



# Mark Scheme (Results)

Summer 2024

Pearson Edexcel International GCSE  
In Business (4BS1) Paper 02  
Paper 2: Investigation 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.*

| <b>Q. No.</b>    | Which <b>one</b> of the following is a non-financial objective?<br><b>Answer</b>   | <b>Mark</b> |
|------------------|--|-------------|
| <b>1 (a) (i)</b> | <p><b>AO1 - 1 mark</b></p> <p>The only correct answer is <b>B</b> - Personal satisfaction</p> <p><b>A</b> – is not the correct answer as generating wealth is a financial objective</p> <p><b>C</b> - is not the correct answer as maximising profit is a financial objective</p> <p><b>D</b> - is not the correct answer as regular income is a financial objective</p> | <b>(1)</b>  |

| <b>Q. No.</b>     | Which <b>one</b> of the following would be a benefit to a business delaying paying its suppliers?<br><b>Answer</b>  | <b>Mark</b> |
|-------------------|---|-------------|
| <b>1 (a) (ii)</b> | <p><b>AO1 - 1 mark</b></p> <p>The only correct answer is <b>A</b> - Improved cash flow</p> <p><b>B</b> – is not the correct answer as profit would not be greater if you delayed paying suppliers</p> <p><b>C</b> - is not the correct answer as suppliers would want more interest on the outstanding amount</p> <p><b>D</b> - is not the correct answer as delaying payment would have the opposite effect on suppliers</p> | <b>(1)</b>  |

| <b>Q. No.</b>      | Which <b>one</b> of the following would be the total monthly cost for <i>Jewellery For You</i> ?<br><b>Answer</b>   | <b>Mark</b> |
|--------------------|---|-------------|
| <b>1 (a) (iii)</b> | <p><b>AO1 - 1 mark</b></p> <p>The only correct answer is <b>B</b> - €3 480</p> <p><b>A</b> – is not the correct answer as €924 is <math>27 \times 12 + 600</math></p> <p><b>C</b> - is not the correct answer as €6 480 is <math>240 \times 27</math></p> <p><b>D</b> - is not the correct answer as €7 080 is <math>240 \times 27 + 600</math></p> | <b>(1)</b>  |

| Q. No.            | Which <b>one</b> of the following is a reason why a business would produce a cash flow forecast?  | Mark       |
|-------------------|---|------------|
| <b>1 (a) (iv)</b> | <p><b>Answer</b></p> <p><b>AO1 - 1 mark</b></p> <p>The only correct answer is <b>C</b> - It can help a bank decide whether it should lend money to a business</p> <p><b>A</b> – is not the correct answer as it is not a legal requirement that a business has a cash flow forecast</p> <p><b>B</b> – is not the correct answer as a cash flow forecast does not ensure that the business will be successful</p> <p><b>D</b> - is not the correct answer as a forecast does not show the profit and loss of a business in the past six months</p> | <b>(1)</b> |

| Q. No.           | Which <b>one</b> of the following was the cost of the holiday in Thai Baht?   | Mark       |
|------------------|---|------------|
| <b>1 (a) (v)</b> | <p><b>Answer</b></p> <p><b>AO1 - 1 mark</b></p> <p>The only correct answer is <b>C</b> - 40 828.18</p> <p><b>A</b> – is not the correct answer as 24.20 is <math>998 \div 40.91</math></p> <p><b>B</b> – is not the correct answer as 1038.91 is <math>998 + 40.91</math></p> <p><b>D</b> - is not the correct answer as 40 869.09 is <math>998 \times 40.91 + 40.91</math></p> | <b>(1)</b> |

| Q. No.            | Which <b>one</b> of the following is a reason why a sole trader would want to become a private limited company?  | Mark       |
|-------------------|--|------------|
| <b>1 (a) (vi)</b> | <p><b>Answer</b></p> <p><b>AO1 - 1 mark</b></p> <p>The only correct answer is <b>D</b> - Increased ability to raise finance</p> <p><b>A</b> – is not the correct answer as the business would have to publish its financial records so therefore not confidential</p> <p><b>B</b> – is not the correct answer as the private limited company would have limited liability</p> <p><b>C</b> - is not the correct answer as shareholders are not liable for all debts</p> | <b>(1)</b> |

