

Cambridge TECHNICALS LEVEL 3

# ***BUSINESS***

Cambridge  
TECHNICALS  
2016

Combined feedback on the June 2017 exam paper  
(including selected exemplar candidate answers  
and commentary)

Unit 2 – Working in business

Version 1

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# INTRODUCTION

This resource brings together the questions from the June 2017 examined unit (Unit 2), the marking guidance, the examiners comments and the exemplar answers into one place for easy reference.

We have also included exemplar candidate answers with commentary for questions 2 and 4.

The marking guidance and the examiner’s comments are taken from the Report to Centre for this question paper.

The Question Paper, Mark Scheme and the Report to Centre are available from:

<https://interchange.ocr.org.uk/Modules/PastPapers/Pages/PastPapers.aspx?menuindex=97&menuid=250>

**OCR**  
Oxford Cambridge and RSA

**Level 3 Cambridge Technical in Business**  
05834/05835/05836/05837/05878

**Unit 2: Working in business**  
**Friday 26 May 2017 – Afternoon**  
**Time allowed: 1 hour 30 minutes**

You may use:  
• a calculator

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
Centre Number: \_\_\_\_\_ Candidate Number: \_\_\_\_\_  
Date of Birth: D D M M Y Y Y Y

**INSTRUCTIONS**

- Use black ink.
- Complete the boxes above with your name, centre number, candidate number and date of birth.
- Answer all the questions.
- Write your answer to each question in the space provided.
- If additional answer space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.

**FOR EXAMINER USE ONLY**

Question No	Mark
1	/4
2	/8
3	/8
4	/4
<b>Total</b>	<b>/24</b>

**INFORMATION**

- The total mark for this paper is 60.
- The marks for each question are shown in brackets [ ].
- This document consists of 12 pages.

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Unit 2: Working in Business  
Level 3 Cambridge Technical in Business  
05834 - 05837

**Mark Scheme for June 2017**

Oxford Cambridge and RSA Examinations

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**Cambridge Technicals Business**

Level 3 Cambridge Technical Certificate in Business 05834 - 05835  
Level 3 Cambridge Technical Diploma in Business 05836 – 05837; 05878

**OCR Report to Centres June 2017**

Oxford Cambridge and RSA Examinations

## GENERAL EXAMINER COMMENTS ON THE PAPER

The overall performance of candidates on this paper was good, especially question 1. This shows candidates were well prepared for synoptic topics from Unit 1 with most responses demonstrating sound grasp of business sectors and the different types of ownership.

However, candidates' performance on questions 2 and 3 were considerably poorer. This was mainly due to inaccurate interpretation of the requirements of the questions. Candidates are therefore advised to ensure that they read the questions carefully before attempting them. Where possible, candidates should also give contextual answers.

Question 4 focuses on testing candidates' skills in dealing with the day-to-day activities that could be found in a business e.g. decision-making, problem solving, dealing with business transactions and communicating with customers. Whilst most candidates have demonstrated excellent skills in these areas, the lack of attention to detail has led to some marks being lost.

The key to achieving the top grade in this paper lies in the ability to understand the key descriptors i.e. candidates need to demonstrate sound grasp of what identify, describe, explain, analyse and evaluation or their equivalents really mean. On the whole, whilst most candidates were able to analyse well, their ability to evaluate needs to be improved on.

### Resources which might help address the examiner comments:

From the link below, you'll find 'The OCR guide to examinations' (along with many other skills guides)  
<http://www.ocr.org.uk/i-want-to/skills-guides/>

Command verbs definitions  
<http://www.ocr.org.uk/Images/273311-command-verbs-definitions.pdf>

# Question 1

Answer **all** questions.

**Text 1**

*Optimax Beauty Products* is a manufacturer of cosmetics. The mission of the business is to produce reasonably-priced beauty products that are free from toxic metals and have not been tested on animals. The business was founded by Sarah and Polly 15 years ago. Sarah and Polly met at university when they were both studying Biomedical Science. *Optimax Beauty Products* operates as a partnership.

*Optimax Beauty Products* is organised by function. Sarah is in charge of administration, human resources and finance. Polly oversees production, marketing and sales. There is a departmental manager in charge of each of these functional areas. The departmental managers report directly to Sarah or Polly.

**1 Refer to Text 1.**

- (a) Businesses can be classified as operating in the primary, secondary and tertiary sectors.

Identify the business sector that *Optimax Beauty Products* operates in and state **one** key feature of this business sector.

Business sector..	<p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• secondary sector</li> <li>• transforms raw materials into finished products</li> <li>• manufacturer</li> </ul>	.....
Key feature.....	<ul style="list-style-type: none"> <li>• produces goods.</li> </ul>	.....

