

Cambridge Technicals Business

Unit 2: Working in business

Level 3 Cambridge Technical in Business
05834 - 05837 & 05878

Mark Scheme for June 2023

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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MARKING INSTRUCTIONS

PREPARATION FOR MARKING

TRADITIONAL

Before the Standardisation meeting you must mark at least 10 scripts from several centres. For this preliminary marking you should use **pencil** and follow the **mark scheme**. Bring these **marked scripts** to the meeting.

MARKING

1. Mark strictly to the mark scheme.
2. Marks awarded must relate directly to the marking criteria.
3. The schedule of dates is very important. It is essential that you meet the traditional 40% Batch 1 and 100% Batch 2 deadlines. If you experience problems, you must contact your Team Leader (Supervisor) without delay.
4. If you are in any doubt about applying the mark scheme, consult your Team Leader by telephone or by email.

5. **Crossed Out Responses**

Where a candidate has crossed out a response and provided a clear alternative then the crossed out response is not marked. Where no alternative response has been provided, examiners may give candidates the benefit of the doubt and mark the crossed out response where legible.

Contradictory Responses

When a candidate provides contradictory responses, then no mark should be awarded, even if one of the answers is correct.

Short Answer Questions (requiring only a list by way of a response, usually worth only **one mark per response**)

Where candidates are required to provide a set number of short answer responses then only the set number of responses should be marked. The response space should be marked from left to right on each line and then line by line until the required number of responses have been considered. The remaining responses should not then be marked. Examiners will have to apply judgement as to whether a 'second response' on a line is a development of the 'first response', rather than a separate, discrete response. (The underlying assumption is that the candidate is attempting to hedge their bets and therefore getting undue benefit rather than engaging with the question and giving the most relevant/correct responses.)

Short Answer Questions (requiring a more developed response, worth **two or more marks**)

If the candidates are required to provide a description of, say, three items or factors and four items or factors are provided, then mark on a similar basis – that is downwards (as it is unlikely in this situation that a candidate will provide more than one response in each section of the response space.)

Longer Answer Questions (requiring a developed response)

Where candidates have provided two (or more) responses to a medium or high tariff question which only required a single (developed) response and not crossed out the first response, then only the first response should be marked. Examiners will need to apply professional judgement as to whether the second (or a subsequent) response is a 'new start' or simply a poorly expressed continuation of the first response.

6. Always check the pages (and additional lined pages if present) at the end of the response in case any answers have been continued there. If the candidate has continued an answer there then add an annotation to confirm that the work has been seen.
7. There is a NR (No Response) option. Award NR (No Response)
 - if there is nothing written at all in the answer space
 - OR if there is a comment which does not in anyway relate to the question (e.g. 'can't do', 'don't know')
 - OR if there is a mark (e.g. a dash, a question mark) which isn't an attempt at the question
 Note: Award 0 marks - for an attempt that earns no credit (including copying out the question)
8. Assistant Examiners will email a brief report on the performance of candidates to your Team Leader (Supervisor) by the end of the marking period. Your report should contain notes on particular strength displayed as well as common errors or weaknesses. Constructive criticism of the question paper/mark scheme is also appreciated.

9. **Annotations**

Annotation	Meaning
Tick	Valid point, mark awarded
Cross	Incorrect
Question mark	Response unclear
BOD	Benefit of doubt (mark awarded)
TV	Too vague (mark not awarded)
REP	Repetition (no additional marks awarded)
NAQ	Not answered question (incorrect focus)
L1	Level 1 response (identification)
L2	Level 2 response (explanation)
L3	Level 3 response (analysis)
L4	Level 4 response (evaluation)
CONT	Context (required for high L4 award only)
OFR	Own figure rule

10. Subject-specific marking instructions

For Level of Response marked questions marked over 4 levels, the candidate can access at L1 or L2. In either case, they can analyse the point made and proceed directly to L3.

L3 analysis is required before L4 can be accessed.

