



# Mark Scheme (Final)

Summer 2025

Pearson Edexcel International GCSE

In Business (4BS1)

Paper 02R: Investigating large businesses

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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.

Q. No.	Which <b>one</b> of the following is a variable cost? <b>Answer</b>	Mark
1 (a) (i)	<p><b>AO1 - 1 mark</b></p> <p><b>The only correct answer is D Raw materials</b></p> <p><b>A</b> – is not the correct answer as insurance is a one-off payment</p> <p><b>B</b> - is not the correct answer as rent is also a fixed cost for a period of time</p> <p><b>C</b> - is not the correct answer as salaries are the same for a certain period</p>	<b>(1)</b>

Q. No.	Which <b>one</b> of the following is a type of discrimination protected by employee legislation? <b>Answer</b>	Mark
1 (a) (ii)	<p><b>AO1 - 1 mark</b></p> <p><b>The only correct answer is C – Age</b></p> <p><b>A</b> – is not the correct answer as political is not protected by employee legislation</p> <p><b>B</b> - is not the correct answer as ethical is not protected by employee legislation</p> <p><b>D</b> - is not the correct answer as promotion is not protected by employee legislation</p>	<b>(1)</b>

Q. No.	Which <b>one</b> of the following is the price of buying both items with the promotional discount? <b>Answer</b>	Mark
1 (a) (iii)	<p><b>AO1 - 1 mark</b></p> <p><b>The only correct answer is B – £150.48</b></p> <p><b>A</b> – is not the correct answer as £129.96 is the cost with 24% discount</p> <p><b>C</b> - is not the correct answer as £160.80 is the cost with the discount only applied to one item</p> <p><b>D</b> - is not the correct answer as £171.00 is the cost of the items without a discount</p>	<b>(1)</b>

Q. No.	Which <b>one</b> of the following is an advantage of primary market research? <b>Answer</b>	Mark
1 (a) (iv)	<p><b>AO1 - 1 mark</b></p> <p><b>The only correct answer is C - It is more up to date method of research</b></p> <p><b>A</b> – is not the correct answer as it is more expensive than other types of market research</p> <p><b>B</b> – is not the correct answer as it is more time-consuming than other market research methods</p> <p><b>D</b> - is not the correct answer as it is not only carried out by market-research agencies</p>	<b>(1)</b>

<b>Q. No.</b>	Which <b>one</b> of the following is the closing balance for this month? <b>Answer</b>	<b>Mark</b>
<b>1 (a) (v)</b>	<p><b>AO1 - 1 mark</b></p> <p><b>The only correct answer is B – €96 000</b></p> <p><b>B</b> – is not the correct answer as €88 000 is cash inflow plus cash outflow</p> <p><b>C</b> – is not the correct answer as €110 000 is opening balance plus cash outflow</p> <p><b>D</b> - is not the correct answer as €130 000 is opening balance plus cash inflow</p>	<b>(1)</b>

<b>Q. No.</b>	Which <b>one</b> of the following is a likely effect of this change for American businesses? <b>Answer</b>	<b>Mark</b>
<b>1 (a) (vi)</b>	<p><b>AO1 - 1 mark</b></p> <p><b>The only correct answer is A – higher loan repayments</b></p> <p><b>B</b> – is not the correct answer as the change in interest rates does not affect labour costs</p> <p><b>C</b> – is not the correct answer as the change in interest rates will not improve net cash flow</p> <p><b>D</b> - is not the correct answer as there is no guarantee of an increase in sales</p>	<b>(1)</b>

<b>Q. No.</b>	Define the term <b>autonomy</b> . <b>Answer</b>	<b>Mark</b>
<b>1 (b)</b>	<p><b>AO1 - 1 mark</b></p> <p>Award 1 mark for a correct definition of <b>autonomy</b>.</p> <ul style="list-style-type: none"> <li>• Giving employees the authority to make choices about the way they work <b>(1)</b></li> </ul>	<b>(1)</b>

Q. No.	Define the term <b>qualitative data</b> . <b>Answer</b>	Mark
1 (c)	<p><b>AO1 - 1 mark</b></p> <p>Award 1 mark for a correct definition of <b>qualitative data</b>.</p> <ul style="list-style-type: none"> <li>Data relating to attitudes, beliefs and intentions <b>(1)</b></li> </ul>	<b>(1)</b>

