

Cambridge TECHNICALS LEVEL 3

BUSINESS

Cambridge
TECHNICALS
2016

Feedback on the June 2018 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 2018 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 1(b), 1(c) and 3(b).

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 25 May 2018 – Afternoon

Duration: 1 hour 30 minutes
C422/1806

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.

INFORMATION

- The total mark for this paper is 60.
- The marks for each question are shown in brackets [].
- This document consists of 16 pages.

FOR EXAMINER USE ONLY	
Question No.	Mark
1	/10
2	/20
3	/21
4	/9
Total	/60

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Unit 2: Working in Business
Level 3 Cambridge Technical in Business
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Mark Scheme for June 2018

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GENERAL EXAMINER COMMENTS ON THE PAPER

Unit 2 is primarily vocational in nature, the main focus is on testing candidates' ability to respond to general tasks and activities that could be found in a business setting. As such, it is very important that candidates demonstrate their ability to apply their knowledge by answering questions in context to access the higher grades.

Another common weakness is misinterpretation or inaccurate understanding of the question set. This is most evident in candidates' responses for 1b where the majority explained why a cash flow forecast/statement is important. This could be avoided by candidates taking their time to read the questions carefully before attempting them. Highlighting important points as reminders could be very useful when attempting questions such as 2c so that nothing is being left out.

This paper contains one 'levels of response' question to test the higher level skills. However many candidates did not seem to realise that they needed to analyse and evaluate the given issue to gain the higher marks. This is an area of weakness that needs to be focussed on for candidates seeking to achieve the higher grades.

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(a)

Answer **all** the questions.

Text 1

Vortech Ltd is a software company based in Manchester. It specialises in designing and creating programs for the education sector. It is well-known for its bespoke programs that target the needs of different schools and colleges, especially those which improve communication between educational establishments and parents.

Vortech Ltd's revenue and profit have been increasing year-on-year. However, whenever the company takes on a new contract, large capital investments in software, hardware and human resources are usually needed at the outset. Consequently the Managing Director and founder, Sam McCloud, has discovered that maintaining a healthy cash flow is of vital importance.

Sam is in charge of meeting with potential clients to discuss their individual needs. First, he provides them with a quote for the services required. He then oversees tasks to try and ensure that the company meets the deadlines set for the delivery of the programs. *Vortech Ltd* must pay an agreed penalty if it fails to deliver the programs on time.

1 Refer to Text 1.

(a) State **two** fixed costs and **two** variable costs which *Vortech Ltd* is likely to have.

Fixed costs	Variable costs
1	1
2	2

Responses include:

Fixed costs:

- Rent
- lease
- mortgage
- rates
- utilities e.g. gas, electricity, water
- stationery
- marketing
- insurance
- salaries.

Variable costs:

- hardware e.g. computers, keyboards, etc.
- software
- wages
- training
- penalties
- tax.

[4]

Mark scheme guidance

One mark for each correct identification.

This question assesses synoptic knowledge from Unit 1 LO4 Fixed and variable costs.

Accept purchase of hardware/software for specific orders despite being capital spend.

Do **not** award purchases of non-current assets e.g. furniture, vehicles, etc.

Do **not** accept 'supplies', 'employees'/overtime pay', 'bills', 'maintenance', 'human resources', 'travelling expenses', these are too vague; further clarification needed.

Do **not** award 'create/design programs', 'programming', etc, wages/salaries required.

NB wages are variable, salaries are fixed.

NB variable costs increase when output increases.

Mark first entry in each box only.

Examiner comments

This question assesses synoptic knowledge from Unit 1 LO4 fixed and variable costs. Whilst the vast majority of candidates were able to respond to this question on some level, few candidates achieved the full 4 marks. Typical textbook answers which apply to most businesses were few and far between e.g. rent, rates, insurance as fixed costs; wages as a variable cost. A good number of candidates were unable to differentiate between salaries and wages. Vague answers such as bills, raw materials should be avoided. Candidates are advised to answer in context as far as possible, extracting relevant information given from the texts. Text 1 clearly states that when Vortech Ltd takes on a new contract large investments in hardware, software and human resources are needed which the more candidates were able to identify as variable costs. Candidates are also advised to avoid writing more than one answer in each box as only the first entry in each box will be marked.

