ workers for a certain period of time without the commitment of full-time permanent contract A04 • Option 1 – However, casual employees do not get any guarantee of work from <i>Jimmy Choo</i> and this may make them lack commitment to do their work when they are employed • Option 2 – However, there is no guarantee that the part-time employees can work the hours or have the skills that <i>Jimmy Choo</i> needs	(9)

Level	Mark	Descriptor
	0	No Rewardable material.
Level 1	1-3	- Limited application of knowledge and understanding of business concepts and issues to the business context. (AO2) - Attempts to deconstruct business information and/or issues, finding limited connections between points. (AO3) - Makes a judgement, providing a simple justification based on limited evaluation of business information and issues relevant to the choice made. (AO4)
Level 2	4-6	- Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies. (AO2) - Deconstructs business 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 business information and issues relevant to the choice made. (AO4)
Level 3	7 - 9	- Detailed application of knowledge and understanding of business concepts and issues to the business context throughout. (AO2) - Deconstructs business 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 business information and issues relevant to the choice made. (AO4)

Q. No.	Define the term person specification .	Mark
	Answer	
3 (a)	A01 - 1 mark Award 1 mark for a correct definition of person specification. A profile showing the characteristics of a person needed to do a particular job (1)	(1)

Q. No.	Outline one reason why branding is important to <i>Jimmy Choo</i> .	Mark
	Answer	
3 (b)	A02 - 2 marks Award 1 mark for identifying a reason why branding is important, plus 1 further mark for linking it to the context of the question. Branding ensures that customers recognise the JC logo on its handbags when it is sold (1) this differentiates <i>Jimmy Choo</i> from its competitors (1) NB Do not accept a reason that is not in the context of <i>Jimmy Choo</i>. Accept any other appropriate response.	(2)

Q. No.	Calculate, to two decimal places, the percentage increase on this <i>Jimmy Choo</i> handbag when it is sold.	Additional Guidance	Mark
	Answer		
3 (c)	A02 - 2 marks $2\,450 - 1\,590 = 860$ (1) $860/1\,590 \times 100 = 54.09$ (1)	Award 1 mark for correctly substituting numbers into formula. Award full marks for correct answer with no working.	(2)

Q. No.	Analyse why <i>Jimmy Choo</i> asks all candidates applying for a vacancy to complete and application form.	Mark
	Indicative content	
3 (d)	A02 = 3 marks A03 = 3 marks A02 - A completed application form gives <i>Jimmy Choo</i> important details of each applicant, such as address and previous employments - If an applicant is applying for the role of sales manager, they can include all their experience of working and selling handbags A03 - This means that <i>Jimmy Choo</i> can have the same data from each applicant to make a comparison <i>Jimmy Choo</i> can then compare the application forms to see which applicant would be more suited to the vacancy and call them for interview	(6)

Level	Mark	Descriptor
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Level 1	1-2	- Limited application of knowledge and understanding of business concepts and issues to the business context (A02) - Attempts to deconstruct business information and/or issues, finding limited connections between points (A03)
Level 2	3-4	- Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies (A02) - Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (A03)
Level 3	5-6	- Detailed application of knowledge and understanding of business concepts and issues to the business context throughout (A02) - Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning (A03)

Q. No.	Option 1: induction training Option 2: off-the-job training. Justify which one of these two options <i>Jimmy Choo</i> should choose. Indicative content	Mark
3 (e)	AO2 = 3 marks, AO3 = 3 marks, AO4 = 3 marks AO2 • Option 1 – If all employees have induction training it gives them the opportunity to become familiar with their working environment in the production of shoes • Option 2 – By training employees off site they are trained by experts in the various areas such as well as making the handbags and shoes but also how to display them AO3 • Option 1 – This training enables them to feel part of the business and have a better understanding of how the business works • Option 2 – Employees can gain up to date skills from experts, resulting in fewer errors when they commence making handbags AO4 • Option 1 – However, induction training does not always benefit because they may not work in that specific department, they had their induction training in • Option 2 – However, the cost of training an employee off-site can be expensive, and the training is not guaranteed that it will match the job	(9)

