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# Level 3 Technical Level Entertainment Technology

M/507/6610- Unit 1 Business for Video Games

Mark scheme

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June 2018

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Version/Stage: 1.0 Final

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Mark schemes are prepared by the Lead Assessment Writer and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation events which all associates participate in and is the scheme which was used by them in this examination. The standardisation process ensures that the mark scheme covers the students' responses to questions and that every associate understands and applies it in the same correct way. As preparation for standardisation each associate analyses a number of students' scripts. Alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, associates encounter unusual answers which have not been raised they are required to refer these to the Lead Assessment Writer.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of students' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

Further copies of this mark scheme are available from [aqa.org.uk](http://aqa.org.uk)

## Level of response marking instructions

Level of response mark schemes are broken down into levels, each of which has a descriptor. The descriptor for the level shows the average performance for the level. There are marks in each level.

Before you apply the mark scheme to a student's answer read through the answer and annotate it (as instructed) to show the qualities that are being looked for. You can then apply the mark scheme.

### Step 1 Determine a level

Start at the lowest level of the mark scheme and use it as a ladder to see whether the answer meets the descriptor for that level. The descriptor for the level indicates the different qualities that might be seen in the student's answer for that level. If it meets the lowest level then go to the next one and decide if it meets this level, and so on, until you have a match between the level descriptor and the answer. With practice and familiarity you will find that for better answers you will be able to quickly skip through the lower levels of the mark scheme.

When assigning a level you should look at the overall quality of the answer and not look to pick holes in small and specific parts of the answer where the student has not performed quite as well as the rest. If the answer covers different aspects of different levels of the mark scheme you should use a best fit approach for defining the level and then use the variability of the response to help decide the mark within the level, ie if the response is predominantly level 3 with a small amount of level 4 material it would be placed in level 3 but be awarded a mark near the top of the level because of the level 4 content.

### Step 2 Determine a mark

Once you have assigned a level you need to decide on the mark. The descriptors on how to allocate marks can help with this. The exemplar materials used during standardisation will help. There will be an answer in the standardising materials which will correspond with each level of the mark scheme. This answer will have been awarded a mark by the Lead Examiner. You can compare the student's answer with the example to determine if it is the same standard, better or worse than the example. You can then use this to allocate a mark for the answer based on the Lead Examiner's mark on the example.

You may well need to read back through the answer as you apply the mark scheme to clarify points and assure yourself that the level and the mark are appropriate.

Indicative content in the mark scheme is provided as a guide for examiners. It is not intended to be exhaustive and you must credit other valid points. Students do not have to cover all of the points mentioned in the Indicative content to reach the highest level of the mark scheme.

An answer which contains nothing of relevance to the question must be awarded no marks.

Question	Guidance	Mark
01	<b>B</b> He is personally liable for all payments due	1
02	<b>C</b> £85, 000	1
03	<b>A</b> allows them to see how profitable their investment would be	1
04	<b>D</b> a management buy out	1
05	<b>B</b> define the critical path	1
06	<b>B</b> create the user flow and wireframes	1
07	<b>B</b> to improve the gameplay	1
08	<b>D</b> Telemarketing	1