| <b>Q. No.</b> | Define the term <b>franchise</b> .  | <b>Mark</b> |
|---------------|---|-------------|
|               | <b>Answer</b>   |             |
| <b>1 (b)</b>  | <p><b>AO1 - 1 mark</b></p> <p>Award 1 mark for a correct definition of <b>franchise</b></p> <ul style="list-style-type: none"> <li>• A business allows another operator to trade under its name<br/><b>(1)</b></li> </ul> | <b>(1)</b>  |

| <b>Q. No.</b> | Define the term <b>profit</b> .  | <b>Mark</b> |
|---------------|--|-------------|
|               | <b>Answer</b>  |             |
| <b>1 (c)</b>  | <p><b>AO1 - 1 mark</b></p> <p>Award 1 mark for a correct definition of <b>profit</b></p> <ul style="list-style-type: none"> <li>• Funds that are left over after all costs have been subtracted from the revenue <b>(1)</b></li> </ul> | <b>(1)</b>  |

| <b>Q. No.</b> | State <b>one</b> reason why <i>TUI</i> pays its employees above the minimum wage.   | <b>Mark</b> |
|---------------|---|-------------|
|               | <b>Answer</b>   |             |
| <b>1 (d)</b>  | <p><b>AO2 - 1 mark</b></p> <p>Award 1 mark for a valid reason why <i>TUI</i> pays its employees above the minimum wage in the context of the business</p> <ul style="list-style-type: none"> <li>• By <i>TUI</i> paying its employees above the minimum wage they are more likely to remain with <i>TUI</i> and their knowledge of cruises and holidays will not be lost <b>(1)</b></li> <li>• Employees will feel more valued and gain more knowledge and experience of the travel industry that they could pass on to potential customers <b>(1)</b></li> </ul> <p><b>NB</b> Do not accept a reason that is not in the context of <i>TUI</i>.<br/>Accept any appropriate response</p> | <b>(1)</b>  |

| Q. No.       | Calculate the total price of a holiday for <b>two</b> adults with a 12.5% promotional discount for booking online.<br><b>Answer</b>  | Additional Guidance   | Mark       |
|--------------|--|---|------------|
| <b>1 (e)</b> | <b>A02 - 2 marks</b><br>$725.92 \times 2 = 1451.84$<br>$1451.84 \times 0.125 = 181.48$ <b>(1)</b><br>$1451.84 - 181.48 = 1270.36$ <b>(1)</b><br><b>OR</b><br>$725.92 \times 0.875 = 635.18$ <b>(1)</b><br>$635.18 \times 2 = 1270.36$ <b>(1)</b> | Award 1 mark for correctly substituting numbers into formula.<br><br>Award full marks for correct answer with no working. | <b>(2)</b> |

| Q. No.       | Explain <b>one</b> of the factors in Herzberg's motivational theory.<br><b>Answer</b>   | Mark       |
|--------------|---|------------|
| <b>1 (f)</b> | <b>A01 - 3 marks</b><br>Award 1 mark for identification of a factor in Herzberg's motivational theory, plus 2 further marks for explaining the theory, for a maximum of 3 marks. <ul style="list-style-type: none"> <li>• One is called a hygiene factor <b>(1)</b> where employees are paid for their work <b>(1)</b> which means employees gain security knowing they can pay their bills <b>(1)</b></li> <li>• One is called a motivator factor <b>(1)</b> employees gain achievement in their work <b>(1)</b> which allows them to grow and develop <b>(1)</b></li> </ul> <b>NB</b> No marks are awarded for a definition.<br>Answers that list three factors with no explanation will get 1 mark only.<br>Accept any appropriate response. | <b>(3)</b> |