Mark scheme guidance

Question 1(b):

Up to two marks for an explanation. Award one mark for a non-contextual explanation and two marks for a contextual explanation.

This question includes one embedded synoptic mark assessing Unit 1 LO4 Fixed and variable costs.

Context: software, hardware, projects, contracts, computers, IT, programmers, education, etc.

Do **not** accept why cash-flow forecast/statement is important e.g. for applying bank loans.

NB This question is about why a healthy cash flow is important for the **survival** of the business e.g. able to make essential payments.

Question 1(c):

Award marks as follows:

1 mark for decision.

1 mark for identification of reason for decision.

1 mark for benefit to **business**.

1 mark for **reason** for rejecting the other option.

NB no decision = 0.

Examiner comments

Question 1(b) – A poorly answered question for which few candidates were awarded any marks. There was a misconception that cash flow indicates profit amongst the vast majority of candidates. Targeting at a merit/distinction level, this question requires candidates to explain one reason why maintaining a healthy cash flow is vitally important for the survival of a business such as Vortech Ltd, e.g. the ability to make essential payments so that the business can continue to operate. Answers that explain why a cash flow forecast/statement is important e.g. for applying bank loans, for monitoring money coming in/going out were not awarded any marks. It is extremely important that candidates read the question properly before attempting it to ensure that they are answering the question set. The second mark is awarded for a response which is in context which again stresses the importance of demonstrating the ability to apply business knowledge to different scenarios. Candidates could have worked this into their responses by using information from Text 1 such as ‘new contract’, hardware’, ‘software’.

Question 1(c) – In this question, candidates were asked to prioritise which of two tasks they consider more important. Almost all candidates made a clear decision in the first line of their answers with a valid reason for their choice scoring two marks. It must be stressed here that marks were not awarded where candidates simply repeated the question i.e. ‘the delivery of the program is more important because the client has been using Vortech Ltd for a number of years’. The third mark is awarded for the benefit to Vortech Ltd for prioritising a task e.g. keep loyal customers, increase revenue, etc. This proved to be much more inaccessible to the majority of candidates. The fourth mark is awarded for rejecting the other task and most answers tended to be too vague. It was not unusual to see solutions being offered, which was not required by the question.

Exemplar Candidate Work

Question 1(b) – Low level answer

(b) Explain one reason why maintaining a healthy cash flow is vitally important for Vortech Ltd.

Keeps the business running smoothly and if the business has any issues then there will be enough profit to support it if theres a healthy cash flow. [2]

Commentary

This is a synoptic question assessing candidates' knowledge of why it is vitally important for businesses such as Vortech Ltd to maintain a healthy cash flow. As such answers pertaining to why it is important to produce a cash flow forecast or statement do not meet the demand of the question.

This answer failed to score any marks because it demonstrates the common error of linking cash flow with profit. 'Keep the business 'running smoothly' is too vague, it does not show the likely negative consequences of not having enough liquidity in the business. To improve, likely consequences of not having a healthy cash flow such as 'the business would not be able to meet its debts' would make it a better answer.

Question 1(b) – High level answer

(b) Explain one reason why maintaining a healthy cash flow is vitally important for Vortech Ltd.

This is because that large sums of money is needed when they take on a new contract or when they invest in software. [2]

Commentary

This is a high level answer because the candidate clearly understands that Vortech Ltd needs large sums of money when taking on a new contract, without which the business would not survive. It has been awarded full marks because the answer is contextual. Words such as 'new contract' and 'software' were included in the response showing specific knowledge of why it is vitally important for Vortech Ltd to maintain a healthy level of liquidity.

It is good practice for candidates to answer questions in context whenever possible; always look for key words which could be included to turn a generic answer into a specific one. A good test is to ask this question – do I know what this business does after reading the answer? Candidates are reminded that by simply including the business' name does not constitute context.

Exemplar Candidate Work

Question 1(c) – Low level answer

- (c) Sam is scheduled to meet a potential client in Bristol today. However, today is also the delivery day of a program for an important client who has been using *Vortech Ltd* for a number of years.

Which task should Sam prioritise today? Justify your answer.