.....	<p><b>Exemplar response:</b> E.g. It is in the secondary sector (1), it produces goods (1).</p>	..... <b>[2]</b>
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- (b) Identify **one** benefit and **one** drawback to Sarah and Polly of operating *Optimax Beauty Products* as a partnership.

Benefit.....	<ul style="list-style-type: none"> <li>• partners bring more capital</li> <li>• more ideas</li> </ul>	.....
.....	<ul style="list-style-type: none"> <li>• share workloads/responsibility</li> <li>• share costs.</li> </ul>	.....

Drawback .	<ul style="list-style-type: none"> <li>• share profit</li> <li>• potential for disagreement/conflict</li> <li>• liable for partners' actions</li> <li>• jointly and severally liable</li> <li>• unlimited liability..</li> </ul>	..... <b>[2]</b>
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<p><b>Exemplar response:</b> E.g. Partners bring more capital into the business (1). E.g. Partners may disagree (1).</p>
--

## Mark scheme guidance

Question 1(a):

**One** mark for a correct identification and **one** mark for a correct feature.

This question assesses synoptic knowledge from Unit 1 LO1 Different types of businesses.

Question 1(b):

**One** mark for a benefit and **one** mark for a drawback.

This question assesses synoptic knowledge from Unit 1 LO1 Different types of businesses.

Do **not** accept 'deed of partnership'.

Can compare with other types of ownership.

## Examiner comments

Question 1(a) – Performance on this question was excellent. This shows candidates had sound knowledge of the key features in different business sectors.

Question 1(b) – Performance on this question was again excellent. Common answers included shared workload and responsibilities for benefits and most candidates were able to recognise the sharing of profits as a drawback. Surprisingly, very few candidates identified unlimited liability as a drawback. Candidates are advised to avoid giving vague answers e.g. 'more capital' as a benefit and 'conflict' as a drawback even though the key descriptor is 'identify'.

## Question 2

**Text 2**

The latest product that Sarah and Polly have created is an anti-ageing cream called Edelmax.

Tim Hopkin who works in the marketing department is responsible for producing promotional materials for *Optimax Beauty Products*. He is currently designing a poster for the new anti-ageing cream.

**2 Refer to Text 2.**

- (a) Tim must obtain approval from his line manager before publishing the poster.

Explain **three** reasons why *Optimax Beauty Products* requires Tim to follow its authority protocols.

1.	<p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• to avoid mistakes</li> <li>• unoffensive</li> <li>• quality</li> <li>• design guidelines/housestyle</li> <li>• omissions</li> </ul>	.....
2.	<ul style="list-style-type: none"> <li>• to check for accuracy</li> <li>• to avoid breaking the law</li> <li>• to ensure it meets objectives set</li> <li>• to ensure it is suitable/appropriate</li> <li>• to ensure fit for purpose</li> <li>• to protect image/reputation.</li> </ul>	.....
3.	<p><b>Exemplar response:</b></p> <p>E.g. Tim's line manager needs to check the poster for mistakes as these can be costly (1).</p> <p>E.g. To ensure that the poster does not contain any inaccurate descriptions about the anti-ageing cream CONT (2).</p>	.....

**[6]**

- (b) Identify and explain **one** law that Tim must comply with when designing the poster for the new anti-ageing cream.

Law.....	<p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• Trade Descriptions Act</li> <li>• Sale of Goods Act/Consumer</li> <li>• Rights Act</li> </ul>	.....
Explanation ..	<ul style="list-style-type: none"> <li>• Copyright, Designs and Patents Act</li> <li>• Equality Act</li> <li>• Data Protection Act.</li> </ul>	.....

**[2]**

<p><b>Exemplar response:</b></p> <p>E.g. Tim must make sure that the poster complies with the Trade Descriptions Act (1). It is against the law for manufacturers to describe their products inaccurately (1).</p>
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## Mark scheme guidance

Question 2(a):

Up to **two** marks for each of **three** explanations. Watch out for repetition.

Do **not** award examples.

One mark for a non-contextual answer.

Two marks for a contextual answer e.g. marketing, advertising, sells, sales promotion, cosmetics, make-up, cream, ethics, reasonably priced, etc.

Do **not** accept efficiency or any comments on how the business is organised or run.

Question 2(b):

**One** mark for a correct identification plus a further mark for an explanation.

This question includes one embedded mark for applying knowledge from Unit 1 LO6 External constraints.

The law must be identified accurately for any marks to be awarded.

## Examiner comments

Question 2(a) – Although most candidates' responses demonstrated good understanding of why authority protocols are important in business organisations, the performance on this question was poor on the whole, due to an inaccurate interpretation of the question. Explanation of why authority protocols are followed needed to relate to the production of promotional materials for the anti-ageing cream to gain marks. Generic answers e.g. 'to follow the chain of command' were therefore unacceptable. Context was required for full marks to be awarded.