| Q. No.             | Analyse the benefits for <i>TUI</i> from including health and safety training for its employees in their induction training.   | Mark       |
|--------------------|--|------------|
| Indicative content |  |            |
| <b>1 (g)</b>       | <p><b>A02 = 3 marks    A03 = 3 marks</b></p> <p><b>A02</b></p> <ul style="list-style-type: none"> <li>• Employees working in one of the travel agencies will know what to do if there is an emergency, such as an employee injuring themselves after falling</li> <li>• Employees will be aware of any dangers by ensuring that all computer wires in the agencies are securely fastened to floors and walls so that no one can trip over them</li> </ul> <p><b>A03</b></p> <ul style="list-style-type: none"> <li>• They will be able to make decisions quickly as to how to deal with the situation, by knowing where the first aid kit for plasters or bandages</li> <li>• Thus, avoiding any accidents and <i>TUI</i> being sued by employees</li> </ul> | <b>(6)</b> |

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

| Q. No. | State <b>one</b> possible reason why <i>TUI</i> would want to keep its customers loyal.<br><br><b>Answer</b>   | Mark       |
|--------|--|------------|
| 2 (a)  | <p><b>AO2 - 1 mark</b></p> <p>Award 1 mark for a possible reason why <i>TUI</i> would want to keep its customers loyal in the context of the business</p> <ul style="list-style-type: none"> <li>• Loyal customers will return to <i>TUI</i> when they want to book another one of its hotels, thereby increasing its revenue <b>(1)</b></li> <li>• <i>TUI</i> wants its customers to return again and again to purchase different types of cruises thereby increasing revenue <b>(1)</b></li> </ul> <p><b>NB</b> Do not accept a possible reason that is not in the context of <i>TUI</i>.</p> <p>Accept any appropriate response</p> | <b>(1)</b> |

| Q. No. | State <b>one</b> reason why <i>TUI</i> would employ casual employees.<br><br><b>Answer</b>  | Mark       |
|--------|---|------------|
| 2 (b)  | <p><b>AO2 - 1 mark</b></p> <p>Award 1 mark for a valid reason why <i>TUI</i> employs casual staff in the context of the business</p> <ul style="list-style-type: none"> <li>• If an employee is off sick at a holiday resort someone is needed to cover the greeting of customers arriving at holiday hotels <b>(1)</b></li> <li>• During busy times when there are many people taking holidays extra employees may be needed to sell tours and excursions <b>(1)</b></li> </ul> <p><b>NB</b> Do not accept a reason that is not in the context of <i>TUI</i>.</p> <p>Accept any appropriate response</p> | <b>(1)</b> |

| <b>Q. No.</b> | <p>Explain <b>one</b> reason why businesses employ people with disabilities.</p> <p><b>Answer</b></p>  | <b>Mark</b> |
|---------------|--|-------------|
| <b>2 (c)</b>  | <p><b>A01 - 3 marks</b></p> <p>Award 1 mark for identification of a reason why businesses employ people with disabilities, plus 2 further marks for explaining the reason, for a maximum of 3 marks.</p> <ul style="list-style-type: none"> <li>• Employing people with a disability gives them an equal opportunity of working <b>(1)</b> which improves their lifestyle <b>(1)</b> and develops the skills they have <b>(1)</b></li> <li>• Businesses must follow government legislation relating to disabled people <b>(1)</b> if businesses do not follow the legislation <b>(1)</b> they can be sued <b>(1)</b></li> </ul> <p><b>NB</b> No marks are awarded for a definition.</p> <p>Answers that list three reasons with no explanation will get 1 mark only.</p> <p>Accept any appropriate response.</p> | <b>(3)</b>  |

| Q. No. | Explain <b>one</b> benefit to a business of having a short chain of command.<br><br><b>Answer</b>  | Mark       |
|--------|--|------------|
| 2 (d)  | <p><b>A01 - 3 marks</b></p> <p>Award 1 mark for identification of one benefit to a business of having a short chain of command, plus 2 further marks for explaining the benefits, for a maximum of 3 marks.</p> <ul style="list-style-type: none"> <li>• Communication within a business would be faster <b>(1)</b> as there are less levels to go through <b>(1)</b> so fewer mistakes may be made <b>(1)</b></li> <li>• A short chain means that workers and managers work closely together. <b>(1)</b> Managers are less remote <b>(1)</b> and if there is a query it can be answered quickly <b>(1)</b></li> </ul> <p><b>NB</b> No marks are awarded for a definition.</p> <p>Answers that list three benefits with no explanation will get 1 mark only.</p> <p>Accept any appropriate response.</p> | <b>(3)</b> |