Question		Answer	Marks	Guidance
1	(a)	<p>Responses include:</p> <ul style="list-style-type: none"> • big or growing e.g. wide/global audience, popular/trending, lots of users, huge platform • can be shared, go viral • can post comments/reviews • low cost, cheap, cost effective, no printing/distribution costs • fast/quick to <u>produce/update</u>, speed of <u>production/updating</u> • can include images, videos • minimal environmental impact e.g. less paper waste, eco-friendly. <p>Exemplar responses:</p> <p>Beth was able to reach a wider audience on social media. Non-contextual response, 1 mark.</p> <p>Beth was able to reach a wider audience on social media which is essential for the launch of her business in Southampton (CONT). Contextual response, 2 marks.</p>	4	<p>In each case: One mark for a non-contextual explanation. Two marks for a contextual explanation.</p> <p>CONT annotation required.</p> <p>Award REP to a second answer of the same type (i.e. bullet) e.g. reach a wide audience (1); popular (REP).</p> <p>Do not award 'modern/quick/fast/easy/effective method' without explanation, annotate TV.</p> <p>Do not award 'free/affordable method'.</p> <p>Do not award purpose of marketing e.g. to attract more customers, build brand image, etc. Annotate TV.</p> <p>Do not award 'more people', annotate TV.</p> <p>Do not award 'can target customers'.</p> <p>Do not award disadvantages of other methods.</p> <p>Contextual words e.g. bicycles/cycle, walking, driving, go on the bus, carbon footprint, greener environment, Southampton, start-up.</p> <p>Do not award 'bikes' as CONT.</p>

Question		Answer	Marks	Guidance
1	(b)	<p>Responses:</p> <ul style="list-style-type: none"> marketing, promotion or public relations (PR) media e.g. news(papers), TV, radio, Facebook, etc. <p>Exemplar response: A press release is promotional (1).</p> <p>It is marketing (1) material published in the papers (1).</p>	2	<p>Up to two marks.</p> <p>Do not award 'adverts/advertising'.</p> <p>Award names of newspapers, TV channels, radio stations, etc.</p>
1	(c)	<p>Responses include:</p> <p>Advantages:</p> <ul style="list-style-type: none"> promotion tool/extra publicity test market product can gather feedback on new <u>product</u> no need to pay back/not in debt no interest to pay no loss of control/shareholding do not have to use retained profit/reserves. <p>Exemplar responses:</p> <p>Beth does not have to pay the money back with crowd funding (1).</p> <p>Beth does not have to pay the money back (1) with crowd funding so she has more money to spend in the business (+1).</p>	2	<p>One mark for an advantage plus one mark for an explanation.</p> <p>Explanation mark can be awarded for reason/cause/consequence of advantage identified.</p> <p>Do not award explanation mark for description/definition of crowd funding.</p> <p>Do not award 'don't have to use personal/own savings' as this is an advantage to Beth and not the business.</p> <p>Do not award 'quick and easy', annotate TV.</p>

