
BUSINESS

9609/13

Paper 1 Short Answer and Essay

May/June 2017

MARK SCHEME

Maximum Mark: 40

Published

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This document consists of **10** printed pages.

Question	Answer	Marks
1(a)	<p>Define the term 'opportunity cost'.</p> <p>Opportunity cost is the benefit of the next best alternative/option that is given up/foregone/lost.</p> <p>Sound definition (2 marks) Partial definition – limited understanding (1 mark) No creditable content (0 marks)</p>	2
1(b)	<p>Briefly explain how business decisions involve opportunity cost, using an appropriate example.</p> <ul style="list-style-type: none"> • Businesses have limited resources and need to make choices. • The allocating of scarce resources between competing demands is at the heart of most business decision making. • A decision to invest in a particular asset/machine means that alternative capital expenditure choices have been forgone. • The opportunity cost of paying a generous dividend to shareholders is the lost opportunity to better reward employees. • Businesses become very competitive to reduce the strength of the next best alternative. <p>Sound explanation of a business decision involving opportunity cost with an example. (3 marks) Limited explanation of a business decision involving opportunity cost with an example. (2 marks) Some understanding of business decisions and opportunity cost. (1 mark) No creditable content (0 marks)</p>	3

Question	Answer	Marks
2(a)	<p>Define the term 'buffer inventory'.</p> <p>The minimum/safety inventory level that should be held to ensure that production can take place should delivery of supplies be delayed / or production rates need to increase.</p> <p>Sound definition (2 marks) Partial definition (limited understanding) (1 mark) No creditable content (0 marks)</p>	2
2(b)	<p>Briefly explain <u>two</u> likely consequences for a business of poor inventory management.</p> <p>Answers could include:</p> <p>Inventory is raw materials, work in progress, finished products.</p> <p>Consequences of inefficient inventory management could include:</p> <ul style="list-style-type: none"> • Cost implications – storage costs, inventory handling costs, damaged/obsolescence, opportunity costs of capital tied up in stock (too high inventory levels). • Insufficient inventories to meet changes in demand – lost sales. • Out-of-date inventories – non-rotation – leads to losses – food – fast changing technology products. • Late deliveries • Low discounts from suppliers • Idle production – resources if inventory supplies run out. • Excess finished goods – may need to reduce prices. <p>Sound explanation of two consequences of poor inventory management (3 marks) Sound explanation of one consequence or partial explanation of two consequences (2 marks) Partial explanation of one consequence or a list of two (1 mark) No creditable content (0 marks)</p>	3

Question	Answer	Marks
3	<p>Explain how viral marketing could be an important part of marketing for a business.</p> <p>Answers may include:</p> <ul style="list-style-type: none"> • Definition of viral marketing – marketing technique that uses social media networks to increase brand awareness of products and services. Idea is to generate an 'infection' of thought among the base users which is passed on and multiplied. • Viral marketing adds to the traditional methods of marketing the messages of a business. • Viral marketing can build brand recognition very quickly. • Viral marketing may well be a highly effective and cost efficient tool in the marketing mix in exploiting social networks to produce exponential increases in brand awareness. • Viral marketing becomes very attractive as traditional channels become more competitive and expensive. • Very attractive to start-up ventures with limited marketing budgets and can deliver outstanding results in a short space of time. • Viral marketing needs to be integrated with the other variables in a marketing mix, and can significantly improve a marketing ROI. • So viral marketing can be an important part of a marketing strategy, but there are risks. <p>Effective explanation of how viral marketing could be an important part of marketing for a business. (4–5 marks) Limited explanation of how viral marketing could be an important part marketing for a business. (2–3 marks) Understanding of viral marketing / marketing (1 mark) No creditable content (0 marks)</p>	5

Question	Answer	Marks
4(a)	<p>Define the term 'share capital'.</p> <p>Share capital is the total value of capital/finance raised from shareholders through the issue of shares or capital used by shareholders to buy shares in a plc.</p> <p>Sound definition (2 marks) Partial definition (limited understanding) (1 mark) No creditable content (0 marks)</p>	2
4(b)	<p>Briefly explain one advantage and one disadvantage of grants as a source of business finance.</p> <p>Answers could include:</p> <p>A definition/description of grants Funding for businesses often provided by grant giving agencies such as a central government. These are often given to small businesses or those wanting to expand in developing regions. They are often given with conditions attached such as a target number of jobs to be created – if such conditions are met, such grants do not have to be repaid.</p> <p>Advantages:</p> <ul style="list-style-type: none"> • free money-an attractive financial consideration • good for businesses unable to afford or get a loan • gives confidence to banks and investors • important complement to existing funds • validates the efficacy of your business • easier to get more grants once awarded one <p>Disadvantages:</p> <ul style="list-style-type: none"> • may be difficult to get • eligibility criteria too demanding • may be too small/insufficient for needs, matching funds • may have too stringent conditions attached • may be too much red tape involved/slow • too much detailed information required • too much detailed control and monitoring of grant use • may become too reliant on grant funding • may be used unwisely <p>Sound explanation of one advantage and one disadvantage of grants for business finance. (3 marks) Limited explanation of one advantage and one disadvantage of grants for business finance or a sound explanation of either. (2 marks) Understanding of grants. (1 mark) No creditable content (0 marks)</p>	3