| Q. No. | Explain <b>one</b> important piece of information that should be included in a job advertisement in a newspaper.<br><br><b>Answer</b>  | Mark       |
|--------|--|------------|
| 2 (e)  | <p><b>A01 - 3 marks</b></p> <p>Award 1 mark for identification of one important piece of information that should be included in a job advertisement in a newspaper, plus 2 further marks for explaining the importance, for a maximum of 3 marks.</p> <ul style="list-style-type: none"> <li>• An address, telephone number or website <b>(1)</b> to use for making contact <b>(1)</b> this range would give a greater choice to applicants <b>(1)</b></li> <li>• By including the salary in the advertisement <b>(1)</b> people will apply if the amount offered is of interest to them <b>(1)</b> saving applicants time and effort so they apply for the job they want <b>(1)</b></li> </ul> <p><b>NB</b> No marks are awarded for a definition.</p> <p>Answers that list three pieces of information with no explanation will get 1 mark only.</p> <p>Accept any appropriate response.</p> | <b>(3)</b> |

| Q. No. | <p><b>Option 1:</b> competition pricing<br/><b>Option 2:</b> promotional pricing</p> <p>Justify which <b>one</b> of these two options <i>TUI</i> should choose.</p> <p><b>Indicative content</b></p>   | Mark |
|--------|--|------|
| 2 (f)  | <p><b>A02 = 3 marks, A03 = 3 marks, A04 = 3 marks</b></p> <p><b>A02</b></p> <ul style="list-style-type: none"> <li>• <b>Option 1</b> – If <i>TUI</i> uses this method of pricing, then it is like to gain sales for the holiday, as customers will want to book as the price is comparable to other holiday businesses</li> <li>• <b>Option 2</b> – Selling holidays and experiences at a cheaper price encourages customers to move from other travel agents to <i>TUI</i></li> </ul> <p><b>A03</b></p> <ul style="list-style-type: none"> <li>• <b>Option 1</b> – This pricing strategy means that customers have more choice from travel businesses offering this destination as they are all priced at a similar level</li> <li>• <b>Option 2</b> – This could mean that <i>TUI</i> gains a larger market share of holidaymakers who switch from other travel agents</li> </ul> <p><b>A04</b></p> <ul style="list-style-type: none"> <li>• <b>Option 1</b> – However, this does not mean that the cost of including this holiday in its brochures is covered, and if <i>TUI</i> uses this method, it could lose out financially</li> <li>• <b>Option 2</b> – However, promotional pricing may generate sales for the short promotional period, but once the price of the holiday reverts to its normal price sales could reduce</li> </ul> | (9)  |

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

| <b>Q. No.</b> | Define the term <b>multinationals</b> .   | <b>Mark</b> |
|---------------|---|-------------|
|               | <b>Answer</b>   |             |
| <b>3 (a)</b>  | <p><b>A01 - 1 mark</b></p> <p>Award 1 mark for a correct definition of <b>multinationals</b></p> <ul style="list-style-type: none"> <li>A business that operates in more than one country <b>(1)</b></li> </ul> | <b>(1)</b>  |

| <b>Q. No.</b> | Outline <b>one</b> reason why <i>TUI</i> offers employees working in its travel agencies a commission based on the number of holidays they sell.  | <b>Mark</b> |
|---------------|---|-------------|
|               | <b>Answer</b>   |             |
| <b>3 (b)</b>  | <p><b>A02 - 2 marks</b></p> <p>Award 1 mark for identifying one reason why <i>TUI</i> offers employees working in its travel agencies, a commission based on the number of holidays they sell plus 1 further mark for linking it to the context of the business.</p> <ul style="list-style-type: none"> <li>An employee will work harder to sell <i>TUI</i>'s cruises and extensions to holidays <b>(1)</b> because the more they sell the more commission they will receive <b>(1)</b></li> </ul> <p><b>NB</b> Do not accept a reason that is not in the context of <i>TUI</i>.</p> <p><b>Accept any other appropriate response.</b></p> | <b>(2)</b>  |