Sam should meet the potential ~~cost~~ customer because that customer is new and do not know anything about the business there its important that Sam attends the meeting so he is able to give enough information about the business. However the delivery to client can be scheduled for the next day as they are returning customers and know a lot. [4]

Commentary

Marks for this question are allocated for four distinct points as follows:

- a – for stating which task should be prioritised
- b – for explaining why the task chosen should be prioritised
- c – for explaining a consequence of prioritising or not prioritising the task chosen
- d – for explaining why the other task is less important.

The answer contains a clear decision – ‘meet the potential customer’, scoring one mark. However, the explanation for choosing the potential customer does not contain sufficient clarity for the second mark to be awarded. For example, the candidate could have explained that Sam, who is in charge of meeting potential customers, would be the best person to discuss the potential customer’s specific needs to gain its custom.

The suggestion that the delivery could be rescheduled is a solution and is, therefore, not awardable.

Exemplar Candidate Work

Question 1(c) – Medium level answer

- (c) Sam is scheduled to meet a potential client in Bristol today. However, today is also the delivery day of a program for an important client who has been using *Vortech Ltd* for a number of years.

Which task should Sam prioritise today? Justify your answer.

Sam should Prioritize the delivery to avoid paying the agreed penalty and also try to rearrange a meeting with the potential client so they don't miss out on a potential contract.

[4]

Commentary

This answer contains a clear decision – delivering the program, scoring the first mark. A valid reason is then given for prioritising it – paying the agreed penalty, scoring the second mark.

To improve, the candidate could explain a likely consequence of having to pay the agreed penalty e.g. decreasing the profit level of *Vortech Ltd*. This would score the third mark making it a high level answer.

Exemplar Candidate Work

Question 1(c) – High level answer

- (c) Sam is scheduled to meet a potential client in Bristol today. However, today is also the delivery day of a program for an important client who has been using Vortech Ltd for a number of years.

Which task should Sam prioritise today? Justify your answer.

~~The task that Sam should prioritise today is to meet a potential in Bristol. This is because if Sam does not meet.~~
 The Task that Sam should prioritise Today is the delivery day of the program for the important client. This is because if not delivery Sam will have bad reputation, And that is important because he want oversees task to ~~at~~ and ensure the company meet the deadlines set for the delivery of the programs. But if Vortech Ltd fails to delivery the programs ontime he must pay an agreed penalty.

Commentary

This is a high level answer. The candidate prioritised the delivery of the program scoring the first mark. The reason for prioritising this task is given in the last sentence – if he fails to deliver the program on time he must pay an agreed penalty, gaining the second mark. The third mark is awarded for the impact of failing to meet this deadline which is bad reputation (second sentence).

To improve this to a full mark high level answer the candidate should give a reason for not prioritising the other task of meeting the potential customer. For example, 'a potential client does not guarantee revenue' would make it a full mark answer.

Question 2(a)

Text 2

Sam has been invited to give a speech at an education conference in London in exactly two weeks' time. In addition to giving the speech, he has decided to book a stall at the conference to showcase the company's programs. Laptops with sample programs that the company has produced will allow potential clients to discover how the programs could be used in their schools and colleges. Leaflets, posters and banners advertising *Vortech Ltd* will be displayed around the stall. This will be a good opportunity to gain details of potential clients.

2 Refer to Text 2.

(a) Sam has produced some prompt cards for his speech.

Identify and explain **two** benefits to Sam of having presenter documentation, such as prompt cards, during his speech.

Benefit 1 ..	<p>Responses include:</p> <ul style="list-style-type: none"> • to give Sam reassurance • to remind Sam of the content • to remind Sam of the right order • to give Sam structure to his speech • so Sam does not forget or miss anything out • to keep Sam on track <p>Benefit 2 ..</p> <ul style="list-style-type: none"> • to boost Sam's confidence • reduce Sam's stress/anxiety • to help Sam prepare • so that Sam looks prepared • to boost his image. <p>Exemplar response:</p> <p>E.g. Support documents can reduce Sam's stress when doing a presentation (1) which helps him to be more relaxed during the presentation (1).</p> <p>E.g. Prompt cards help Sam to cover all points (1) because he can refer to them when needed (1).</p>
.....	
.....	
.....	
.....	
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.....	
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.....	

