



Mark Scheme (Results)

Summer 2022

Pearson Edexcel International GCSE
In Commerce (4CM1)
Paper 02 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.
- 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 the meaning is clear
 - (ii) select and use a form and style of writing appropriate to purpose and to complex subject matter
 - (iii) organise information clearly and coherently, using specialist vocabulary when appropriate

Question Number	Which one of the following would be received from a customer before they order?	Mark
	Answer	
1 (a)	A01 = 1 mark B An enquiry A – is not correct as a payment would be received from a customer after their order was received C – is not correct as a receipt would not be received from a customer D – is not correct as an invoice would not be received from a customer	(1)

Question Number	Which one of the following is a service provided by a bank?	Mark
	Answer	
1 (b)	A01 = 1 mark A A current account B – is not correct as a government grant is provided by the government C – is not correct as a trade fair is not a service provided by a bank D – is not correct as a postal order is not a service provided by a bank	(1)

Question Number	Define the term money transfer .	Mark
	Answer	
1 (c)	A01 = 1 mark Award 1 mark for a definition of money transfer The movement of funds from one bank account to another (1)	(1)

Question Number	Define the term yield .	Mark
	Answer	
1 (d)	A01 = 1 mark Award 1 mark for a definition of yield Yield is the amount of money returned on an investment (1)	(1)

Question Number	State one benefit for <i>AML</i> of the new James Bond film playing in cinemas.	Mark
	Answer	
1 (e) (i)	A02 - 1 mark Award 1 mark for one valid benefit for <i>AML</i> of the new James Bond film playing in cinemas It will increase sales through free advertising for <i>AML</i> that will promote the business to its high status clients and likely buyers of luxury cars (1) Accept any other appropriate response.	(1)

Question Number	State one reason why <i>AML</i> might choose to issue further shares as a way of raising capital.	Mark
	Answer	
1 (e) (ii)	A02 = 1 mark Award 1 mark for one valid reason <i>AML</i> might choose to issue further shares as a way of raising capital. <i>AML</i> could raise large amounts of new capital to fund the development of new <i>Aston Martin</i> cars. (1) Accept any other appropriate response.	(1)

Question Number	Calculate the profit for the year for 2018.	Additional guidance	Mark
	Answer		
1 (e) (iii)	A02 = 2 mark $436 - 368$ (1) $= 68$ (1)	Award 1 mark for correctly substituting numbers into the formula Award full marks for correct numerical answer without working	(2)

Question Number	Explain one advantage to a business of using overseas agents.	Mark
	Answer	
1 (f)	A01 = 3 marks Award 1 mark for identifying one advantage to a business of using overseas agents and up to 2 marks for explaining the advantage for a maximum of 3 marks. Overseas agents have knowledge and understanding of their markets (1) they are likely to provide exporters with quick introductions to possible buyers (1) and this could lead to increased sales (1) Answers that list three advantages with no explanation will get 1 mark only Accept any other appropriate response	(3)

Question Number	Explain one function of a stock exchange. Answer	Mark
1 (g)	A01 = 3 marks Award 1 mark for identifying one function of a stock exchange and up to 2 marks for explaining the function for a maximum of 3 marks. • Its function is to provide a marketplace (1) where buyers and sellers of shares in public limited companies (1) can come together to trade their shares (1) Answers that list three functions with no explanation will get 1 mark only Accept any other appropriate response	(3)

Question Number	Analyse why <i>Aston Martin</i> might encourage customers to use hire purchase when buying an <i>Aston Martin</i> car.	Mark
	Indicative content	
1 (h)	AO2 = 3 marks AO3 = 3 marks <u>AO2</u> - Sales of <i>Aston Martin</i> cars have been falling <i>Aston Martin</i> cars are expensive with an average selling price of £160 000 <u>AO3</u> - The use of HP may enable more customers to buy a luxury car as it spreads the payments - Hire purchase may mean more customers feel able to afford a new car and that could lead to an increase in sales	(6)

Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-2	- 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	- 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	- 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 lists of the products dispatched and is signed by the buyer?	Mark
	Answer	
2 (a)	A01 = 1 mark D A delivery note (1) A is not correct as a quotation form is issued before products are dispatched B is not correct as a credit note is issued after faulty goods are dispatched C is not correct as an enquiry form requests product prices	(1)

Question Number	Which one of the following producers would use a collective advertising approach to lower costs when entering a new market in China?	Mark
	Answer	
2 (b)	A02 = 1 mark C A group of famous Italian olive oil producers (1) A is not correct as the UK bank would advertise independently B is not correct as Toyota cars would advertise independently D is not correct as Disney World would advertise independently	(1)