| <b>Q. No.</b> | Calculate, to <b>two</b> decimal places, the current ratio for <i>TUI</i> for 2022.   | <b>Additional Guidance</b>   | <b>Mark</b> |
|---------------|---|--|-------------|
|               | <b>Answer</b>   |  |             |
| <b>3 (c)</b>  | <p><b>A02 - 2 marks</b></p> <p><math>7\,758\,152 \div 5\,654\,468</math> <b>(1)</b></p> <p><math>= 1.37</math> <b>(1)</b></p> | <p>Award 1 mark for correctly substituting numbers into formula.</p> <p>Award full marks for correct answer with no working.</p> | <b>(2)</b>  |

| Q. No. | Analyse the effect on <i>TUI</i> customers of an increase in interest rates.<br><br><b>Indicative content</b>  | Mark       |
|--------|--|------------|
| 3 (d)  | <p><b>A02 = 3 marks    A03 = 3 marks</b></p> <p><b>A02</b></p> <ul style="list-style-type: none"> <li>• Customers may have less to spend on holidays and cruises if interest rates increase</li> <li>• Some customers on holiday may not book additional trips or excursions offered by <i>TUI</i></li> </ul> <p><b>A03</b></p> <ul style="list-style-type: none"> <li>• This could lead to a reduction in customers booking holidays or going to travel agencies of <i>TUI</i> competitors</li> <li>• This could lead to <i>TUI</i> having to reduce or cancel trips, which reduces its income</li> </ul> | <b>(6)</b> |

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

| Q. No. | <p><b>Option 1:</b> using the internet</p> <p><b>Option 2:</b> asking customers to complete a questionnaire.</p> <p>Justify which <b>one</b> of these two options <i>TUI</i> should use.</p> <p><b>Indicative content</b></p>   | Mark       |
|--------|---|------------|
| 3 (e)  | <p><b>A02 = 3 marks, A03 = 3 marks, A04 = 3 marks</b></p> <p><b>A02</b></p> <ul style="list-style-type: none"> <li>• <b>Option 1</b> – <i>TUI</i> could use the internet to view a wide variety of customers comments made about their experiences and service received whilst on holiday in Greece</li> <li>• <b>Option 2</b> – Customers can take their time completing the form giving details of the experiences/services they received whilst taking part in a day trip around Rome</li> </ul> <p><b>A03</b></p> <ul style="list-style-type: none"> <li>• <b>Option 1</b> – By using the internet it does reduce the time spent researching and is less costly than other methods available</li> <li>• <b>Option 2</b> – Thus giving <i>TUI</i> detailed information of their trip and possible ways to improve it</li> </ul> <p><b>A04</b></p> <ul style="list-style-type: none"> <li>• <b>Option 1</b> – However, <i>TUI</i> could spend a great deal of time looking at information which is not relevant to them or is out of date, or even places they do not offer holidays to</li> <li>• <b>Option 2</b> – However, not all customers may want to complete the questionnaires so there may be less data to use</li> </ul> | <b>(9)</b> |

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

| <b>Q. No.</b> | Calculate, to <b>two</b> decimal places, the percentage increase in the cost of the employees from 2021 to 2022.<br><br><b>Answer</b> | <b>Additional Guidance</b>  | <b>Mark</b> |
|---------------|---|---|-------------|
| <b>4 (a)</b>  | <b>A02 - 2 marks</b><br><br>57 498 – 39 631 = 17 867<br>17 867 ÷ 39 631 x 100 <b>(1)</b><br>= 45.08 <b>(1)</b>                        | Award 1 mark for correctly substituting numbers into formula.<br><br>Award full marks for correct answer with no working. | <b>(2)</b>  |