[4]

Mark scheme guidance

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

NB Benefits must be personal to Sam and not to his business.

Award 'professional' as the explanation mark only.

Examiner comments

A seemingly straightforward question about possible benefits to Sam for having presentation documentation. Most candidates were able to suggest a benefit or two. However, the explanations given were often customer/business facing rather than about how Sam could benefit so therefore marks were lost. Occasionally, two benefits were stated rather than explaining one in each answer. This highlights the need for candidates to improve their exam technique in answering questions where they are asked to identify and explain.

Question 2(b)

(b) Explain **two** reasons why the leaflets, posters and banners should be checked before they are printed.

Reason 1

.....

.....

.....

Reason 2

.....

.....

.....

Responses include:

- to make sure information is correct/accurate
- to check spelling, grammatical mistakes
- to comply with consumer protection legislation
- ASA standards
- copyrights
- consistency/housestyle
- offensive materials
- appropriate/suitable
- to maintain confidentiality.

Exemplar response:

E.g. Promotional materials must be checked to ensure that the contents are not misleading (1) which contravenes Consumer Protection legislation (1).

[4]

Mark scheme guidance

Up to **two** marks for each explanation up to a maximum of **two** explanations.

This question includes one embedded synoptic mark assessing Unit 1 LO6 Understand the external influences and constraints on businesses and how businesses could respond.

Award first mark for stating reason, second mark for why reason important or consequence.

Look out for repetitions.

Do **not** award 'more professional'.

Examiner comments

This question was generally well answered with most candidates scoring at least two marks for identifying two reasons for checking promotional materials. Candidates are advised to avoid giving vague reasons such as 'look more professional'. Few picked up on the hint provided in the stem – the implications of having to reprint if there are mistakes.

Question 2(c)

- (c) Design a data collection form to capture information from potential clients who visit the stall. Sam would like to be able to contact them in the near future to promote his products and services.

Your form should allow Sam to collect:

- contact details of potential clients
- their main area(s) of interest
- their budget
- their preferred method(s) of communication.

You will be assessed on the content and layout of your form.

Use the proforma on the **opposite page** to produce your form.

You **may** use the space below to draft your form. You will not receive marks for the draft.

[12]

Draft**Indicative content:**

- title (1), forename (1), surname (1), telephone number (1), email (1), job title (1), organisation name (1), organisation address (1)
- (main) area(s) of interest (1)
- budget (1)
- preferred method(s) of communication (1)
- appropriate layout (1).

Mark scheme guidance

Up to 12 marks.

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

Award one mark max for 'name'.

Appropriate layout i.e. response spaces provided for each item i.e. dots, lines, boxes, tick boxes.

Examiner comments

The layout of the data collection form was good in the main with most candidates providing appropriate response spaces/lines for each piece of information to be collected. Typically seven or eight marks were awarded for covering the bullet points stated in the question. Common mistakes include missing title, surname and forename. 'Address' was deemed too vague because a business address is more appropriate rather than a home address. Some candidates attempted to rephrase 'main areas of interest' and 'budget' unsuccessfully to 'what are you interested in' and 'how much are you willing to pay/spend'. Candidates are advised to use the information provided in the question as far as possible to avoid losing marks unnecessarily. Candidates are reminded that this question provides a space for them to draft their answers and it states very clearly that marks will not be awarded for any answers other than those written in the proforma provided.

Question 3(a)

Text 3

Sam has decided to drive to London the day before the education conference. Deborah, *Vortech Ltd's* IT manager, will also be attending the conference to explain technical details to potential clients. Sam will give Deborah a lift to and from the conference in his car. The conference is scheduled to start at 10am and finish at 3pm on the same day.

For his speech, Sam has decided to do a PowerPoint presentation. Besides the usual equipment needed to deliver a PowerPoint presentation, Sam requires an Internet connection to let him connect to a Youtube channel.

On the stall, marketing materials will be displayed along with 10 laptops loaded with sample programs that *Vortech Ltd* has produced. Potential clients will be offered the opportunity to have a hands-on experience of the functionality and ease-of-use of these programs.

3 Refer to Text 3.

- (a) Identify and explain **two** factors which might have led Sam to decide to drive to London rather than use other methods of transport.