	<p>1 mark for each advantage and disadvantage correctly answered, including:</p> <p>Science park advantages:</p> <ul style="list-style-type: none"> <li>• Managed office so less setup cost/time</li> <li>• Networking with other businesses</li> <li>• Security</li> <li>• Likely to be well maintained/good facilities</li> <li>• Impressive for clients</li> <li>• May only require short term commitment</li> <li>• Easy to expand</li> </ul> <p>Science park disadvantages:</p> <ul style="list-style-type: none"> <li>• Probably out of town so not great for team social activities</li> <li>• Shared facilities such as internet</li> <li>• More expensive than other options</li> </ul> <p>Office above shops advantages</p> <ul style="list-style-type: none"> <li>• Can manage everything themselves</li> <li>• Good area for social activities for the team</li> <li>• Cheaper rent than science park</li> </ul> <p>Office above shops disadvantages:</p> <ul style="list-style-type: none"> <li>• May not be great facilities or space</li> <li>• May be restricted in size for expansion</li> <li>• Managing everything themselves could have time/cost</li> <li>• Security issues</li> <li>• Likely to require longer term commitment</li> </ul> <p>Hot desks advantage:</p> <ul style="list-style-type: none"> <li>• Cheap</li> <li>• Good networking with relevant businesses</li> <li>• No commitment</li> </ul> <p>Hot desk disadvantage:</p> <ul style="list-style-type: none"> <li>• No privacy for working</li> <li>• May be issue if working with publishers (eg console security)</li> <li>• Unable to personalise workspace</li> <li>• Potential availability issues</li> </ul>	
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	<p>Marks as follows:</p> <p>The two shareholders/directors have to be majority shareholders (2 marks)</p> <p>There is a drag-along clause in their shareholders agreement (1 mark)</p> <p>This would mean that they can force the third person to be 'dragged-along' in the sale (1 mark)</p> <p>As long as they get the same sale value for their shares (2 marks)</p>	
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11	<p>1 mark for each correct answer, including:</p> <ul style="list-style-type: none"> <li>• Setup a bank account</li> <li>• Register with companies house</li> <li>• Register with HMRC</li> <li>• Register for corporation tax</li> <li>• Decide if need to register for payroll</li> <li>• Decide whether to register for VAT</li> <li>• Agree share split between the three of them</li> <li>• Agree who will be directors</li> <li>• Setup a shareholders agreement</li> </ul>	6
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12	<p>1 mark for each correct answer, including:</p> <ul style="list-style-type: none"> <li>• Overdraft</li> <li>• Loan/debt</li> <li>• Equity/investment</li> <li>• Credit card</li> <li>• Invoice financing</li> <li>• Project finance</li> <li>• Public grants</li> <li>• Crowdfunding</li> <li>• Crypto currency</li> </ul> <p>NOTE: accept sub types of these, e.g. family/friends loan vs bank/business loan, VC equity investment vs angel equity investment.</p>	6
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13	<p>1 mark for identifying each correctly:</p> <p><b>Preproduction:</b> explaining that this is before the main development starts, involves planning (game design, production schedules) and can involve prototyping.</p> <p><b>Alpha:</b> explaining that this is getting a first working version of the game, but may be very basic such as not have any proper art, or only have the core features.</p> <p><b>Soft launch:</b> explaining that this is usually for free to play games, it's where the game is given to a small group of end users eg one country, to test the game and iterate to make it better before launching it fully.</p> <p>1 mark for explaining each correctly:</p> <p><b>Preproduction:</b> explaining that it is important to take the time to plan the project.</p> <p><b>Alpha:</b> explaining that it is important to get a working game as soon as possible, even if it doesn't look great, so that you have time to iterate on it, rather than rushing to finish it.</p> <p><b>Soft launch:</b> it is important to do a soft launch because until it is in the hands of players it is difficult to know if you have designed it exactly right, soft launch lets you correct any issues before launch.</p>	6
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14.1	<p>1 mark (up to 3 max) for each correct benefit of Agile, including:</p> <ul style="list-style-type: none"> <li>• Allows for iteration which means a better project can be made</li> <li>• Development starts faster as less planning upfront</li> <li>• Usually more user focused because it allows for testing and iteration</li> <li>• Gives the development team more responsibility for their own work (more ownership)</li> </ul>	3
14.2	<p>1 mark (up to 3 max) for each correct benefit of Waterfall including:</p> <ul style="list-style-type: none"> <li>• Project is defined upfront so everyone knows what is being delivered</li> <li>• Delivery date can be defined upfront</li> <li>• Easy to measure progress</li> </ul>	3
15	<p>1 mark (up to 3) for each key feature identified correctly (ie that is a key feature)</p> <p>1 mark (up to 3) for explaining why they liked that feature or not</p>	6