Question 2(b) – This question requires the law to be identified accurately for marks to be awarded. Although it was clear from most candidates' explanation that they understood the law that businesses must comply with when designing promotional materials, very few could state the law concerned accurately. Candidates are not required to state the year the law was enacted but insufficient accuracy in the naming of the law prevented most candidates from gaining any marks.

## Exemplar Candidate Work

## Question 2(a) – low level answer

**Text 2**

The latest product that Sarah and Polly have created is an anti-ageing cream called Edelmax.

Tim Hopkin who works in the marketing department is responsible for producing promotional materials for *Optimax Beauty Products*. He is currently designing a poster for the new anti-ageing cream.

**2 Refer to Text 2.**

- (a) Tim must obtain approval from his line manager before publishing the poster.

Explain **three** reasons why *Optimax Beauty Products* requires Tim to follow its authority protocols.

1. They need to make sure that it is good enough to be published because once its published there is no coming ~~back~~ back.
2. The line manager should double check for any errors or mistakes.
3. The line manager should see how much it is going to cost them to publish it.

[6]

**Commentary**

The first and second answers correctly identified two reasons why *Optimax Beauty Products* should follow authority protocols when designing posters i.e. 'to make sure it is good enough' and 'to check for errors', scoring 2 marks.

The third reason identified – 'the manager should see how much it is going to cost', is not incorrect per se. However, it does not answer the question of why authority protocols should be followed before the poster is published.

To improve, the candidate needs to develop the reasons identified in the context of designing promotional materials. Context needs to be used in order to score full marks, for example, 'they need to make sure that the poster is good enough to be published so that the anti-ageing cream can be promoted effectively.

Examples of context include marketing, advertising, cosmetics, etc. Candidates must avoid using the name of the business as context, or indeed words given in the question. Good answers show candidates' ability to apply their knowledge of authority protocols in the context of the question.

## Exemplar Candidate Work

## Question 2(a) – medium level answer

**Text 2**

The latest product that Sarah and Polly have created is an anti-ageing cream called Edelmax.

Tim Hopkin who works in the marketing department is responsible for producing promotional materials for *Optimax Beauty Products*. He is currently designing a poster for the new anti-ageing cream.

**2 Refer to Text 2.**

(a) Tim must obtain approval from his line manager before publishing the poster.

Explain **three** reasons why *Optimax Beauty Products* requires Tim to follow its authority protocols.

1. Tim must make sure his line manager approves and sees it before, as there may be mistakes in the writing on the poster.
2. Also to make sure all information which needs to be included has been put on there, so it makes the business grow.
3. In addition, the line manager needs to make sure the poster is suitable to the event for the business, so this doesn't affect their reputation. [6]

**Commentary**

This is a medium level answer because the candidate successfully stated three valid reasons for the need to follow authority protocols i.e. to make sure that there are no mistakes; to make sure that all information is included and that the poster is suitable.

Although all three responses answer the question, context has not been used to explain why authority protocols should be followed. Therefore, to improve, the candidate needs to explain the reasons in context e.g. to ensure there are no mistakes on the promotional material; to make sure that all information about the new anti-ageing cream is included in the poster; the line manager needs to make sure that the advertisement is suitable so that it does not affect their reputation.

## Exemplar Candidate Work

## Question 2(a) – high level answer

**Text 2**

The latest product that Sarah and Polly have created is an anti-ageing cream called Edelmax.

Tim Hopkin who works in the marketing department is responsible for producing promotional materials for *Optimax Beauty Products*. He is currently designing a poster for the new anti-ageing cream.

**2 Refer to Text 2.**

- (a) Tim must obtain approval from his line manager before publishing the poster.

Explain **three** reasons why *Optimax Beauty Products* requires Tim to follow its authority protocols.

- 1 To ensure advertising materials are correct and not misleading for customers to reduce chance of complaints for not complying to consumer protection Act.
- 2 To ensure they fit the corporate style of the business so it is identifiable of being apart of the brand and business.
- 3 To double check for any potential spelling errors or grammatical mistakes so that information is not misinterpreted.

[6]

**Commentary**

This is a high level answer because the reasons for why Tim needs to follow authority protocols have been explained in context; at least in the first two answers, i.e. 'to ensure advertising materials are not misleading' and 'to ensure they fit the corporate style'.

To improve the third answer the candidate could explain the importance of following authority protocols as a way of making sure that the spelling of the anti-ageing cream is accurate.

## Question 3

**Text 3**

Polly has decided to organise a launch event to promote the new anti-ageing cream, Edelmax.

David Wood, the Administration Manager, has been put in charge of finding a suitable venue for the event. Polly would like light refreshments to be served during the event.

David has discussed his findings with Polly. Together they have decided to hold the event at St Joseph's College in Cambridge.