Factor 1

Responses include:

- distance from the venue, location
- length/duration of travel
- number of travellers
- nearby parking facilities
- special requirements
- costs/budget

Factor 2

- practicality e.g. change of trains
- more in control
- public transport schedules
- flexibility
- comfort
- convenience
- luggage.

[4]**Exemplar response:**

E.g. It will be cheaper (1) if he drives rather than paying for two train tickets (1).

Mark scheme guidance

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

Do **not** accept 'flexibility' or 'convenience' without explanation.

Examiner comments

A practical question which was generally well answered with most candidates scoring two identification marks. Candidates are advised to avoid giving vague explanations such as 'it could be cheaper than the train'. However, it was a pleasure to see that some candidates were able to use the information provided in Text 3 to contextualise their answers, e.g. it would be easier to take the car because Sam has to take lots of ICT equipment with him.

Question 3(b)

(b) Evaluate likely factors which should be taken into account when choosing accommodation in London for Sam and Deborah.

[12]

Responses include:

- location
- availability
- quality/grade
- catering
- facilities e.g. reprographic facilities, Internet connection, parking
- personal requirements e.g. gym, swimming pool, disabled facilities
- status within business
- costs/budget.

Exemplar response:

E.g. The location (L1) of the accommodation is very important. Ideally it should not be too far away from the conference (L2) venue. It would have a negative impact on *Vortech Ltd's* reputation if they were late for the conference (L3).

Cost (L1) of the hotel rooms is an important factor to consider because there is likely to be a budget for their trip (L2). Keep within the budget allows *Vortech Ltd* to ensure cash flow is positive (L3).

Overall, the most important factor to consider is the cost of the accommodation. Sam is taking Deborah so two (CONT) rooms are needed and they do not want to spend too much on the accommodation because there will be other costs to consider (L4).

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

Candidate evaluates likely factor(s) to be considered when choosing accommodation.

Level 3 (7 - 9 marks)

Candidate analyses likely factor(s) to be considered when choosing accommodation.

Level 2 (4 - 6 marks)

Candidate explains likely factor(s) to be considered when choosing accommodation.

Level 1 (1 - 3 marks)

Candidate identifies likely factor(s) to be considered when choosing accommodation.

L1 – a relevant factor to be considered when choosing accommodation.

L2 – any development of identified factor which shows understanding but that stops short of being analytical.

L3 – analysis which is business facing i.e. an impact on the business (max one L3 per L1/L2 point).

L4 – an overall judgement on likely factors to be considered, supported by previous analysis.

Award 10 marks for a generic argument.

Award 11 marks for an argument with context (within the evaluation itself).

Award 12 marks for a detailed, specific, contextual argument (within the evaluation itself) which selects the greatest, most serious or most likely factor, etc.

N.B. Analysis is the consequence of the explanation given at level 2.

N.B. Justification must be relevant to the scenario.

Context list – conference, laptops, IT, Sam’s car, London, Manchester, etc.

Examiner comments

Candidates responded very well to this question and showed good exam technique in that a factor was stated and then explained. Many reached Level 2, but often missed out on Level 3 either because the factors were not analysed or the analysis was not business facing. It was disappointing to see so few attempts at evaluation, especially for those who managed to analyse some factors. Being the only question in which candidates could demonstrate their ability to analyse and evaluate, it would appear that the vast majority of candidates did not realise they were supposed to do so.

Exemplar Candidate Work

Question 3(b) – Low level answer

(b) Evaluate likely factors which should be taken into account when choosing accommodation in London for Sam and Deborah.

[12]

- Cost of Hotel.
- The distance from the Hotel to the meeting.
- Make sure the place they are staying at has an internet connection so he could check his presentation.
- 1 bed or 2 beds
- 1 room or 2 rooms
- Curfews. If they are closing they might want to make sure they can check into the ~~Hotel~~ ~~at~~ night Hotel late at night.
- Room Service make sure they have good food because when they get their late they might not want to go out for food.

- Make sure it is not haunted because the last thing you want when you have to get up early, is to be woken up by Casper in the early hours of the morning.
- They have a parking spot for you so when you get here ~~the~~ late you don't want to spend hours trying to find a parking spot.