Question		Answer	Marks	Guidance								
2	(a)	<p>Responses include:</p> <ul style="list-style-type: none"> • <u>profit</u> can be <u>reinvested/retained</u> • one director/fewer directors • can sell <u>shares</u> • fewer reporting/administrative requirements • greater flexibility in terms of activities • limited liability. 	1	<p>One mark for a correct identification.</p> <p>Award any <u>beneficial</u> features to a CIC in comparison with a charity.</p> <p>Do not award arguments related to use of profit other than it can be reinvested/retained for a CIC e.g. 'CIC can make a profit', annotate TV.</p> <p>'Limited liability' accepted because not all registered charities have limited liability.</p>								
2	(b)	<p>Indicative content:</p> <table border="1"> <thead> <tr> <th>Tasks</th> <th>Priority: High/medium/low</th> </tr> </thead> <tbody> <tr> <td>Ordering a new filing cabinet</td> <td>Low(L) (1)</td> </tr> <tr> <td>Repairing broken bicycles</td> <td>High(H) (1)</td> </tr> <tr> <td>Updating the firm's website</td> <td>Medium(M) (1)</td> </tr> </tbody> </table>	Tasks	Priority: High/medium/low	Ordering a new filing cabinet	Low(L) (1)	Repairing broken bicycles	High(H) (1)	Updating the firm's website	Medium(M) (1)	3	<p>One mark for each correct identification to a maximum of three identifications.</p> <p>Do not award if there are two contradictory answers for a task e.g. medium/low, low/medium.</p>
Tasks	Priority: High/medium/low											
Ordering a new filing cabinet	Low(L) (1)											
Repairing broken bicycles	High(H) (1)											
Updating the firm's website	Medium(M) (1)											
2	(c)	<p>(i) Responses include:</p> <ul style="list-style-type: none"> • buy now pay <u>later/in the future</u> • can build up credit score • do not need (sufficient) funds in the bank/cannot afford • payment (legal) protection/purchases insured. <p>Exemplar response:</p> <p>Customers can buy now and pay later (1).</p>	1	<p>One mark for an identification.</p> <p>Must be a benefit to customers.</p> <p>Do not award 'more convenient' without explanation.</p>								

Question			Answer	Marks	Guidance
2	(c)	(ii)	<p>Responses include:</p> <ul style="list-style-type: none"> fast/quick/instantaneous payments fees lower lower risk of non-payment. <p>Exemplar response:</p> <p>Payments are received faster (1).</p>	1	<p>One mark for an identification.</p> <p>Must be a benefit to <i>Beth's Bikes</i>.</p> <p>Do not accept 'quick/fast' without explanation.</p>
2	(d)		<p>Responses include:</p> <ul style="list-style-type: none"> encryption firewall <u>anti</u>-spyware <u>anti</u>-malware <u>anti</u>-virus (change) passwords/username, pin codes biometrics e.g. iris/voice recognition; fingerprints screen saver/lock turn screen away from customers using BCC when sending emails security token privacy filters/screen guards lock hard drive/memory stick in a safe door lock for computer room e.g. door fob/card reader. 	2	<p>One mark for each identification up to a maximum of two identifications.</p> <p>Do not accept methods for protecting hardcopies.</p> <p>Do not accept methods for preventing loss of information.</p> <p>Do not award not letting unauthorised staff near information, need to know basis, restrict access, store data in a safe place – how? Annotate TV.</p> <p>Do not award 'delete data' as data will be lost.</p> <p>Do not award non-disclosure agreements.</p> <p>Do not award multi-factor authentication, annotate TV.</p> <p>Do not award brand names e.g. Norton Security, AVG, McAfee, etc.</p>

Question		Answer	Marks	Guidance
3	(a)	<p>Indicative content:</p> <ul style="list-style-type: none"> • paper/card • ink/toner • typesetting. 	2	<p>One mark for each identification up to a maximum of two identifications.</p> <p>Do not award 'printing costs', 'stationery', annotate TV.</p>
3	(b)	<p>Indicative content: $\text{£}0.8 \times 365 \times 3 = \text{£}876$</p>	2	<p>Award two marks for correct answer 876, irrespective of workings.</p> <p>Pound sign not required.</p> <p>Else award max one mark for 292 or 1095 or 2.4 if seen.</p> <p>Or max one mark for power of ten error e.g. $\text{£}8.76$ or $\text{£}87,600$.</p>
3	(c)	<p>Use level of response criteria.</p> <p>Responses include:</p> <ul style="list-style-type: none"> • unable to run the scheme • loss of government funding • loss of future funding from the government • loss of relationship/trust from the government. <p>Exemplar response:</p> <p>If the deadline is not met <i>Beth's Bikes</i> may be required to repay the funding (L1), money that <i>Beth's Bikes</i> may not have (L2). This will mean business objective not being met (L3).</p> <p>Failure to complete on time means the scheme will not run (L1) so pupils in the local schools will not be able to use the facilities (L2). This may lead to a loss of trust in the business (L3).</p>	12	<p>Levels of response</p> <p>Level 4 (10 - 12 marks) Candidate evaluates likely impacts on <i>Beth's Bikes</i> of missing the deadline.</p> <p>Level 3 (7 - 9 marks) Candidate analyses likely impact(s) on <i>Beth's Bikes</i> of missing the deadline.</p> <p>Level 2 (4 – 6 marks) Candidate explains likely impact(s) on <i>Beth's Bikes</i> of missing the deadline.</p> <p>Level 1 (1 – 3 marks) Candidate identifies likely impact(s) on <i>Beth's Bikes</i> of missing the deadline.</p>

