



ADVANCED
General Certificate of Education
2012

Business Studies

Assessment Unit A2 2

assessing

The Changing Business Environment

[AT221]

MONDAY 21 MAY, MORNING

**MARK
SCHEME**

AO1: Demonstrate knowledge and understanding of concepts and issues relating to the report.

AVAILABLE
MARKS

Level 0	[0]	No knowledge and understanding.
Level 1	[1]–[4]	Little knowledge and understanding of theories, procedures and concepts relevant to the report is displayed, including use of correct format. Candidate makes limited use of specialist terms.
Level 2	[5]–[8]	Some knowledge and understanding of theories, procedures and concepts relevant to the report is displayed, including use of correct format. Candidate makes satisfactory use of specialist terms when appropriate.
Level 3	[9]–[12]	Good knowledge and understanding of theories, procedures and concepts relevant to the report is displayed, including use of correct format. Candidate makes good use of specialist terms when appropriate.
Level 4	[13]–[16]	Excellent knowledge and understanding of theories, procedures and concepts relevant to the report is displayed, including use of correct format. Candidate makes excellent use of specialist terms when appropriate.

Candidates cannot achieve the top band if the report is not in an appropriate format.

Report format should be:

Title – “The Future of Selectrix?”.

Aim – The aim of the report is to examine the problems currently faced by Selectrix, analyse the options open to the company and evaluate whether the organisation should relocate to the out-of-town Retail Park, Sprucefield.

Introduction – Should set the scene by briefly describing the current situation relating to Selectrix and explain how the report intends to achieve its aims.

Analysis and discussion of findings – Should examine the problems faced by Selectrix and identify and analyse the issues faced by the company by discussing the advantages and disadvantages of each.

Conclusions/Evaluation – The report should reach a conclusion on whether Selectrix should relocate to Sprucefield and justify the conclusion reached using evidence from the case study.

Recommendations – The report should make recommendations to the management team of Selectrix.

Knowledge and understanding demonstrated in this report might include: business and stakeholder objectives, the financial implications of relocating/ not relocating, pressure groups, economies of scale, e-commerce, the impact on corporate image of relocating, ethics, business cycles, economic growth/ performance, customer service, competitive advantage.

AO2: Apply knowledge and understanding to problems and issues relating to the report.

AVAILABLE
MARKS

Level 0	[0]	No evidence that knowledge and initial understanding has been applied.
Level 1	[1]–[6]	Little evidence that knowledge and critical understanding has been applied and all or most of the information relevant to the report has been selected. The candidate makes limited use of spelling, punctuation and grammar. The meaning of the text is not always clear. The candidate demonstrates a limited form and style appropriate to the question. The organisation of the answer is limited.
Level 2	[7]–[11]	Some evidence that knowledge and critical understanding has been applied and all or most of the information relevant to the report has been selected. Candidate demonstrates satisfactory spelling, punctuation and grammar. The meaning of the text is clear most of the time. The candidate demonstrates a satisfactory level of writing, form and style appropriate to the question. The answer is organised in a satisfactory manner.
Level 3	[12]–[16]	Good evidence that knowledge and critical understanding has been applied and all or most of the information relevant to the report has been selected. Candidate demonstrates good spelling, punctuation and grammar. The meaning of the text is clear. The candidate has consistently used a form and style of writing appropriate to the question. The answer is organised in a clear and coherent manner.
Level 4	[17]–[21]	Comprehensive evidence that excellent knowledge and critical understanding has been applied and all or most of the information relevant to the report has been selected. Candidate demonstrates excellent spelling, punctuation and grammar. The meaning of the text is clear. The candidate has consistently used a form and style of writing appropriate to the question. The answer is organised in a clear and coherent manner.

Candidates should draw on information presented in the case study. They must apply their knowledge and understanding to select that information relevant in order to effectively assess the problems faced by Selectrix and analyse and evaluate the options open to the company. They must also apply their knowledge and understanding to consider recommendations for the management of Selectrix.

Information selected might include evidence relating to the size and history of the company, the worsening liquidity and profitability situation, the closure of Laser, the need to embrace technology, the advantages of out-of-town Retail Parks, views of customers/pressure groups, opposition to John Lewis, and e-commerce.