Q. No.	State <b>one</b> reason why <i>Rabanne</i> may use test marketing when introducing a new product. <b>Answer</b>	Mark
1 (d)	<p><b>AO2 - 1 mark</b></p> <p>Award 1 mark for a valid reason why <i>Rabanne</i> may use test marketing when introducing a product in the context of the business</p> <ul style="list-style-type: none"> <li><i>Rabanne</i> uses test marketing to see if the new perfume they want to introduce is something that customers are likely to buy <b>(1)</b></li> <li>If the aftershave is not liked, then <i>Rabanne</i> can make adjustments before it is launched <b>(1)</b></li> </ul> <p><b>NB</b> Do not accept a reason that is not in the context of <i>Rabanne</i>. Accept any appropriate response</p>	<b>(1)</b>

Q. No.	Calculate, to <b>two</b> decimal places, the price of the handbag in US dollars. You are advised to show your working. <b>Answer</b>	<b>Additional Guidance</b>	Mark
1 (e)	<p><b>A02 - 2 marks</b></p> <p>= 1 709.68 <b>(2)</b></p> <p><b>OR</b></p> <p>1 590 ÷ 0.93 = <b>(1)</b></p>	<p>Award full marks for correct answer with no working.</p> <p>Award 1 mark for correctly substituting numbers into formula.</p>	<b>(2)</b>

Q. No.	Explain <b>one</b> reason why an employer might use a letter to communicate with an employee.  <b>Answer</b>	Mark
1 (f)	<p><b>A01 - 3 marks</b></p> <p>Award 1 mark for identification of a reason why an employer might use a letter to communicate with an employee, plus 2 further marks, for a maximum of 3 marks.</p> <ul style="list-style-type: none"> <li>• Letters are private way of communicating <b>(1)</b> a job offer/promotion/suspension/redundancy with an employee <b>(1)</b> to confirm the next stage in the process <b>(1)</b></li> <li>• Letters are a formal way of communication <b>(1)</b> as it portrays a professional image for the business <b>(1)</b> and is personal to an employee <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.	Analyse <b>two</b> benefits to <i>Rabanne</i> of being a global business.  <b>Indicative content</b>	Mark
1 (g)	<p><b>A02 = 3 marks    A03 = 3 marks</b></p> <p><b>A02</b></p> <ul style="list-style-type: none"> <li>• As <i>Rabanne</i> is a global business its perfume can be sold throughout the world</li> <li>• Being global gives <i>Rabanne</i> access to a variety of employees who have the skills and knowledge to create different fragrances for men and women</li> </ul> <p><b>A03</b></p> <ul style="list-style-type: none"> <li>• Giving it access to a wider range of people who can purchase its products more easily</li> <li>• Providing a variety of skills and talents to help create and sell its products</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>(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.	State <b>one</b> reason why <i>Rabanne</i> ensures that all its employees have job enrichment opportunities.	Mark
	<b>Answer</b>	
<b>2 (a)</b>	<p><b>AO2 - 1 mark</b></p> <p>Award 1 mark for a reason why <i>Rabanne</i> ensures all its employees have job enrichment opportunities.</p> <ul style="list-style-type: none"> <li>The employees making the perfume find their job more interesting <b>(1)</b></li> <li>Job enrichment gives employees the opportunity to try different types of jobs in the production of aftershaves <b>(1)</b></li> </ul> <p><b>NB</b> Do not accept a reason that is not in the context of <i>Rabanne</i>. Accept any appropriate response.</p>	<b>(1)</b>

Q. No.	State <b>one</b> way <i>Rabanne</i> could measure its success as a business. <b>Answer</b>	Mark
2 (b)	<p><b>A02 - 1 mark</b></p> <p>Award 1 mark for a valid way <i>Rabanne</i> could measure its success in the context of the business.</p> <ul style="list-style-type: none"> <li>• <i>Rabanne</i> can measure its success by the increase in sales of Invictus <b>(1)</b></li> <li>• <i>Rabanne</i> can compare its market share with that of other perfume businesses to see which is the most successful <b>(1)</b></li> </ul> <p><b>NB</b> Do not accept a way that is not in the context of <i>Rabanne</i>. Accept any appropriate response.</p>	<b>(1)</b>

Q. No.	Explain <b>one</b> reason why some businesses fail. <b>Answer</b>	Mark
2 (c)	<p><b>A01 - 3 marks</b></p> <p>Award 1 mark for identification of a reason why some businesses fail, plus 2 further marks for explaining the reason, for a maximum of 3 marks.</p> <ul style="list-style-type: none"> <li>• Poor cashflow can lead to failure <b>(1)</b> from a lack of finance <b>(1)</b> to pay suppliers and other debtors <b>(1)</b></li> <li>• Prices could be too high and therefore not competitive <b>(1)</b> which could result in a fall in demand <b>(1)</b> leading to a lack of revenue <b>(1)</b></li> </ul> <p><b>NB</b> No marks are awarded for a definition. Answers that list three reasons with no explanation will get 1 mark only. Accept any appropriate response.</p>	<b>(3)</b>

