

IAS Business

Mock Paper 1 (Section A)

Mock answers, model answers
and additional examples

SAMPLE



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TEACHER RESOURCE PACK 1



Mock Paper 1 (Section A)

Mock answers, model answers and
additional examples

4 Mark Questions

Supported examples for teachers and
students

'Construct', 'calculate' or 'explain' – 4 mark questions

(1 knowledge, 2 application, 1 analysis marks)

- A 'construct' question requires the candidates to draw an accurately labelled diagram. You may be required to decide on a type of diagram, or the type required may be stated.
- A 'calculate' question requires you to perform a calculation, based on given data. Calculations may be used and workings should be given.
- An 'explain' question requires you to provide a brief explanation of cause or effect, which is supported by details or example(s).

Paper 1, Section A

1(b) Using the data from Extract A:

'The world's largest maker of fizzy drinks said sales fell from US\$10.465 billion to US\$9.1 billion in the three months to the end of September.'

Calculate the difference in Coca-Cola's sales in the three months to the end of September as a percentage. You are advised to show your workings. **(4)**

Mock student answer

$$\text{US\$}10,465,000,000 - \text{US\$}9,100,000,000 = \text{US\$}1,365,000,000$$

$$\text{US\$}10,465,000,000 - \text{US\$}1,365,000,000 = \underline{\underline{9,100,000,000\%}}$$

Actual score 1/4

The model answer gained only 1 mark.

Strengths

1 mark for application as they have selected the right data to calculate the decline in operating profit.

Weaknesses

There is no formula to show knowledge of percentage change.

No marks for analysis as their calculation is wrong.

Common errors with 'calculate' questions:

- The students miscalculate. You should always check your calculation twice!
- Students fail to write down the formula. If you get the final answer correct, it doesn't matter because you get full marks. However, if you don't get it correct, you could have at least gained 1 mark for the formula.
- Students fail to place to two decimal points.
- Students fail to show the % sign.

'Construct' questions – 4 marks

These questions will require you to draw a diagram and could include:

- mind maps
- supply and demand diagrams
- product life cycle.

The diagrams must be fully labelled, and, as there are 2 application marks available here, they must use some of the information from the case study (quantitative or qualitative information).

Example question 1:

Construct a market map to illustrate the impact of M&S's decision to aim its clothing range at a younger target market at a cheaper price.

Knowledge/understanding – 1 mark for:

- correctly constructing a labelled market map.

Application – up to 2 marks for:

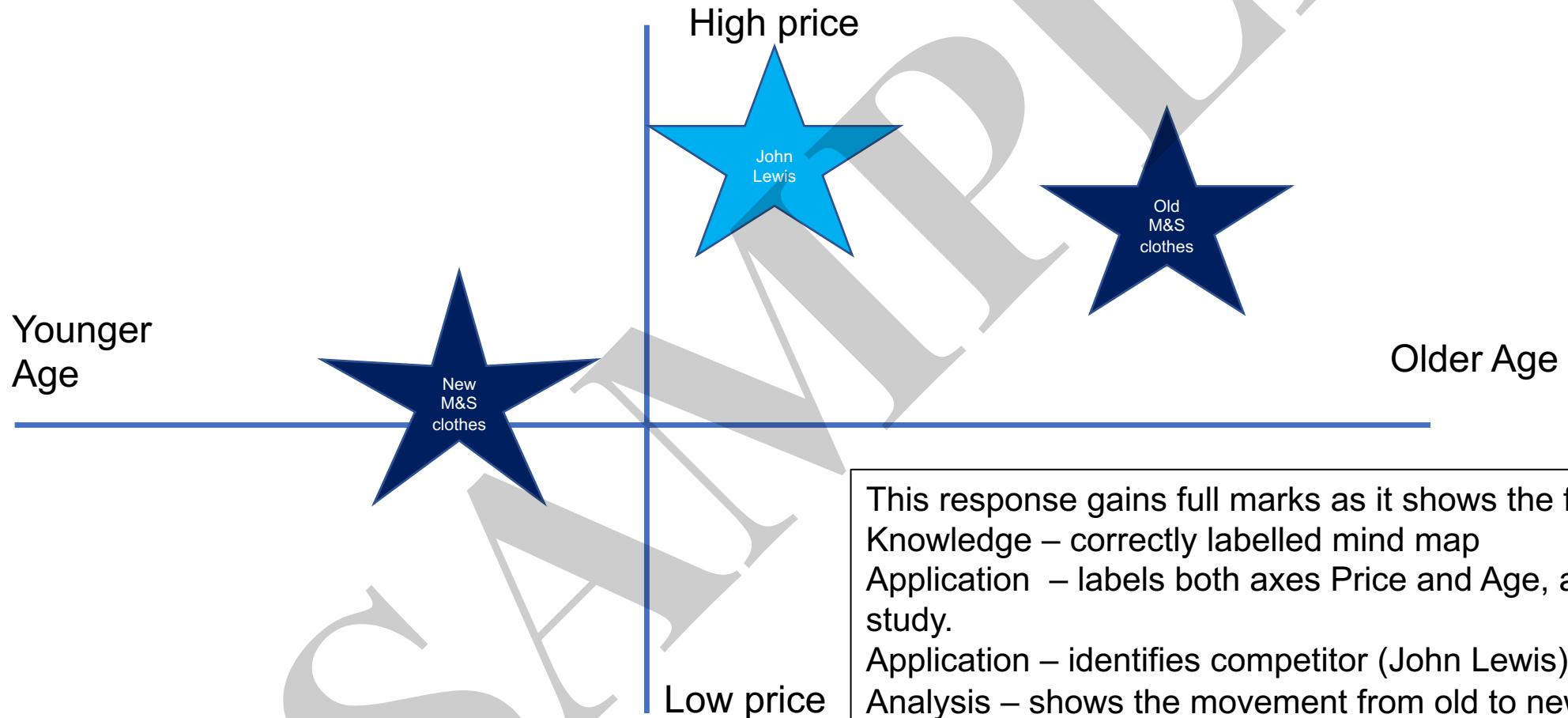
- correct labelling of both axes using price, quality or age.
- identifying a competitor, e.g. John Lewis.