AO3: Analyse problems, issues and situations relating to the report.AVAILABLE
MARKS

Level 0	[0]	No analysis of the problems, issues and situations.
Level 1	[1]–[5]	Little analysis of the problems, issues and situations relevant to the report. The candidate makes limited use of spelling, punctuation and grammar. The meaning of the text is not always clear. The candidate demonstrates a limited form and style appropriate to the question. The organisation of the answer is limited.
Level 2	[6]–[10]	Some analysis of the problems, issues and situations relevant to the report. Candidate demonstrates satisfactory spelling, punctuation and grammar. The meaning of the text is clear most of the time. The candidate demonstrates a satisfactory level of writing, form and style appropriate to the question. The answer is organised in a satisfactory manner.
Level 3	[11]–[15]	Good analysis of the problems, issues and situations relevant to the report. Candidate demonstrates good spelling, punctuation and grammar. The meaning of the text is clear. The candidate has consistently used a form and style of writing appropriate to the question. The answer is organised in a clear and coherent manner.
Level 4	[16]–[19]	Comprehensive analysis of the problems, issues and situations relevant to the report. Candidate demonstrates good spelling, punctuation and grammar. The meaning of the text is clear. The candidate has consistently used a form and style of writing appropriate to the question. The answer is organised in a clear and coherent manner. The candidate makes excellent use of spelling, punctuation and grammar. The meaning of the text is not always clear. The candidate demonstrates a limited form and style appropriate to the question. The organisation of the answer is limited.

Candidates must analyse the selected information in order to gain a full awareness of the extent of the problems currently faced by Selectrix. They should proceed to discuss the advantages and disadvantages of relocating to the Retail Park. Information selected and analysed should include:

- arguments in favour of relocation – the benefits of locating beside John Lewis, general benefits of trading at a Retail Park, economies of scale that may be realised, the current financial situation faced by Selectrix, congestion in the high street, customer preference for out-of-town shopping;
- arguments against relocation – John Lewis has been faced with many objections, the success of the company has been due to personal service, Jim Glass has been an opponent of the John Lewis application in the past, Laser Electrical failed in its attempt to trade in the Retail Parks, e-commerce may be an appropriate alternative.

AO4: Evaluate, distinguish between and assess appropriateness of fact and opinion, and judge information from a variety of sources.

Level 0	[0]	No evaluation of the evidence.
Level 1	[1]–[6]	Little evaluation of all the evidence to arrive at reasoned and valid conclusions. The candidate makes limited use of spelling, punctuation and grammar. The meaning of the text is not always clear. The candidate demonstrates a limited form and style appropriate to the question. The organisation of the answer is limited.
Level 2	[7]–[12]	Some evaluation of all the evidence to arrive at reasoned and valid conclusions. Candidate demonstrates satisfactory spelling, punctuation and grammar. The meaning of the text is clear most of the time. The candidate demonstrates a satisfactory level of writing, form and style appropriate to the question. The answer is organised in a satisfactory manner.
Level 3	[13]–[18]	Good evaluation of all the evidence to arrive at reasoned and valid conclusions. Candidate demonstrates good spelling, punctuation and grammar. The meaning of the text is clear. The candidate has consistently used a form and style of writing appropriate to the question. The answer is organised in a clear and coherent manner.
Level 4	[19]–[24]	Comprehensive evaluation of all the evidence to arrive at reasoned and valid conclusions. Candidate demonstrates excellent spelling, punctuation and grammar. The meaning of the text is clear. The candidate has consistently used a form and style of writing appropriate to the question. The answer is organised in a clear and coherent manner.

Candidates should draw conclusions, based on their analysis of the issues, regarding whether Selectrix should relocate or focus on e-commerce. They must use different sources from the case study and be able to show that they know the difference between fact and opinions. In the evaluation they must show both the positive and negative sides of options considered and they must make a final judgement regarding which option management should follow. In reaching this judgement candidates should recognise the conflict of interest between the stakeholders of Selectrix. Candidates should also make realistic recommendations for the attention of the management of Selectrix.

AVAILABLE
MARKS

80

Total

80