	Quality of Response Level	An answer that:	Max 15 marks	
16	4	<p>Up to 3 marks for quality of answer, including:</p> <ul style="list-style-type: none"> <li>• Explaining aspects in depth</li> <li>• Showing insight into the challenges involved</li> <li>• Showing insight into the current political climate</li> </ul>	13–15 marks	
	3	<p>2 marks (up to 4) for explaining how they might overcome the challenges identified (in 'weaknesses' and 'threats'), for example:</p> <ul style="list-style-type: none"> <li>• <b>Weaknesses:</b> The business location could make it hard to hire people – they could say that it may be worth moving the business, or that ensuring they have packages that attract people.</li> <li>• <b>Threats:</b> Brexit may make it difficult to hire from overseas – they could say that they could consider setting up an EU based arm of the business, or could start outsourcing rather than hiring.</li> </ul>	9–12 marks	
	2	<p>1 mark (up to 4) for giving one basic but correct answer in each of the sections, for example:</p> <ul style="list-style-type: none"> <li>• <b>Strengths:</b> The business is profitable, growing market, popular industry, successful business model already in place</li> <li>• <b>Weaknesses:</b> The business location could make it hard to hire people</li> <li>• <b>Opportunities:</b> Video games tax relief, EIS etc, government schemes, provides opportunity for cost savings and help to raise funding</li> <li>• <b>Threats:</b> Brexit may make it difficult to hire from overseas, competition from emerging businesses, rising cost of staff and maintaining/running and purchasing latest equipment (VR)</li> </ul>	5–8 marks	15
	1	<p>1 mark (up to 4) for identifying each of the 4 sections of a SWOT analysis:</p> <ul style="list-style-type: none"> <li>• Strengths</li> <li>• Weaknesses</li> <li>• Opportunities</li> <li>• Threats</li> </ul>	1–4 marks	

17	<b>Quality of Response Level</b> <b>An answer that:</b>	<b>Max 15 marks</b>	15
4	Up to 3 marks for quality of response, for explaining how they might improve things related to one of the areas of weakness, for example: <ul style="list-style-type: none"> <li>D2 retention is lower than anticipated, so there may be an issue with the tutorial, or the menu system.</li> </ul>	14–15 marks	
3	Up to 2 marks for identifying that although there are some things that are better than anticipated, overall they are probably not doing as well as they had forecast.	12–13 marks	
2	1 mark (up to 4) for each of the following: <ul style="list-style-type: none"> <li>Noting that organic installs have been higher than expected, this is a good thing</li> <li>But the d2 and d30 retentions are down which is a bad thing, although d30 and d90 are higher which is good</li> <li>The average IAP is higher too, which is good</li> <li>They have had to spend more on direct acquisition, which is a disadvantage</li> </ul>	7–11 marks	
1	Up to 6 marks for explaining each of the following: <ul style="list-style-type: none"> <li>Facebook user base: the number of followers/likes they have on Facebook, people who are already engaged</li> <li>Organic: the number of users they will get organically through word of mouth, percentage of Facebook user base</li> <li>Paid acquisition: how much they will have to pay per user to buy new users</li> <li>Monthly direct acquisition: how much they are going to spend per month on user acquisition</li> <li>D2/d7/d30/d90: day 2, day 7 etc, the percentage of users retained after that number of days, after they download it</li> <li>Average IAP £: the average spend on a single in app purchase in the game</li> </ul>	1–6 marks	

**Assessment Outcome**

Question	Assessment Outcome 1	Assessment Outcome 2	Assessment Outcome 3	Assessment Outcome 4	Question Total
<b>Section A</b>					
1	1				1
2	1				1
3		1			1
4		1			1
5			1		1
6			1		1
7				1	1
8				1	1
9	6				6
10	6				6
11	6				6
12		6			6
13			6		6
14			6		6
15			6		6
<b>Section B</b>					
16		15			15
17				15	15
<b>Totals</b>	<b>20</b>	<b>23</b>	<b>20</b>	<b>17</b>	<b>80</b>