Analysis – 1 mark for:

- correct positioning of M&S based on its decision to aim its clothing range at a younger target market, e.g. high quality, low price.

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Model exam answers

Example model answer

Example question 2:

Construct a supply and demand diagram to illustrate the likely impact of poor weather conditions in Europe on the supply of vegetables to MyFresh UK. **(4)**

Knowledge/understanding – up to 2 marks for:

- correctly constructing supply and demand curves and correctly labelling axes, price and quantity.

Application – 1 mark for:

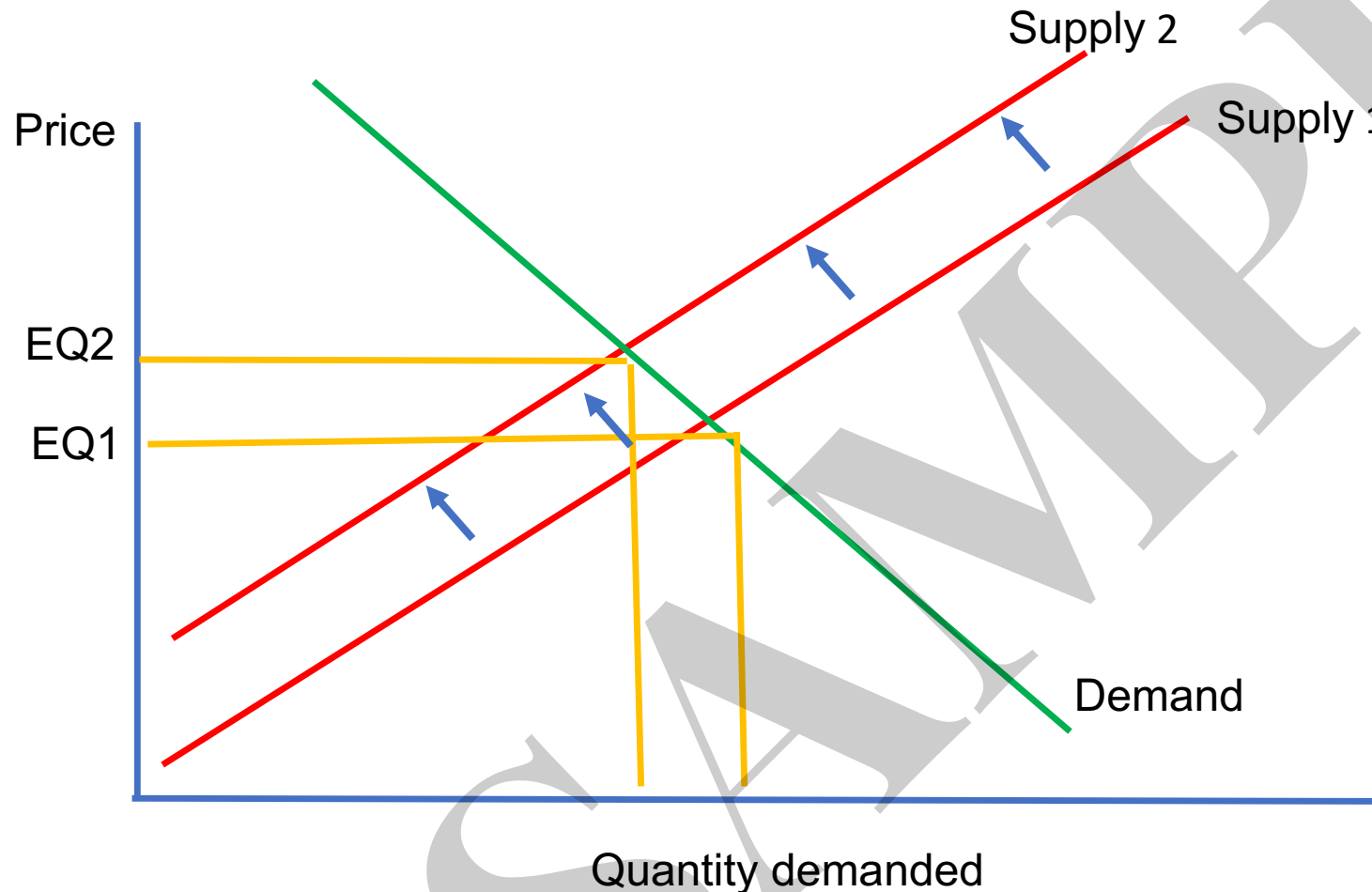
- showing supply and demand curves with original equilibrium
- shifting the supply curve to the left.

Analysis – 1 mark for:

- showing original and new equilibrium and consequences on the quantity and price axes.

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Model exam answers

Example model answer

This response gains full marks as it shows the following:

- Knowledge – correctly constructs supply and demand curves and correctly labelling axes, price and quantity.
- Application x 2 – showing supply and demand curves with original equilibrium. Shifting the supply curve to the left.
- Analysis – for showing original and new equilibrium and consequences on the quantity and price axes.