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5(a)	<p data-bbox="296 248 1302 315">Analyse how the features of an international market may differ from the features of a national market.</p> <table border="1" data-bbox="301 349 1307 775"> <thead> <tr> <th data-bbox="301 349 427 398">Level</th> <th data-bbox="427 349 1158 398">Description</th> <th data-bbox="1158 349 1307 398">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="301 398 427 479">4</td> <td data-bbox="427 398 1158 479">Good analysis of how the features of international markets may differ from those of national markets.</td> <td data-bbox="1158 398 1307 479">7–8</td> </tr> <tr> <td data-bbox="301 479 427 560">3</td> <td data-bbox="427 479 1158 560">Some analysis of how the features of international markets may differ from those of national markets.</td> <td data-bbox="1158 479 1307 560">5–6</td> </tr> <tr> <td data-bbox="301 560 427 640">2</td> <td data-bbox="427 560 1158 640">Some explanation of the features of international/ national markets.</td> <td data-bbox="1158 560 1307 640">3–4</td> </tr> <tr> <td data-bbox="301 640 427 721">1</td> <td data-bbox="427 640 1158 721">Limited understanding of international / national markets.</td> <td data-bbox="1158 640 1307 721">1–2</td> </tr> <tr> <td data-bbox="301 721 427 775">0</td> <td data-bbox="427 721 1158 775">No creditable content</td> <td data-bbox="1158 721 1307 775">0</td> </tr> </tbody> </table> <p data-bbox="296 804 587 837">Answers may include:</p> <p data-bbox="296 871 1203 938">Selling in foreign markets is much more common in the 21st century – globalisation.</p> <p data-bbox="296 972 1294 1039">International markets are an opportunity to profitably expand sales – indeed, competition may require it.</p> <p data-bbox="296 1072 1302 1140">What are the special features/problems likely to exist in international markets not experienced in national/regional markets –</p> <ul data-bbox="296 1144 1334 1525" style="list-style-type: none"> • legal differences – different/lack of regulations • unstable governments – leading to acts of terrorism, civil violence • differences in tax rates – living standards – age profile etc. • cultural differences – role of women may be different – use of language – dress codes – different products demanded. • business practices – different legal practices – working conditions, use of 'gifts' to obtain contracts. • more uncertainty – more complex environment socially, economically and politically in an international market. • possibility of cheaper labour and materials • larger markets/more segmented markets <p data-bbox="296 1559 1251 1659">There may be common features that present no particular challenge but international markets may present distinctive challenges to the marketing approach of a business.</p>	Level	Description	Marks	4	Good analysis of how the features of international markets may differ from those of national markets.	7–8	3	Some analysis of how the features of international markets may differ from those of national markets.	5–6	2	Some explanation of the features of international/ national markets.	3–4	1	Limited understanding of international / national markets.	1–2	0	No creditable content	0	8
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5(b)	<p data-bbox="296 248 1299 315">Discuss the advantages and limitations for a multi-product business of using product life cycles to help make effective marketing decisions.</p> <table border="1" data-bbox="339 349 1321 775"> <thead> <tr> <th data-bbox="339 349 451 398">Level</th> <th data-bbox="451 349 1182 398">Description</th> <th data-bbox="1182 349 1321 398">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="339 398 451 479">4</td> <td data-bbox="451 398 1182 479">Effective evaluation of advantages and limitations of product life cycles for a multi-product business.</td> <td data-bbox="1182 398 1321 479">9–12</td> </tr> <tr> <td data-bbox="339 479 451 560">3</td> <td data-bbox="451 479 1182 560">Limited evaluation of advantages and limitations of product life cycles for a multi-product business.</td> <td data-bbox="1182 479 1321 560">7–8</td> </tr> <tr> <td data-bbox="339 560 451 640">2</td> <td data-bbox="451 560 1182 640">Analysis and some application of advantages and/or limitations of product life cycles for a business.</td> <td data-bbox="1182 560 1321 640">3–6</td> </tr> <tr> <td data-bbox="339 640 451 721">1</td> <td data-bbox="451 640 1182 721">Understanding of product life cycles / marketing decisions.