Question	Answer	Marks	Guidance
	<p>The government may not fund <i>Beth's Bikes</i> in the future (L1) leading to the business not being able to expand (L3).</p> <p>The most significant impact is the loss of future funding because this limits the business' growth (L4). Not being able to run the scheme has a lesser impact because <i>Beth's Bikes</i> has been running for five (CONT) years so it is likely to get funding from other sources to develop the business further (L4).</p>		<p>L1 – a likely impact on <i>Beth's Bikes</i> of missing deadline.</p> <p>NB do not award 'look unprofessional/disorganised'.</p> <p>L2 – explains cause of negative impact/suggests impact which is stakeholder-facing or a consequence (rather than impact) on the business. NB do not award 'not meeting deadline' for L2 as it is stated in the question.</p> <p>L3 – analysis which is business-facing i.e. an impact on the business of L1 or L2 point (must link). e.g. lose funding L1 means they cannot expand L3; lose funding L1 leads to increased profits (no link).</p> <p>NB: Max one L3 per L1 point.</p> <p>L4 evaluation – an overall judgement of likely/worst impact(s) <u>on the business</u>.</p> <p>Award 10 marks for a 'pick' with valid reasoning but no context. Award 11 marks for a 'pick' with valid reasoning and context. Award 12 marks for a 'pick' with valid reasoning and justification of why at least one other impact was rejected, and context.</p> <p>Do not award L4 without previous analysis L3.</p> <p>Do not award L4 for a 'pick' that has no valid justification.</p> <p>Context list – children, pupils, teachers, schools, CIC, December, bicycles, etc.</p> <p>NB 'loss of customers', 'fewer customers' max L2.</p>

Question		Answer	Marks	Guidance
4	(a)	<p>Responses include: Factors:</p> <ul style="list-style-type: none"> • location • opening/closing time • availability of <u>venue</u> • grade • meal arrangements/catering • capacity/space/size • equipment/facilities • stationery • healthy and safety • public transport links • parking • disabled access/facilities • *cost. <p>Exemplar responses:</p> <p>Location (1). The venue needs to be close to the schools (CONT) (2). It needs to be able to provide lunch (1). It needs to be able to provide buffet (CONT) lunch (2). Size of accommodation, whether it can accommodate more than 100 people (CONT) (2). Beth needs to consider the requirements of the students (CONT). The venue must have ramps (2) to cater for those with physical disabilities.</p>	6	<p>Two marks for a contextual response. One mark for a non-contextual response. CONT annotation required.</p> <p>*Accept 'price of venue' for cost.</p> <p>Award one factor per bullet only.</p> <p>Do not award 'availability of attendees', 'travel arrangements'.</p> <p>Context list – buffet, pupils, teachers, 5 hours, children, parents, primary, school, bicycles, competition, 15th November 2023, 10am to 3pm, etc.</p>