| Q. No. | Analyse how <i>TUI</i> could make use of the Boston Matrix to review all the different holidays it offers.<br><b>Indicative content</b>  | Mark       |
|--------|--|------------|
| 4 (b)  | <p><b>AO2 = 3 marks AO3 = 3 marks</b></p> <p><b>AO2</b></p> <ul style="list-style-type: none"> <li>• By <i>TUI</i> using the Boston Matrix they can use the 'Star' to decide which are the most profitable holidays in Turkey</li> <li>• <i>TUI</i> will keep a 'Cash Cow' such as a 14-day cruise experience on their books because it generates a steady flow of income for the business</li> </ul> <p><b>AO3</b></p> <ul style="list-style-type: none"> <li>• If some of the holidays or hotels in parts of Turkey are not as profitable as others, they could stop using that hotel and find another one</li> <li>• This will allow <i>TUI</i> to use the increased revenue to expand by offering different holiday experiences</li> </ul> | <b>(6)</b> |

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

| Q. No. | Evaluate the benefits for <i>TUI</i> of providing a quality service. You should use the information provided as well as your own knowledge of business.   | Mark        |
|--------|---|-------------|
| 4 (c)  | <p><b>A01 = 3 marks   A02 = 3 marks   A03 = 3 marks<br/>A04 = 3 marks</b></p> <p><b><u>A01</u></b></p> <ul style="list-style-type: none"> <li>• When booking a holiday, customers expect a good standard of hotels and holidays together with good service</li> <li>• A variety of different types of holidays and experiences are needed to encourage more customers</li> </ul> <p><b><u>A02</u></b></p> <ul style="list-style-type: none"> <li>• If <i>TUI</i>'s holidays and experiences are good then customers are more likely to return and book further holidays and hotels</li> <li>• If <i>TUI</i> does not provide a variety of different opportunities for hiring a variety of cars</li> </ul> <p><b><u>A03</u></b></p> <ul style="list-style-type: none"> <li>• They are more likely to then recommend <i>TUI</i> to their friends and family who may be encouraged to book holidays with them</li> <li>• They may then look at other businesses to see what type of car rentals they are offering</li> </ul> <p><b><u>A04</u></b></p> <ul style="list-style-type: none"> <li>• However, ensuring that all customers receive a good holiday experience may be expensive in employing sufficient employees to meet their needs</li> <li>• However, once a poor reputation for car hire or lack of variety is gained amongst customers it is very hard to regain their loyalty</li> </ul> | <b>(12)</b> |

| <b>Level</b>   | <b>Mark</b> | <b>Descriptor</b>   |
|----------------|-------------|---|
|                | 0           | No Rewardable material.   |
| <b>Level 1</b> | 1-4         | <ul style="list-style-type: none"> <li>• Demonstrates elements of knowledge and understanding of business concepts and issues, with limited business terminology used. (AO1)</li> <li>• Limited application of knowledge and understanding of business concepts and issues to the business context. (AO2)</li> <li>• Attempts to deconstruct business information and/or issues, finding limited connections between points. (AO3)</li> <li>• Makes a judgement, providing a simple justification based on limited evaluation of business information and issues relevant to the choice made. (AO4)</li> </ul>  |
| <b>Level 2</b> | 5 - 8       | <ul style="list-style-type: none"> <li>• Demonstrates mostly accurate knowledge and understanding of business concepts and issues including appropriate use of business terminology in places. (AO1)</li> <li>• Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies. (AO2)</li> <li>• Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies. (AO3)</li> <li>• Makes a judgement, providing a justification based on sound evaluation of business information and issues relevant to the choice made. (AO4)</li> </ul> |
| <b>Level 3</b> | 9 - 12      | <ul style="list-style-type: none"> <li>• Demonstrates accurate knowledge and understanding of business concepts and issues throughout, including appropriate use of business terminology. (AO1)</li> <li>• Detailed application of knowledge and understanding of business concepts and issues to the business context throughout. (AO2)</li> <li>• Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning. (AO3)</li> <li>• Makes a judgement, providing a clear justification based on a thorough evaluation of business information and issues relevant to the choice made. (AO4)</li> </ul>   |

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