



Edexcel A-level Business exam practice answers

How your exams are marked

Questions worth 1 or 2 marks test your knowledge. Aspects of definitions will earn a mark each. These answers show these as a [1] for each aspect that would earn a mark.

Questions worth 3 to 7 marks will earn marks for each of three skills: knowledge, application of knowledge, and analysis of the question. These answers indicate how these skills can be shown for each question.

Questions worth 8 or more marks test four skills: knowledge, application, analysis and evaluation (your ability to make a supported judgement). These are marked using a levels of response grid – this asks the examiner to judge how well you have shown all four skills in your response. Top-level answers will:

- ‘show accurate and thorough understanding throughout, using the business context’
- ‘use well-developed and logical, coherent chains of reasoning, showing a range of cause and/or effect(s)’
- ‘use information well to support judgements, showing a full awareness of the validity and significance of competing arguments/factors’.

As a guide:

- for questions worth 8–10 marks, develop two arguments fully before making a judgement
- for questions worth more than 10 marks, develop three arguments before making a judgement.

These answers will indicate points on which valid arguments can be developed and suggest typical ways to demonstrate all relevant skills for the question asked.

1: Meeting customer needs

1 Knowledge/understanding: 1 mark for showing an understanding of brand, e.g. a recognisable name or logo. [4]

Application: up to 2 marks for a contextualised example, e.g. using a familiar brand helps product recognition, perhaps among dads who once played the game buying for their own children.

Analysis: 1 mark for developing the contextualised example,



- 2 e.g. allowing the firm to have a high level of awareness without heavy advertising.
Good idea because: [10]
- saved investment in building a site
 - e-commerce retailers are likely to list the product on their sites – the product could be mainly sold to these e-commerce retailers, such as Argos, where customers are more likely to ‘stumble across’ the product while browsing.
- Possible counterbalance:
A huge proportion of toys are sold online – many customers may search for a Subbuteo site if reached by promotional activity.
Higher profit margins could be earned by selling direct to customers rather than through a retailer or e-tailer.
- 3 Factors raised in the item include: [12]
- seasonality
 - innovation
 - technological change
 - state of the economy
 - online distribution.
- Application will be earned by explaining how each of these factors may have led to renewed growth in the last few years or could have contributed to a lack of growth in previous years.
- Analysis will come from developing the consequences of the factor affecting market size to fully explain how that factor will have created or hampered market growth.
- Evaluation will weigh up the factors considered, coming to a clear judgement that flows from previous answers.