

IAS Business

Mock Paper 2 (Section B)

Mock answers, model answers
and additional examples

SAMPLE



PEARSON EDEXCEL INTERNATIONAL AS / A LEVEL

BUSINESS

TEACHER RESOURCE PACK 1



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additional examples

Levels of response marking (8, 10 mark questions)

- Its about finding the level that best suits the answer, called the 'best fit' approach.
- Although some responses might tick boxes in Level 4, there might also be elements of Level 2 as well, so it is about finding the right overall level. It is about using your judgement to decide which level is most appropriate.

‘Discuss’ questions (8 marks)

- A levels of response question that expects you to balance your argument.
- Although the question might be ‘discuss the benefits...’, you are still expected to balance your answer, e.g. explain why it might not be a benefit.
- To get into Level 3, you are expected to have well-contextualised answers that have logical chains of reasoning with balance.
- You should follow the best fit approach when deciding on a level.

Common errors with 8 mark questions

Some of these questions will be ‘discuss the benefits...’. As it is a level of response question, you should provide balance in your answer. Many students fail to do this because they see the word ‘benefit’ or ‘drawback’.

Paper 2, Section B

1(d) Discuss the benefits of Disney operating at full capacity. (8)

Mock student answer – how would you score this?

‘Working at full capacity means working at 100%, e.g. if all the tickets in a football stadium are sold this would be full capacity. The same with a theme park. They will have a maximum amount of people that they can let into the theme park before it becomes too dangerous to have any more people in. By operating at full capacity Disney will make lots of sales and profits.

However, there are often long queues when the park is full. They also might not have the staff available to serve all the customers.

In conclusion, full capacity is good for a business because they maximise profits.’

Examiner's Comments

Strengths

- There is balance and application.

Even better if...

- The conclusion is not needed for 8 mark questions.
- The chains of reasoning should be developed further, e.g. *'By operating at full capacity, Disney will make lots of sales and profits'* ... (How/why will they do this? The point needs developing) – *'By operating at full capacity, Disney will make lots of sales as they are selling all the theme park tickets they can and they could also increase their profits as the unit cost per person will go down. Additionally, these extra customers might purchase further merchandise such as a mickey mouse toy when they are in the park.'*

Activity: How could you develop the application and chains of reasoning in the second paragraph?

‘However, there are often long queues when the park is full. They also might not have the staff available to serve all the customers.’

Examiner's comments (improvements in blue)

'However, there are often long queues when the park is full, this could put customers off returning to the theme park or could even lead to negative publicity which could potentially put other customers off. They also might not have the staff available to serve all the customers in the stores that sell merchandise, drinks and food. This could be an opportunity cost for missed revenue as customers could be put off waiting for food.'