Commentary

This is the only level of response question on the paper and it is marked as follows:

L1 – for stating a valid factor when choosing accommodation

L2 – for explaining why the factor should be considered

L3 – for analysing a likely consequence to Vortech Ltd of considering or not considering the factor stated

L4 – for an overall judgement on likely factors to be considered, supported by previous analysis.

This response is a typical example of a low level answer, containing in the main a number of likely factors to be considered without further elaboration. The third factor – 'has an internet connection' is just sufficient for level 2 to be awarded – 'so he could check his presentation'. The bottom of level 2 of 4 marks is awarded.

To improve, the candidate could explain why the distance from the hotel to the meeting should be considered. For example, the hotel should not be too far from the venue of the conference so that Sam and Deborah could avoid being late for having stuck in the London traffic in the morning. This could gain another couple of marks to put the answer at the top of level 2.

Exemplar Candidate Work

Question 3(b) – Medium level answer

- (b) Evaluate likely factors which should be taken into account when choosing accommodation in London for Sam and Deborah.

[12]

When looking for accommodation in London, Sam and Deborah should make sure that it is not too far away from the venue of the conference, as they will need to travel there ~~with~~ which would cost Vortex Ltd more money. When choosing appropriate accommodation, they would also need to consider whether or not they offer breakfast and dinner, otherwise Sam and Deborah would need to find somewhere to eat which will cost them more money. Sam has decided to drive to the conference in London, so he would need to make sure that there are parking facilities at the ~~the~~ accommodation. If there isn't parking then there is a likely chance he will have to park far away as there won't be any street parking. Sam and Deborah would also need to consider what time they would ~~the~~ need to leave the accommodation because some places you have to leave by a certain time. This could mean that they would need to have left the accommodation

~~by the start of the~~ before the
conference has finished, and therefore
would need to take their personal
belongings with them in the car.

Commentary

This answer contains a series of likely factors to be considered when choosing accommodation in London e.g. 'not too far away', 'offer breakfast and lunch', 'parking facilities', etc. These factors have been explained in sufficient depth for marks to be awarded at the top of level 2. It is a medium level answer because it does not contain analysis of likely consequences to Vortech Ltd if the factors listed were not taken into account e.g. 'costing more money would decrease the profit level of Vortech Ltd'.

Candidates are reminded that analysis of consequence must be business facing for level 3 marks to be awarded. Therefore, 'Deborah would need to find somewhere to eat which will cost them more money' is not awarded level 3 because the analysis of consequence is not specifically business facing. Instead of saying 'cost them more money' the candidate could make it more specific to the business such as 'this would increase business cost leading to a lower profit level'.

Exemplar Candidate Work

Question 3(b) – High level answer

- (b) Evaluate likely factors which should be taken into account when choosing accommodation in London for Sam and Deborah.

[12]

~~How close~~ One factor could be the location in which Sam and Deborah could be staying must be near by to the venue of this conference to avoid being late. This would suggest that Sam's business isn't as professional as they thought. This may damage its reputation. Once reputation is damaged less customer will attend causing ~~be~~ less sales, which could put the business at risk of making cash loss.

Another important factor would be to have access to the ~~connected~~ wifi as he will be needing this for his preparation for the conference. If he were not to ~~access~~ access the internet it would show low standards from ^{both} Sam and ~~the other~~ Deborah as they may come to the conference unprepared meaning the ~~businesses~~ & potential clients ~~will~~ may not consider ~~Sam~~ Sam's product. This could impact them in a negative way as less customers mean less money coming into the business this could lead to the business falling into debt.

Commentary

This is a high level answer because two likely factors e.g. location and availability of Wifi have been explained in depth and the consequences to Vortech Ltd of not taking these factors into account successfully analysed.

In order to achieve level 4 marks, candidates are required to make an overall judgement of why the factors analysed should be considered. For example, 'it is important to consider the location of the hotel and the facilities it offers such as Wifi because these factors help project a professional image to enhance the reputation of Vortech Ltd'. This brief overall judgement is generic in nature and therefore would secure the bottom of level 4 of 10 marks.