**3 Refer to Text 3.**

Identify and explain **three** factors that Polly and David should have considered when choosing a location for the launch event.

**1. Indicative content:**

- accessibility of location
- image of location
- size/capacity
- equipment available
- support provided
- services provided

**2.**

- quality
- cost.

**Exemplar response:**

E.g. The location must have good transport links (1) so that delegates can travel there easily (1).

**3.****[6]****Mark scheme guidance**

**One** mark for each correct identification up to a maximum of **three** identifications plus a further one mark for each of **three** explanations.

Second mark must be a 'why'.

**Examiner comments**

Candidates' performance on this question was fairly good with most gaining three marks for identifying relevant factors for choosing a location. The key descriptors were 'identify' and 'explain', as such, candidates were required to explain the reason why the factor stated was important when making such a decision. The majority of candidates failed to do this.

## Question 4

**Text 4**

The launch event will be held on 8 July 2017. It will start at 1pm to allow participants enough time to travel to the venue. The event will finish at 5pm.

Polly and David have decided that the most effective layout for the meeting room would be either Cabaret or Reception style. Both of these layouts would give participants an unobstructed view of the PowerPoint presentation and the product display.

The brochure below shows the facilities available at St Joseph's College, together with the prices. Polly would like a buffet menu (finger food) to be served during the event. The total budget is £2000.

**CONFERENCE FACILITIES****Meeting Rooms**

	Full Day (9am – 5pm)	Half Day (9am – 1pm or 1pm – 5pm)
Da Vinci Room	£1300	£795
Giotto Room	£1150	£675
Monet Room	£415	£260
Gauguin Room	£230	£155

**Meeting Room Capacities (maximum number of participants)**

	Theatre	Cabaret	Boardroom	Reception
Da Vinci Room	154	56	30	200
Giotto Room	40	36	20	70
Monet Room	60	30	21	75
Gauguin Room	60	32	36	80

**Audio-visual facilities**

- Projector, screen and laptop rental available at £55 per day (included in room hire fee for Da Vinci and Giotto Rooms).
- Technical support fee of £60 must be added to ALL bookings.

**Buffet menu (per participant)**

- four items @ £ 7.65
- five items @ £ 8.65
- six items @ £ 9.65

All prices are subject to the addition of VAT at the standard rate.

Bookings should be made at least five days before the event.

50% of total order is payable as a deposit at the time of booking. Please make cheques payable to St Josephs College Conferences.

## Question 4(a)

**4 Refer to Text 4.**

- (a) Using information in the brochure, complete the purchase order form below to book a suitable room and buffet menu for 105 participants on the day of the launch event.

<b>Optimax Beauty Products</b> 86 Chancery Lane, Cambridge CB0 0ET Tel: 01223 765 387		
To St Joseph's College Trinity Crescent Cambridge CB9 9OL	Purchase Order 8201  <b>Date:</b> .....	
<b>Date and time venue required:</b> .....		
Description	Quantity	Total (£)
Da Vinci Room (1)		795.00 (1)
4 items (1)	105 (1)	803.25 (1)
Technical support (1)		60.00 (1)
	<b>Subtotal</b>	1658.25 (1)
	<b>VAT @ 20%</b>	331.65 (1) OFR
	<b>Total</b>	1989.90 (1) OFR

**Indicative content:**

- 1 mark for any date between 26 May – 3 July 2017
- 1 mark for stating the event date and time e.g. 8 July 2017, 1-5 pm.

**[12]****Mark scheme guidance**

**One** mark for each correct answer up to a maximum of **twelve** marks.

Award OFR where shown.

**Examiner comments**

Candidates' performance exceeded expectation with a good number achieving full marks. The majority of candidates demonstrated the ability to reach a viable solution given various financial and non-financial constraints. The purchase order form was completed accurately by most candidates, showing good knowledge and numeracy skills.

## Exemplar Candidate Work

## Question 4(a) – low level answer

## 4 Refer to Text 4.

- (a) Using information in the brochure, complete the purchase order form below to book a suitable room and buffet menu for 105 participants on the day of the launch event.

**Optimax Beauty Products**  
86 Chancery Lane, Cambridge CB0 0ET  
Tel: 01223 765 387

To St Joseph's College  
Trinity Crescent  
Cambridge  
CB9 9OL

Purchase Order 8201  
Date: 26-05-17

Date and time venue required: 8<sup>th</sup> July 2017 at 1pm

Description	Quantity	Total (£)
Da Vinci Room	440	£195
Giara Room	116	£675
Monet Room	186	£260
Crauguin Room	208	£155
	Subtotal	£1885
	VAT @ 20%	1885.2
	Total	£1885.2

$$\text{Vat} = 1885 \div 100 = 18.85$$

$$18.85 \times 20 = 337$$

[12]

$$\text{Vat} = 1885 + 20\% = \frac{19426}{5} = 1885.2$$

## Commentary

This answer scored a low mark because the candidate did not appear to have understood the task fully.