Question Number	Identify the country with the highest percentage of ecommerce growth 2018 - 2023.	Mark
	Answer	
2 (c)(i)	A02 = 1 mark China (1)	(1)

Question Number	Identify the lowest value of ecommerce sales in 2018. Answer	Mark
2 (c)(ii)	A02 - 1 mark \$63 billion dollars (1) OR 63 billion dollars (1) OR 63 billion (1) OR \$63 billion (1)	(1)

Question Number	Define the term cheque . Answer	Mark
2 (d)	A01 - 1 mark Award 1 mark for a definition of a cheque. • A cheque is a document instructing a bank to pay a sum of money from one account to another (1)	(1)

Question Number	Explain one benefit to a customer of using internet banking. Answer	Mark
2 (e)	A01 = 3marks Award 1 mark for identifying one benefit to a customer of using internet banking and up to 2 marks for explaining the reason for a maximum of 3 marks. • A customer with internet access can access their bank account from anywhere at any time (1) they do not have to visit the bank (1) which saves them time and possible travel costs (1) Accept any other appropriate response. Answers that list three benefits with no explanation will get a maximum of 1 mark.	(3)

Question Number	Explain one benefit to a business of a customer using a debit card to pay for their purchases. Answer	Mark
2 (f)	A01 = 3 marks Award 1 mark for identifying one benefit to a business of a customer using a debit card to pay for what they have bought and up to 2 marks for explaining the reason for a maximum of 3 marks. • A business accepting a debit card is guaranteed that money for a purchase will be transferred to its account (1) and this reduces the risk of bad debts (1) which may help the business to improve its cashflow (1) Accept any other appropriate response. Answers that list three benefits with no explanation will get a maximum of 1 mark.	(3)

Question Number	Option 1: using small container ships on the river Option 2: using many container trucks on the road Indicative Content	Mark
(g)	A02 = 3 marks A03 = 3 marks A04 = 3 marks. Arguments for option 1: <u>A02</u> • The journey from Kolkota to Varanasi costs 50% less by river than by road • <i>PepsiCo</i> could use container ships to transport its drinks and snacks <u>A03</u> • <i>PepsiCo</i> can meet the demand of a wide variety of retailers in Varanasi by river for the half the cost of road transport so increasing sales • <i>PepsiCo</i> will be able to supply Varanasi with regular large quantities of popular drinks and snacks before its competitors <u>A04</u> • However, <i>PepsiCo</i> may need to invest in a fleet of trucks in Varanasi to deliver from the ship to the retailers thus increasing costs • However, <i>PepsiCo</i> may not be able to supply enough for all the retailers in Varanasi as demand for the popular drinks and snacks may be too high and shipping may not be regular enough Arguments for option 2: <u>A02</u> • The journey from Kolkota to Varanasi would take only 15 hours by road • Local trucks deliver the drinks directly to the small retailers in Varanasi once the containers are unloaded <u>A03</u> • Retailers in Varanasi may want to order more supplies if demand grows unexpectedly and <i>PepsiCo</i> could deliver smaller quantities by road more quickly than by river • <i>PepsiCo</i> can deliver to the retailers throughout the city in smaller trucks suitable to the location	

	<u>AO4</u> However, many roads in India are poorly maintained, narrow and heavily congested which may delay trucks and make deliveries unreliable However, using a large fleet of trucks may be too expensive and <i>PepsiCo</i> may need more sales than it can achieve from the new demand	9
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Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	- 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	- 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	- 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	Answer	Mark
3 (a)	A01 = 1 mark D Both listeners and speakers may discuss a topic immediately (1) A is not correct as incorrect information is a disadvantage B is not correct as being misheard and misunderstood is a disadvantage C is not correct as inappropriate expression of a speakers mood is a disadvantage	(1)

Question Number	Answer	Mark
3 (b)	A02 = 1 mark C To discuss how to improve its services (1) A is not correct as a new office would not be a monthly discussion B is not correct as a statement of comprehensive income would be produced annually outside a meeting D is not correct as payments are collected whenever they are due and outside of a meeting	(1)

Question Number	State one way the <i>BSS</i> bookkeepers could reduce their costs of buying stationery.	Mark
	Answer	
3 (c)	A02 = 1 mark <i>BSS</i> bookkeepers could group together to get a discount for one large order of paper (1) Accept any other appropriate response	(1)

Question Number	Answer	Mark
3 (d)(i)	A02 = 1 mark $350 + 600 - 100$ $= \text{S\$ } 850 \text{ (1)}$ OR $= 850 \text{ (1)}$	(1)