In order to achieve full marks, a detailed and specific judgement which selects the most important factor is required. For example, to build on the generic judgement in the previous paragraph, 'Vortech Ltd operates in a highly competitive market of producing bespoke programs for schools and colleges (context). Having a good reputation is key to its future success in gaining new customers. The conference is a good opportunity for Vortech Ltd to showcase its unique programs and Sam and Deborah need to ensure that the conference is a success. Therefore, the location of the hotel is the most important factor given that they are likely to face heavy traffic in London so they should stay within close proximity to the conference venue.

Candidates are reminded that without context full marks cannot be awarded. The rule for context applies so the test of 'do I know what this business does after reading the answer' should be used. Simply using the business name of Vortech Ltd does not constitute context.

Question 3(c)

(c) The staff at the conference venue need to know what IT support Sam needs for his speech.

Fill in the unshaded boxes on the IT requisition form below to request the IT support Sam needs for his speech.

[5]

The QED Camberley Park Road London WC1 1HH	
IT requisition form	
Date of request: 25 May 2018	Name (please print):
Date required:	
Description	Number required
Indicative response: Name: Sam McCloud (1) Date required: 8th June 2018 (1) Requirements: laptop/computer, projector, screen/tv monitor, power source, PowerPoint, Internet connection.	
Approved by Date:	

Mark scheme guidance

One mark for each correct entry.

Examiner comments

A simple form for candidates to request IT support that Sam might need for his speech. Whilst most candidates were able to identify the equipment/software/hardware required for a PowerPoint presentation, they would often lose marks for failing to write the full name and working out the date incorrectly.

Questions 4(a), (b) and (c)

Text 4

Sam would like to work out the cost to his company of the whole trip. The cost of the hotel, including breakfast and evening meal for one night, is £200.00 per person. Hotel parking is free. Sam estimates the outward journey to be 200 miles. *Vortech Ltd's* mileage reimbursement rate is 45p per mile. Sam and Deborah are going straight back to the office after the conference ends. Other costs include congestion charges of £11.50 per day, for both days, and parking fees of £8 an hour for 7 hours at the conference venue.

4 Refer to Text 4.

- (a) Calculate the total cost (including accommodation and travel expenses) to *Vortech Ltd* of the whole trip.

[5]

Working

Indicative content:

Hotel	$£200 \times 2$	=	£ 400.00	(1)
Mileage	$400 \times £0.45$	=	£ 180.00	(1)
Congestion charges	$£11.50 \times 2$	=	£ 23.00	(1)
Parking fee	$£7 \times 8$	=	£ 56.00	(1)
Total			£ 659.00	

Total cost = £.....

- (b) Identify the form that Sam should use to claim reimbursement for his travel expenses.

Indicative content:

- travel expense claim (form).

...[1]

- (c) Other than personal details, identify **one** item that needs to be checked on the form you identified in **question 4(b)**.

Responses include:

- total mileage
- cost of accommodation
- parking fee
- congestion charges
- total cost
- date of travel/accommodation/parking
- bank account details
- allowances
- purchases made.

...[1]

Mark scheme guidance

Question 4(a):

One mark for each correct calculation.

£ sign or label required for each item.

Question 4(b):

One mark for a correct identification.

Question 4(c):

One mark for an appropriate item.

Do **not** accept date, costs.

OFR applies to answer in 4b e.g. IT/reprographic/stock requisition form, petty cash voucher.

Do **not** award 'receipt', 'cheques'.

Examiner comments

Question 4(a) – Generally well answered and most candidates were able to work out the costs for the hotel, congestion charges and the parking fee correctly. The vast majority were caught out by the total mileage travelled, failing to recognise that a return journey would be 400 miles rather than 200. Therefore, £569 was the common error. Candidates are advised to show their workings clearly, ensuring all units are labelled so that marks could still be awarded in the event that the total cost is wrong.

Question 4(b) – Only a handful of candidates managed to identify 'travel expense claim form' accurately for marks to be awarded. However, it was evident that most candidates realised it was some sort of claim/reimbursement form.

Question 4(c) – Usually attempted but not always an OFR or the answers were too vague for any marks to be awarded, e.g. date, expenses, etc. The mark scheme requires specifics such as parking fees, total mileage, cost of accommodation, etc.



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