Q. No.	Explain <b>one</b> reason why a business would use targeted advertising online to promote itself.  <b>Answer</b>	Mark
2 (d)	<p><b>A01 - 3 marks</b></p> <p>Award 1 mark for identification of one reason why a business would use targeted advertising online to promote itself, plus 2 further marks for explaining the benefits, for a maximum of 3 marks.</p> <ul style="list-style-type: none"> <li>• The business can send information to customers who have purchased from them before <b>(1)</b> and are more likely to purchase again <b>(1)</b> which can lead to improved customer loyalty <b>(1)</b></li> <li>• The business could promote to a specific demographic <b>(1)</b> using different online activities <b>(1)</b> which may lead to increased brand awareness <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> reason why businesses use statements of comprehensive income when making decisions.  <b>Answer</b>	Mark
2 (e)	<p><b>A01 - 3 marks</b></p> <p>Award 1 mark for identification of one reason why businesses use statements of comprehensive income when making decisions, plus 2 further marks for explaining the importance, for a maximum of 3 marks.</p> <ul style="list-style-type: none"> <li>• A business can see how the business is performing <b>(1)</b> and can calculate the profit margin <b>(1)</b> along with other calculations if the performance has deteriorated <b>(1)</b></li> <li>• Businesses can use it to compare itself to similar businesses <b>(1)</b> which will enable them to judge its performance against competitors <b>(1)</b> giving an indication of how well the business is doing <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.	<p><b>Option 1:</b> communicate all information through text messaging/email</p> <p><b>Option 2:</b> hold weekly meetings</p> <p>Justify which <b>one</b> of these two options <i>Rabanne</i> should choose.</p> <p><b>Indicative content</b></p>	Mark
2 (f)	<p style="text-align: center;"><b>AO2 = 3 marks, AO3 = 3 marks, AO4 = 3 marks</b></p> <p><b>A02</b></p> <ul style="list-style-type: none"> <li>• <b>Option 1</b> – Email is a method that is used by everyone and can be sent from one location to another ensuring all employees are kept up to date on the packaging of the new aftershave</li> <li>• <b>Option 2</b> – Holding weekly meetings allows people to meet face to face and give their opinion on the new adverts for Lady Million</li> </ul> <p><b>A03</b></p> <ul style="list-style-type: none"> <li>• <b>Option 1</b> – This would ensure that all <i>Rabanne</i> employees would be kept up to date on production changes</li> <li>• <b>Option 2</b> – Discussions can take place on any improvements or amendments that need to be made</li> </ul> <p><b>A04</b></p> <ul style="list-style-type: none"> <li>• <b>Option 1</b> – However, if there is no internet signal then sending messages and receiving them would be difficult</li> <li>• <b>Option 2</b> – However, meetings are very time consuming and not everyone can make the meeting because of the distance between departments</li> </ul>	<b>(9)</b>

Level	Mark	Descriptor
	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>

Q. No.	Define the term <b>just-in-time (JIT)</b> .  <b>Answer</b>	Mark
3 (a)	<p><b>A01 - 1 mark</b></p> <p>Award 1 mark for a correct definition of <b>just-in-time (JIT)</b>.</p> <ul style="list-style-type: none"> <li>• Produces goods/receives inventory when needed reducing the need to hold inventory</li> </ul>	(1)

Q. No.	Outline <b>one</b> reason why <i>Rabanne</i> uses different methods to advertise job vacancies.  <b>Answer</b>	Mark
3 (b)	<p><b>A02 - 2 marks</b></p> <p>Award 1 mark for identifying one reason why <i>Rabanne</i> uses different methods to advertise job vacancies plus 1 further mark for linking it to the context of the business.</p> <ul style="list-style-type: none"> <li>• <i>Rabanne</i> could advertise to a larger audience <b>(1)</b> giving them access to a wider pool of skills designers/dress makers <b>(1)</b></li> </ul> <p><b>NB</b> Do not accept a reason that is not in the context of <i>Rabanne</i>.</p> <p><b>Accept any other appropriate response.</b></p>	(2)

Q. No.	Calculate to <b>two</b> decimal places, the percentage decrease in current assets. You are advised to show your workings.  <b>Answer</b>	<b>Additional Guidance</b>	Mark
3 (c)	<p><b>A02 - 2 marks</b></p> <p>= 30.20 <b>(2)</b></p> <p><b>OR</b></p> <p><math>5\,952 - 8\,527 = -2\,575</math> <b>(1)</b></p> <p><math>-2\,527/8\,527 \times 100</math> <b>(1)</b></p>	<p>Award full marks for correct answer with no working.</p> <p>Award 1 mark for correctly substituting numbers into formula.</p>	(2)