The date and time given was not awarded because it is incomplete, the start and end times of 1pm to 5pm should have been stated clearly. The candidate failed to interpret the task accurately which was to book a suitable room based on the information given in the question as well as Text 4. The only room that is suitable for 105 participants is the Da Vinci Room; all the other rooms are too small.

Candidate was awarded one mark for stating Da Vinci Room and one mark for the price of booking it for half a day even though there is no evidence that the candidate had chosen it out of the four rooms given in text 4. Apart from adding up the subtotal correctly, there is no evidence to suggest that the candidate understood the mechanics of completing a purchase order.

To improve, the candidate needs to make sure that all details given in the text and question are included i.e. start and end times. Although the candidate could work out the VAT correctly, the figure was not inserted in the box under subtotal. This shows that more practice is needed in completing a purchase order accurately.

## Exemplar Candidate Work

## Question 4(a) – medium level answer

**4 Refer to Text 4.**

- (a) Using information in the brochure, complete the purchase order form below to book a suitable room and buffet menu for 105 participants on the day of the launch event.

**Optimax Beauty Products**  
86 Chancery Lane, Cambridge CB0 0ET  
Tel: 01223 765 387

To St Joseph's College  
Trinity Crescent  
Cambridge  
CB9 9OL

Purchase Order 8201  
Date: 08/07/17

Date and time venue required: 8<sup>th</sup> July 2017 1pm - 5pm

Description	Quantity	Total (£)
Da Vinci room (reception)		<del>£715</del> £740
Technical support fee		£60
<del>Audio-visual facilities</del>		£55
Buffet fee	4 items	£803.25
	Subtotal	<del>£1603.25</del> £1603.25
	VAT @ 20%	£320.65
	Total	£1923.90

745-55  
=740

[12]

**Commentary**

This is a medium level answer as the candidate appeared to have understood the main task, which is to choose a suitable room, include the technical support fee to the order as well as to choose a suitable menu for 105 participants.

The candidate was also able to complete a purchase order correctly. Even though the figure for the subtotal was wrong, the candidate was awarded 2 marks for working out the VAT and the total accurately using their own figure for the subtotal; OFR stands for 'own figure rule'. This rule ensures that candidates are not penalised more than once.

Marks were lost due to careless mistakes such as getting the price of the room wrong, writing '4 items' in the wrong place and failure to write 105 for the quantity of buffet needed.

This suggests that more practice in completing purchase orders is needed for different scenarios. Improvements could also be made by reading the question carefully so that vital information is not missed e.g. bookings must be made at least 5 days before the event. The range of acceptable dates for the purchase order is therefore from 26th May 2017 (date of exam) to 3rd July 2017. Underlining the important information when reading through the text and question could help to ensure that all information is included in the answer and understood.

## Exemplar Candidate Work

## Question 4(a) – high level answer

## 4 Refer to Text 4.

- (a) Using information in the brochure, complete the purchase order form below to book a suitable room and buffet menu for 105 participants on the day of the launch event.

**Optimax Beauty Products**  
86 Chancery Lane, Cambridge CB0 0ET  
Tel: 01223 765 387

To St Joseph's College  
Trinity Crescent  
Cambridge  
CB9 9OL

Purchase Order 8201  
Date: 8.10.17

Date and time venue required: 8. July 2017 ..... 1pm - 5pm .....

Description	Quantity	Total (£)
Buffet <del>five</del> <sup>four</sup> items	105	<del>1708.25</del> 803.25
Da Vinci room theatre reception	1	279.5
Projector, screen and laptop rental	1	255
Technical support fee	1	260
	Subtotal	<del>1818.25</del> 1763.25
	VAT @ 20%	342.65
	Total	2055.9

[12]

## Commentary

This is a high level answer because the candidate clearly understood the question. A suitable room that is big enough for 105 participants was chosen for half a day only. A 4-item buffet menu was chosen and the total for this order was calculated accurately. The candidate also shows proficiency in completing purchase orders by working out the VAT from the subtotal and adding this to get the total amount. The VAT and total amount were awarded as 'own figure rule' (OFR) using the candidate's own figure for the subtotal.

Marks were lost due to details being missed e.g. bookings must be made at least 5 days before the event and the projector, etc., are included in the price of Da Vinci Room if it is chosen. It is vitally important that candidate's double check their answers when tackling a complex question where there is a lot of information to be taken into consideration.

The total of 2055.9 is outside of the budget given in text 4 and this should have prompted the candidate to perhaps reconsider some of the choices made or to suspect that some answers might be incorrect. It is good practice to read the text and question carefully and repeatedly to ensure that the task is clearly understood and that no vital information is missed.