Question Number	Answer	Mark
3 (d)(ii)	A02 = 1 mark $850 + 2\,450$ $= \text{S\$}3\,300 \text{ (1)}$ OR $= 3\,300 \text{ (1)}$ If the candidate has NOT entered 850 (i) But has correctly added \$2 450 their answer (own figure) in 3di that the mark can be awarded	(1)

Question Number	Analyse why <i>BSS</i> may prefer customers to pay by standing order.	Mark
	Indicative content	
3 (e)	A02 = 3 marks A03 = 3 marks <u>A02</u> - Customers can buy a monthly accounts package from <i>BSS</i> - Customers can change their packages from month to month <u>A03</u> - A standing order ensures that <i>BSS</i> is paid regularly which reduces administration costs - Customers will not have to remember to pay the charge every month and that means <i>BSS</i> doesn't have to chase for payment	(6)

Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-2	- 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	- 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	- 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	Option 1: a mobile app to manage business travel as a new service Option 2: advertising its services in specialist trade journals. Indicative content	Mark
3 (f)	A02 = 3 A03 = 3 A04 = 3 Arguments for option 1: A02 • BSS small businesses customers are likely to have mobile phones • The small businesses are likely to have a digital connection with other similar small businesses A03 • After a business downloads the travel app, BSS can send the business targeted adverts about its bookkeeping services-thus advertising becomes more effective in creating new customers • As it downloads the app, each small business may share a good impression of BSS with colleagues effectively advertising BSS to other potential customers A04 • However, businesses may use the travel app but not take up other services which may mean the adverts do not create enough new customers in the long term to increase market share • However, a business may have a negative impression of the business after downloading its mobile app and may share this impression with colleagues so new customers are not attracted Arguments for option 2: A02 • BSS has customers from a wide variety of commercial activities • BSS can provide online services to businesses located in different countries A03 • BSS could target trade journals in another trade that may need specific services which BSS could develop to attract that group • BSS could advertise in national and international trade journals to reach a large number of customers A04 • However, BSS would need to attract enough new customers in that trade to make the offering of new services profitable and this may be difficult to achieve • However, the BSS advert may need to be large and repeated several times to be more noticeable than competitors adverts so it may be expensive to attract these customers	(9)

Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	- 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	- 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	- 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 reason <i>Meccano</i> publishes the instructions on how to build the robot on its website.	Mark
	Answer	
4 (a)	A02 = 2 marks Buyers of 'The Meccanoid' who visit the website (1) might be tempted to buy other <i>Meccano</i> toys (1) Accept any other appropriate response.	(2)

Question Number	Analyse why <i>Meccano</i> may have chosen a mortgage to raise the capital it needed to improve its French factory. Answer	Mark
4 (b)	AO2 = 3 marks AO3 = 3 marks <u>AO2</u> • <i>Meccano</i> owns the factory and could offer this as a security for the mortgage • <i>Meccano</i> planned to increase its production in the long term up to 2023 to meet future demand <u>AO3</u> • <i>Meccano</i> could take a mortgage which is usually cheaper than an unsecured loan to raise the large amount of capital required • A mortgage can be paid back over a long period of time allowing <i>Meccano</i> to increase its sales to provide profits to the business whilst paying off some of the mortgage from the resulting profit Accept any other appropriate response.	(6)

Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-2	• 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	• 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	• 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 how The London Toy Fair may help <i>Meccano</i> achieve exports of 'the Meccanoid'.	Mark
4 (c)	Answer A01= 3 marks A02 = 3 marks A03 = 3 marks A04 = 3 marks <u>A01</u> • A toy fair is a type of trade fair where manufacturers display their goods to potential customers often from foreign countries • Trade fairs allow potential buyers to identify trends in the industry <u>A02</u> • <i>Meccano</i> programmed 'the Meccanoid' to tell jokes and move about • There is a projection of significant growth of 4% in the construction toys industry up to 2023 <u>A03</u> • As it was so noticeable, this may have attracted the buyers for major international retailers to inspect 'the Meccanoid' and ask questions of the <i>Meccano</i> sales people, developing long term relationships which may result in export orders over time • Retail buyers are likely to become aware of this trend by seeing a wide range of construction toys available at the toy fair and may wish to order immediately to be ahead of other retailers so <i>Meccano</i> may have gained export orders immediately <u>A04</u> • However, <i>Meccano</i> may need to attend other trade fairs in different countries such as the Hong Kong Toy Fair to receive export orders from other retailers all over the world	

	However, 'the Meccanoid' is not guaranteed to be the most attractive construction toy on the market and buyers might prefer competitors toys meaning that export orders may be low	(12)
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Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-4	- 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	- 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	• 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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