Level	Mark	Descriptor
	0	No Rewardable material.
Level 1	1-3	- Limited application of knowledge and understanding of business concepts and issues to the business context. (AO2) - Attempts to deconstruct business information and/or issues, finding limited connections between points. (AO3) - Makes a judgement, providing a simple justification based on limited evaluation of business information and issues relevant to the choice made. (AO4)
Level 2	4-6	- Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies. (AO2) - Deconstructs business 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 business information and issues relevant to the choice made. (AO4)
Level 3	7 - 9	- Detailed application of knowledge and understanding of business concepts and issues to the business context throughout. (AO2) - Deconstructs business 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 business information and issues relevant to the choice made. (AO4)

Q. No.	Calculate, to two decimal places, the percentage of <i>Jimmy Choo</i> shops in the UK. Answer	Additional Guidance	Mark
4 (a)	A02 - 2 marks 1 + 2 + 5 + 7 = 15 (1) 7/15 x 100 = 46.67 (1)	Award 1 mark for correctly substituting numbers into formula. Award full marks for correct answer with no working.	(2)

Q. No.	Analyse the benefit to <i>Jimmy Choo</i> of using share capital to fund its growth. Indicative content	Mark
4 (b)	A02 = 3 marks A03 = 3 marks A02 - As <i>Jimmy Choo</i> is a large multinational, it might be easier to raise large amounts of share capital needed to fund any further expansion of its clothing factories - As an established multinational <i>Jimmy Choo</i> should be well placed to have a number of existing and new shareholders wanting to buy the shares A03 - The funds will allow <i>Jimmy Choo</i> to expand quickly so that it can take advantage of increased demand for its products - Therefore, <i>Jimmy Choo</i> will not have to incur additional payments of interest charges	(6)

Level	Mark	Descriptor
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Level 1	1-2	- Limited application of knowledge and understanding of business concepts and issues to the business context (A02) - Attempts to deconstruct business information and/or issues, finding limited connections between points (A03)
Level 2	3-4	- Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies (A02) - Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (A03)
Level 3	5-6	- Detailed application of knowledge and understanding of business concepts and issues to the business context throughout (A02) - Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning (A03)

Q. No.	Evaluate the factors <i>Jimmy Choo</i> would have to consider when making decisions on the location of a new factory. You should use the information provided as well as your own knowledge of business.	Mark
4 (c)	A01 = 3 marks A02 = 3 marks A03 = 3 marks A04 = 3 marks <u>A01</u> • <i>Jimmy Choo</i> would need to locate its factory near to where labour can be found • Locating the factory so it is easily accessible by road, rail and sea <u>A02</u> • <i>Jimmy Choo</i> will need a wide variety of skilled labour from machinists producing handbags to employees with financial skills • If the factory is easily accessible it could reduce the transport costs of dress material from suppliers <u>A03</u> • By locating near to skilled labour force in Italy could reduce the overall costs • It will also make delivery of the finished goods easier by having roads and rail nearby <u>A04</u> • However, by locating near to skilled labour could be more expensive as the cost of labour may be higher, increasing overall costs • However, infrastructure may affect the location as opposed to other considerations such as delivery to the factory and from the factory may be more important	(12)

Level	Mark	Descriptor
	0	No Rewardable material.
Level 1	1-4	• Demonstrates elements of knowledge and understanding of business concepts and issues, with limited business terminology used. (AO1) • Limited application of knowledge and understanding of business concepts and issues to the business context. (AO2) • Attempts to deconstruct business information and/or issues, finding limited connections between points. (AO3) • Makes a judgement, providing a simple justification based on limited evaluation of business information and issues relevant to the choice made. (AO4)
Level 2	5 - 8	• Demonstrates mostly accurate knowledge and understanding of business concepts and issues including appropriate use of business terminology in places. (AO1) • Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies. (AO2) • Deconstructs business 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 business information and issues relevant to the choice made. (AO4)
Level 3	9 - 12	• Demonstrates accurate knowledge and understanding of business concepts and issues throughout, including appropriate use of business terminology. (AO1) • Detailed application of knowledge and understanding of business concepts and issues to the business context throughout. (AO2) • Deconstructs business 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 business information and issues relevant to the choice made. (AO4)