Question		Answer	Marks	Guidance
4	(b)	<p>Indicative content: Content:</p> <ul style="list-style-type: none"> • full date - 23.5.23 (1) • 'poster-designing event' (1) • date of event i.e. 15.11.23 or equivalent AND 10 to 3 (1) • state full name and address of venue i.e. Wheels Park Leisure Centre, Cartwright Road, Southampton SO33 9AE (1) • buffet lunch (1) • completing <u>and</u> returning (reply) slip (1) • formal salutation matches complimentary close (1) <p>Tone:</p> <ul style="list-style-type: none"> • encouraging/polite i.e. 'please' in the content (1) <p>Layout:</p> <ul style="list-style-type: none"> • date of letter immediately below the letterhead (1) • reply slip – designated space(s) for pupil name <u>and</u> year group (1) • designated space for special dietary requirements (1) • designated space for <u>parents'</u> signature (1). 	12	<p>Up to 12 marks.</p> <p>This question assesses content, tone and layout.</p> <p>Candidates should not be penalised for errors of spelling, punctuation, grammar or sentence construction.</p> <p>*If '<u>please</u>' is present, award additional mark for tone.</p> <p>Name and address of venue must be transcribed fully and accurately.</p> <p>Formal salutation with complimentary close:</p> <p>Dear Parent/Guardian/Carers/Sirs/Madam – Yours faithfully. Dear Mr/Mrs X – Yours sincerely.</p> <p>Designated space should contain an indication e.g. colon, dash, spaces, boxes, etc.</p>
4	(c)	<p>Responses include:</p> <p>Implications on <i>Beth's Bikes</i> include:</p> <ul style="list-style-type: none"> • damage to reputation/bad image/impression/trust worthiness • bad publicity/reviews • receive complaints • <u>additional</u> cost/time of correcting • fewer entries to the event • reschedule event. 	2	<p>Two marks for a contextual response. One mark for a non-contextual response. CONT annotation required.</p> <p>NB Negative implications must be business facing.</p> <p>Do not award implications on schools, students, parents, etc.</p> <p>Do not award 'unprofessional', 'unreliable', 'disorganised'.</p>

Question		Answer	Marks	Guidance																																
		<p>Exemplar response:</p> <p>The reputation of the business may suffer (1).</p> <p>The reputation of the business may suffer leading to a fall in participants for the poster-designing event (CONT) (2).</p> <p>The reputation of the school may suffer (0).</p> <p>Pupils may go to the wrong venue (0).</p>		<p>Do not award spelling/grammar mistakes, as these are not implications on the business.</p> <p>Do not award 'waste of time/cost' but accept 'additional cost/time required'.</p> <p>Context list – lunch, 100 people, pupils, parents, children, school, bicycles, competition, poster, etc.</p>																																
4	(d)	<p>Indicative content:</p> <table border="1"> <thead> <tr> <th>Description</th> <th>Quantity</th> <th>Unit price</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>A3 paper (1 ream = 500 sheets)</td> <td>1</td> <td>£7.50</td> <td>£7.50</td> </tr> <tr> <td>Colour pencils (pack of 12 assorted)</td> <td>100</td> <td>£1.50</td> <td>£150.00</td> </tr> <tr> <td>Pencils (box of 12)</td> <td>9</td> <td>£1.50</td> <td>£13.50*</td> </tr> <tr> <td>Erasers (box of 24)</td> <td>5</td> <td>£2.00</td> <td>£10.00*</td> </tr> <tr> <td></td> <td></td> <td>Subtotal</td> <td>£181.00*</td> </tr> <tr> <td></td> <td></td> <td>VAT @20%</td> <td>£36.20*</td> </tr> <tr> <td></td> <td></td> <td>Total</td> <td>£217.20*</td> </tr> </tbody> </table>	Description	Quantity	Unit price	Total	A3 paper (1 ream = 500 sheets)	1	£7.50	£7.50	Colour pencils (pack of 12 assorted)	100	£1.50	£150.00	Pencils (box of 12)	9	£1.50	£13.50*	Erasers (box of 24)	5	£2.00	£10.00*			Subtotal	£181.00*			VAT @20%	£36.20*			Total	£217.20*	8	<p>One mark for each correct answer in the shaded boxes up to a maximum of eight marks.</p> <p>*OFR applies to the total for pencils and erasers, Subtotal, VAT and Total. OFR annotation required.</p>
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