</td> <td data-bbox="1182 640 1321 721">1–2</td> </tr> <tr> <td data-bbox="339 721 451 775">0</td> <td data-bbox="451 721 1182 775">No creditable content</td> <td data-bbox="1182 721 1321 775">0</td> </tr> </tbody> </table> <p data-bbox="296 804 587 837">Answers may include:</p> <ul data-bbox="296 875 1315 1010" style="list-style-type: none"> <li data-bbox="296 875 1315 938">• Explain the PLC concept – the life cycle of a product/service – record and analyse the sales of a product from launch to withdrawal from the market. <li data-bbox="296 943 1315 1010">• A main form of product portfolio analysis – important in the context of this multi-product business. <p data-bbox="296 1043 467 1077">Advantages</p> <ul data-bbox="296 1081 1334 1319" style="list-style-type: none"> <li data-bbox="296 1081 1334 1144">• Helps a business develop a balanced portfolio of products – with products at different stages of life cycle. <li data-bbox="296 1149 1334 1211">• Helps a business to plan ahead with new products – take out old ones – identify gaps – determine type of marketing required for each product. <li data-bbox="296 1216 1334 1319">• Provides information for the use of the marketing mix – e.g. penetration pricing in early stage of a product – high promotional expenditure in growth period – extension strategies later. <p data-bbox="296 1352 459 1386">Limitations</p> <ul data-bbox="296 1391 1299 1637" style="list-style-type: none"> <li data-bbox="296 1391 1299 1424">• Exact span of a life cycle for a product is often difficult to estimate. <li data-bbox="296 1429 1299 1491">• External changes in the market (new technology) can quickly reduce the value of planning based on life-cycle forecasts. <li data-bbox="296 1496 1299 1529">• Extension strategies may or may not reverse the decline of a product. <li data-bbox="296 1534 1299 1568">• Many products do not go through a complete life cycle. <li data-bbox="296 1572 1299 1606">• PLC not so useful in dynamic, ever-changing markets. <li data-bbox="296 1610 1299 1637">• It may be expensive to do in a multi-product business <p data-bbox="296 1671 1334 1771">Evaluation might discuss whether the product life cycle approach is sufficient to make effective marketing decisions; is more needed e.g. more focused attention on marketing issues?</p>	Level	Description	Marks	4	Effective evaluation of advantages and limitations of product life cycles for a multi-product business.	9–12	3	Limited evaluation of advantages and limitations of product life cycles for a multi-product business.	7–8	2	Analysis and some application of advantages and/or limitations of product life cycles for a business.	3–6	1	Understanding of product life cycles / marketing decisions.	1–2	0	No creditable content	0	12
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6	<p>'Senior business managers must have a high level of emotional intelligence to be effective'.</p> <p>Do you agree with this view? Justify your answer.</p> <table border="1" data-bbox="349 414 1318 1021"> <thead> <tr> <th data-bbox="352 418 451 465">Level</th> <th data-bbox="451 418 1182 465">Description</th> <th data-bbox="1182 418 1315 465">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="352 465 451 577">5</td> <td data-bbox="451 465 1182 577">Effective evaluation of the statement that senior managers must have a high level of emotional intelligence to be effective.</td> <td data-bbox="1182 465 1315 577">17–20</td> </tr> <tr> <td data-bbox="352 577 451 689">4</td> <td data-bbox="451 577 1182 689">Good analysis and limited evaluation of the statement that senior managers must have a high level of emotional intelligence to be effective.</td> <td data-bbox="1182 577 1315 689">13–16</td> </tr> <tr> <td data-bbox="352 689 451 801">3</td> <td data-bbox="451 689 1182 801">Analysis of the statement that senior managers must have a high level of emotional intelligence to be effective.</td> <td data-bbox="1182 689 1315 801">11–12</td> </tr> <tr> <td data-bbox="352 801 451 913">2</td> <td data-bbox="451 801 1182 913">Limited analysis of emotional intelligence with possibly some application to senior managers.</td> <td data-bbox="1182 801 1315 913">5–10</td> </tr> <tr> <td data-bbox="352 913 451 981">1</td> <td data-bbox="451 913 1182 981">Understanding of emotional intelligence / senior managers.</td> <td data-bbox="1182 913 1315 981">1–4</td> </tr> <tr> <td data-bbox="352 981 451 1021">0</td> <td data-bbox="451 981 1182 1021">No creditable content</td> <td data-bbox="1182 981 1315 1021">0</td> </tr> </tbody> </table> <p>Answers may include:</p> <ul data-bbox="300 1126 1337 2004" style="list-style-type: none"> • The context is senior managers – likely to be managing significant resources, making important decisions – needing to galvanise staff to achieve organisational objectives. • The statement is that, as well as an appropriate level of intellectual intelligence (IQ), effective managers should have and develop an appropriate level of emotional intelligence (EI). This is the theory of multiple intelligences and emotional intelligence is said to be the ability to understand and manage your own emotions and those of the people you work with and manage, and so achieve better business performance. • Goleman developed the notion of emotional intelligence competencies: self-awareness, self-management, social awareness, and social skills. With these, managers are more likely to have self-confidence, a more realistic awareness of employee characteristics and needs, recover more quickly from stress, manage stress better, develop self-control, become more sensitive and empathetic, negotiate and lead with a more emotionally stable behaviour. The idea that 'soft is hard' for the practice of effective management. • Consider the tasks and situations a senior business manager needs to manage and the value of a measure of emotional intelligence may seem obvious. • Are some more traditional attributes/characteristics of managers more important than emotional intelligence, e.g. resoluteness, determination – in the short-term aggressive 'bullying' managers can be very effective – and not all employees want 'soft' managers. Look for evaluative comment. • Credit answers that link EI with anti Taylor views and support motivational theorists who focus on issues like Emotional Intelligence. 	