## Questions 4(b) and (c)

(b) Complete the cheque below to pay the deposit for the booking.

<b>Urban Bank plc</b>		657 The Sphinx, Lothian Avenue, London NW9 7UT	
		Date: .....	
Payee .....	<b>Responses include:</b> Date: any date between 26 May – 3 July 17 (1) Payee – St Josephs College Conferences (1) £994.95/nine hundred ninety four pounds and 95p or 50% of total in 4(a) (1) • Correct completion of words and figures (ofr) (1).	.....	
The sum of .		<input type="text"/>	
.....		P. Welsh <i>Optimax Beauty Products</i>	

[4]

(c) Identify and explain one document that David may expect to receive from St Joseph's College after making the payment.

<b>Indicative content:</b> • Receipt.	..... .....
<b>Exemplar response:</b> E.g. St Joseph's College will send <i>Optimax Beauty Products</i> a receipt (1) showing proof of payment (1).	..... .....

[2]

### Mark scheme guidance

Question 4(b):

**One** mark for each correct answer.

Amount payable should be 50% of the total figure in 4(a).

Question 4(c):

One mark for a correct identification plus a further mark for an explanation.

'Receipt' must be identified explicitly before any marks are awarded.

Second mark must be a 'why'.

Do **not** accept remittance advice, invoice, statement of account, payment confirmation documents.

**Examiner comments**

Question 4(b) – Performance on this question was very disappointing with a large number of candidates who did not know how to write a cheque. Marks were also lost through carelessness i.e. incomplete name of payee. The majority did work out the deposit correctly, albeit some used their own figure rule from 4a.

Question 4(c) – The performance on this question was below expectation with a significant number of candidates stating invoices, purchase orders, etc. The document had to be identified correctly for marks to be awarded.

## Question 4(d)

- (d) Evaluate likely impacts on *Optimax Beauty Products* if David failed to make the booking at least five days before the event.

[12]

**Indicative content:**

- unable to secure a suitable room/venue
- late booking fee
- cancellation of event
- might have to spend more time to find alternatives
- alternatives not as good
- alternatives might be more costly
- will not be able to send out invites on time
- affects reputation.

**Exemplar response:**

Eg By not booking on time the business might not be able to secure a suitable room (L1). This means an alternative has to be found (L2) which could be more costly (L3).

More time needs to be spent on finding a suitable room (L1) which may lead to a delay in sending out the invites (L2). This is likely to affect the business' reputation as a business that is run smoothly (L3).

Overall the most likely impact is that Optimax may have to choose one of the alternatives that was less favourable which may impact on the quality of the launch event in terms of location, facilities provided and costs. The objective of keeping within the budget of £2000 (CONT) might not be met (L4).

**Mark scheme guidance****Levels of response****Level 4 (10–12 marks)**

Candidate evaluates likely impacts on *Optimax Beauty Products* of failure to book on time.

**Level 3 (7–9 marks)**

Candidate analyses likely impact(s) on *Optimax Beauty Products* of failure to book on time.

**Level 2 (4–6 marks)**

Candidate explains likely impact(s) on *Optimax Beauty Products* of failure to book on time.

**Level 1 (1–3 marks)**

Candidate identifies likely impact(s) on *Optimax Beauty Products* of failure to book on time

**L4 evaluation** – Award 10 marks for an overall judgement of the likely impact(s). Award 11 for a generic judgement of the biggest or most serious impact. Award 12 marks for a contextual judgement of the biggest or most serious impact.

Do **not** award impacts on David or customers. Accept positive impacts.

**Examiner comments**

This question tests candidates' ability to analyse and evaluate likely impacts on *Optimax Beauty Products* of failing to make the booking on time. Most candidates are to be commended on their analytical skills, achieving level 3. However, few candidates went on to choose the most likely impact on the business to achieve level 4. This may well be an area of improvement for centres to focus on when preparing their candidates for future exams. Equally, level 2 does not necessarily mean application of knowledge in context, it could also be an explanation or expansion on level 1, or the consequence of a level 1 point. Please consult the published mark scheme for more detail.