Q. No.	Analyse the importance for <i>Rabanne</i> of using its resources effectively.  <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>• By <i>Rabanne</i> using its resources effectively by not wasting packaging material for its handbags/accessories</li> <li>• By <i>Rabanna</i> developing higher quality packaging for its fragrances/perfumes</li> </ul> <p><b>A03</b></p> <ul style="list-style-type: none"> <li>• It not only saves them money but also makes them more environmentally friendly</li> <li>• Would reduce the number of damaged bottles of fragrances that need to be replaced , thus reducing costs</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> increasing the number of product trials</p> <p><b>Option 2:</b> increasing advertising.</p> <p>Justify which <b>one</b> of these two options <i>Rabanne</i> should choose.</p> <p><b>Indicative content</b></p>	Mark
3 (e)	<p style="text-align: center;"><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>Rabanne</i> introduces a variety of aftershaves for men to test and state their opinions</li> <li>• <b>Option 2</b> – Increasing the advertising of a new perfume for women means it could reach a much wider customer base throughout the world</li> </ul> <p><b>A03</b></p> <ul style="list-style-type: none"> <li>• <b>Option 1</b> – Amendments can be made to the product before going into full production</li> <li>• <b>Option 2</b> – This could encourage more women to buy the perfume</li> </ul> <p><b>A04</b></p> <ul style="list-style-type: none"> <li>• <b>Option 1</b> – However, because product trials are based in a limited location, the results may not be representative of all locations in all countries</li> <li>• <b>Option 2</b> – However, if they cannot find the perfume in a shop, then they will not be able to purchase it</li> </ul>	<b>(9)</b>

Level	Mark	Descriptor
	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>

Q. No.	Calculate, to <b>two</b> decimal places, the commission a sales assistant would earn if they have sold goods valued at £850. You are advised to show your workings. <b>Answer</b>	<b>Additional Guidance</b>	<b>Mark</b>
<b>4 (a)</b>	<b>A02 - 2 marks</b>  = 42.50 <b>(2)</b>  <b>OR</b>  850.00 x 0.05 <b>(1)</b>	Award full marks for correct answer with no working.  Award 1 mark for correctly substituting numbers into formula.	<b>(2)</b>

Q. No.	Analyse the benefits to <i>Rabanne</i> of using robotics to manufacture its products. <b>Indicative content</b>	<b>Mark</b>
<b>4 (b)</b>	<b>A02 = 3 marks A03 = 3 marks</b>  <b>A02</b> <ul style="list-style-type: none"> <li>• Increasing the use of robotics in the manufacture of 1 Million perfume reduces the number of errors in the manufacturing process</li> <li>• Using robotics means that production can continue 24/7 in the manufacture of Pour Homme aftershave</li> </ul> <b>A03</b> <ul style="list-style-type: none"> <li>• This means that there will be fewer perfume bottles rejected as there will be fewer faults in the manufacturing process</li> <li>• Thus, increasing production and reducing the manufacturing costs of having additional labour involved</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 effect for <i>Rabanne</i> of working hard to maintain and improve its public relations. You should use the information provided as well as your own knowledge of business.	Mark
4 (c)	<p><b>Indicative content</b></p> <p><b>AO1 = 3 marks AO2 = 3 marks AO3 = 3 marks AO4 = 3 marks</b></p> <p><b><u>AO1</u></b></p> <ul style="list-style-type: none"> <li>• By <i>Rabanne</i> donating funds to various charities, it highlights to customers that they want to help the communities</li> <li>• By decreasing the impact on the environment by using sustainable material in its packing</li> </ul> <p><b><u>AO2</u></b></p> <ul style="list-style-type: none"> <li>• This means that customers are more likely to purchase the aftershave Invictus because they know that <i>Rabanne</i> help people out</li> <li>• It means that less packing is used for its Lady Million perfume</li> </ul> <p><b><u>AO3</u></b></p> <ul style="list-style-type: none"> <li>• <i>Rabanne</i> will gain more interest from charities around the world because of the donations they make to charities</li> <li>• Which could increase the number of people that want to purchase its perfume as they are seen to care for the environment</li> </ul> <p><b><u>AO4</u></b></p> <ul style="list-style-type: none"> <li>• However, not everyone is interested in <i>Rabanne</i> donations, they would be more interested in the perfumes and aftershaves they produce</li> <li>• However, there is no guarantee that a business caring for the environment will see a positive change in its sales volume</li> </ul>	<b>(12)</b>

Level	Mark	Descriptor
	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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