Level	Description	Marks	5	Effective evaluation of the statement that senior managers must have a high level of emotional intelligence to be effective.	17–20	4	Good analysis and limited evaluation of the statement that senior managers must have a high level of emotional intelligence to be effective.	13–16	3	Analysis of the statement that senior managers must have a high level of emotional intelligence to be effective.	11–12	2	Limited analysis of emotional intelligence with possibly some application to senior managers.	5–10	1	Understanding of emotional intelligence / senior managers.	1–4	0	No creditable content	0	20
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7(b)	<p>Discuss how the stakeholders of a public sector organisation might be affected by a reduction in Government financial support for the organisation.</p> <table border="1" data-bbox="339 383 1305 907"> <thead> <tr> <th data-bbox="339 383 461 432">Level</th> <th data-bbox="461 383 1174 432">Description</th> <th data-bbox="1174 383 1305 432">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="339 432 461 546">4</td> <td data-bbox="461 432 1174 546">Effective evaluation of how stakeholders might be affected by a reduction in Governmental financial support for a public sector organisation.</td> <td data-bbox="1174 432 1305 546">9–12</td> </tr> <tr> <td data-bbox="339 546 461 660">3</td> <td data-bbox="461 546 1174 660">Limited evaluation of how stakeholders might be affected by a reduction in Governmental financial support for a public sector organisation.</td> <td data-bbox="1174 546 1305 660">7–8</td> </tr> <tr> <td data-bbox="339 660 461 775">2</td> <td data-bbox="461 660 1174 775">Analysis and some application of how stakeholders might be affected by a reduction in Governmental financial support for an organisation.</td> <td data-bbox="1174 660 1305 775">3–6</td> </tr> <tr> <td data-bbox="339 775 461 860">1</td> <td data-bbox="461 775 1174 860">Understanding of stakeholders/ public sector organisations / Government financial support.</td> <td data-bbox="1174 775 1305 860">1–2</td> </tr> <tr> <td data-bbox="339 860 461 907">0</td> <td data-bbox="461 860 1174 907">No creditable content.</td> <td data-bbox="1174 860 1305 907">0</td> </tr> </tbody> </table> <p>Answers could include:</p> <p>Comment on the characteristic features of a public sector organisation. Speculation on the degree of importance of the service(s) provided by this public sector organisation (presumably not a vital service, or a service that could be provided with less governmental financial support.)</p> <p>Stakeholders affected by such a scenario could include</p> <ul style="list-style-type: none"> • Customers/service users may be concerned that services may no longer be available, or reduced, or subject to price increase if a different form of service provision resulted such as private sector provision. • Employees may be concerned about potential job losses if the organisation contracts and reduced conditions of employment if drastic measures are taken to preserve a reduced service. • Unions will be concerned about potential impact on their members. • Local Government affected by the threat to this public sector organisation will be concerned for their local economies. • Suppliers to this public sector organisation will have concerns of the impact of the reduction in governmental financial support on their businesses. <p>Good answers will recognise that the impact on stakeholders will very much depend on the extent of the reduction in financial support, on the discretion available to the public sector organisation to make savings, gain alternative sources of finance, and/or or make changes to the structure/systems, and/or management of the organisation.</p> <p>Some stakeholders may suffer (employees) but others may benefit as the Government spends less e.g. lower tax rates for tax payers and more discretionary options for government.</p>	Level	Description	Marks	4	Effective evaluation of how stakeholders might be affected by a reduction in Governmental financial support for a public sector organisation.	9–12	3	Limited evaluation of how stakeholders might be affected by a reduction in Governmental financial support for a public sector organisation.	7–8	2	Analysis and some application of how stakeholders might be affected by a reduction in Governmental financial support for an organisation.	3–6	1	Understanding of stakeholders/ public sector organisations / Government financial support.	1–2	0	No creditable content.	0	12
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