## Exemplar Candidate Work

## Question 4(d) – low level answer

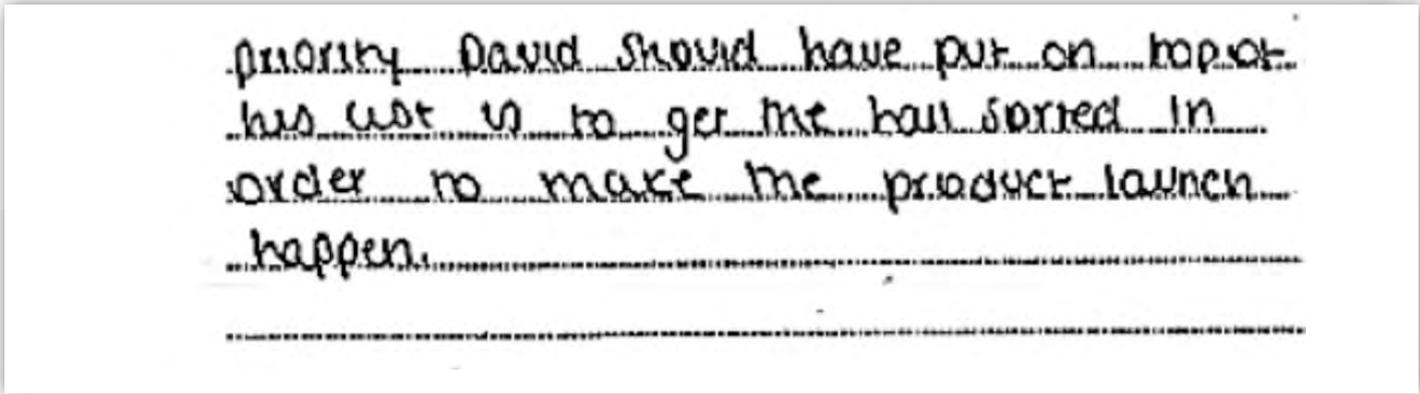
(d) Evaluate likely impacts on Optimax Beauty Products if David failed to make the booking at least five days before the event.

[12]

If David have failed to make the booking at least five days before the event, it is more likely that Optimax Beauty Products would have to change the date of the launch event and this can lead to Polly and David look for other venues that may be available on a specific day.

Another likely impact can be David having to tell the customer or audience that they may have been a change of day and venue. David has to make sure that every customer of Optimax Beauty products have received a letter or email that there have been a change of day or venue. This will lead to the David having to make sure that all the customer have received the letter or email.

Overall, David may have made Optimax Beauty products lose potential new customers for their ageing cream because the launch event is about the new ageing cream. Some of the customer would like to have a product trial to see what this cream can do and give it personal ratings and also booking the hall is the first



priority David should have put on top of  
his cut in to get the ball sorted in  
order to make the product launch  
happen.

### Commentary

The candidate has organised the answer well by using a different paragraph for each impact identified. However, in each of the paragraphs, even though the candidate has identified likely impacts on Optimax Beauty Products correctly, these were not developed or explained to achieve level 2 marks. The failure to do so has kept the answer at level 1 (1 to 3 marks).

To improve, the candidate should develop or explain the impacts identified as follows:

First paragraph – Optimax Beauty Products would have to change the date of the launch event (L1) because the Da Vinci Room might have been booked for the launch date and all the other rooms were unsuitable (L2).

Second paragraph – Optimax Beauty Products might have to change the venue (L1), this would involve more research which could be time-consuming and costly (L3). This exemplar could be awarded a level 3 as the consequence on the business of having to change the venue is analysed.

Final paragraph – losing potential new customers has been identified as a likely impact (L1). This could lead to a lower turnover and profit (L3). Here the impact of losing potential new customers has been analysed to achieve level 3 response.

## Exemplar Candidate Work

## Question 4(d) – medium level answer

(d) Evaluate likely impacts on Optimax Beauty Products if David failed to make the booking at least five days before the event.

[12]

The first likely impact is the order may not be fully successful in terms of some items not arriving, shortages of items etc. This means the event may be viewed as the order was placed late & had a deadline:

Another likely impact is the reputation & the professionalism of the Optimax Beauty Products can be questioned, if the launch event is ~~questioned~~ not looking presentable, individuals will have negative representations of the Optimax linked to the event.

The next likely impact is a loss in revenue for Optimax Beauty Products as they may lose customers due to the fail of the launch event. Customers may look to a better substitute if they lose faith in Optimax due to their failed launch event:

Another likely impact is if David failed to make the booking at least five

days before is ~~they~~ there is a likely  
 chance the ~~offer~~<sup>booking</sup> may be rejected  
 as they are unable to provide  
 services with such short notice

## Commentary

This is a well-organised answer in which four likely impacts on Optimax Beauty Products of failing to book at least five days before the launch event was explained in each paragraph. The answer was awarded at the top of level 2. Improvements that can be made to take the answer to a higher level are:

First paragraph: due to shortage of time some items might not arrive in time ruining the event (L2). This may affect the smooth running of the launch leading to a bad reputation (L3).

Second paragraph: the reputation and professionalism of the business might be affected because the presentation was not up to standard (L2). This might adversely affect future sales of the anti-ageing cream (L3).

Third paragraph: lower revenue due to loss of customers as a result of the failure of the event (L2) which might lead to lower profits (L3). At this stage the answer can be awarded top of level 3.

Fourth paragraph: Optimax Beauty Products might not be able to book because the venue is unable to provide the services required at short notice (L2). This will mean that another venue has to be found which can be time-consuming and costly lowering the overall profits (L3).

In order to achieve level 4 candidate is required to provide an overall conclusion of the likely impacts e.g. failure to book the venue at least five days before the launch is going to cause adverse consequences affecting the future success of the anti-ageing cream (L4).

## Exemplar Candidate Work

## Question 4(d) – high level answer

May get cheaper deals, may have to settle for a worse room as doesn't cater for her needs. 8

- (d) Evaluate likely impacts on Optimax Beauty Products if David failed to make the booking at least five days before the event.

[12]

There are many negative impacts of ~~Optimax~~ David ~~leaving to it~~ failing to make the booking at least five days before the event.

One impact may be that there may be no availability due to another company/person booking it earlier. This may lead to a last minute change of location which may cause confusion for customers, and result in them deciding not to come or alternatively, turn turning up at the wrong place. This would negatively impact the business as they may overspend/pay for people who don't even end up turning up.

Another negative impact may be that the business may have to settle for a worse room which may not cater for her needs. This may result in customers not feeling comfortable at the venue and therefore having a negative experience, which may lead to them having a negative opinion on the brand's ~~or~~ this specific product. This could lead to reduced sales or even customers leaving bad reviews which may give the business a negative reputation. ~~Therefore~~ This could further lead to potential customers choosing to purchase from one of Optimax's competitors.

On the other hand, one potential positive impact may be a cheaper deal due to it being a last minute booking, if the rooms aren't booked the College may offer Optimax a cheap deal to try entice him into ~~booking~~ <sup>buying</sup> a room out. This would positively affect the business as it would reduce costs so they ~~could~~ <sup>may be able to</sup> afford more food in the buffet for their potential customers which may result in their reputation being enhanced/improved.

\*Gone onto back page

4d) This may lead to increased sales due to potential customers choosing Optimax ~~as~~ instead of competitors as a result of their new, improved reputation.

In conclusion, I think that David leaving it too late (~~at~~ <sup>at</sup> least 5 days) to make the booking, will negatively impact Optimax as they may not be able to get a good enough room which could lead to unsatisfied customers ~~which~~ <sup>and</sup> is a huge risk for the business. Therefore, in future, David should ensure he makes plans in advance to avoid any potential confusion.

### Commentary

This is a high level answer in which the candidate has successfully analysed two likely impacts identified with an overall conclusion achieving low level 4.

In order to achieve full marks, the candidate is required to choose and justify the biggest or most serious impact in context. For example, the most serious impact of the failure to book the venue at least five days before the launch would be the change of venue. Customer invitations would have to be reprinted and sent out. Some customers might not be able to attend the alternative location resulting in loss of potential customers. The alternative venue might not be as good as the Da Vinci Room which would adversely affect the reputation of Optimax Beauty Products (L4).

Full mark of 12 can be awarded because there is a choice of the most serious impact with justification and with use of context.

## Question 4(e)

- (e) Compose an email to *Optimax Beauty Products*' customers, inviting them to the launch event.

In your email:

- include full details of the launch event
- inform customers to contact David Wood for more information
- request customers to indicate any special dietary requirements
- request customers to indicate whether a parking space is required
- request customers to confirm who will be attending.

You will be assessed on the content and tone used in your email.

Use the proforma on the **opposite page** to write your email.

You **may** use the space below to draft your email. You will **not** receive marks for the draft. **[12]**

You may use this box for drafting your email.

**Indicative content:**

content – suitable title entered on subject line (1), inform recipients of purpose of email (1), inform recipients of date (1), start and finish times (1) and location of venue (1), inform recipients of person to contact for more information (1), ask recipients to indicate special dietary requirements (1), ask recipients to indicate whether parking is required (1), ask recipients to confirm who will be attending (1).

tone – enthusiastic, positive, appropriate formality (1), suitable closing sentence (1), Edelmax (1).

### Mark scheme guidance

Up to 12 marks.

This question includes one embedded mark for applying knowledge from Unit 1 LO5 Stakeholders.

This question assesses content and tone. Candidates should not be penalised for errors of spelling, punctuation, grammar or sentence construction.

To award the location mark 'St Joseph's College, Cambridge' must be clearly and accurately stated.

### Examiner comments

Apart from inserting an appropriate subject, there are no specific requirements on the layout of an email. The question indicated clearly the content that candidates should include and most candidates were able to follow instructions given. However, attention to detail is required in writing such an email so that recipients have all the information intended. Therefore, the name of the anti-ageing cream Edelmax is awarded one mark because the main purpose of the email is to promote the new product. A large number of candidates also failed to indicate where St Joseph's College was located, losing one mark. Candidates are advised to read their composition carefully to ensure that the document produced is fit for purpose.



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