



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 12 marks which contain the command word 'analyse' or 'explain why' 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 10 or more marks expecting a judgement (e.g. command words will include evaluate, to what extent, discuss, or may simply ask you to recommend a course of action) 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 10–14 marks, develop two arguments fully before making a judgement.
- For questions worth more than 14 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.

Mark scheme for 20 mark questions

Level	Mark	Descriptor
	0	A completely inaccurate response.
1	1–4	Isolated elements of knowledge and understanding. Weak or no relevant application of business examples. An argument may be attempted, but will be generic and fail to connect causes and/or consequences.



2	5–8	<p>Elements of knowledge and understanding, which are applied to the business example.</p> <p>Arguments and chains of reasoning are presented, but connections between causes and/or consequences are incomplete.</p> <p>Attempts to address the question.</p> <p>A comparison or judgement may be attempted, but it will not successfully show an awareness of the key features of business behaviour or business situation.</p>
3	9–14	<p>Accurate and thorough knowledge and understanding, supported throughout by relevant and effective use of the business behaviour/context.</p> <p>Uses developed chains of reasoning, so that causes and/or consequences are complete, showing an understanding of the question.</p> <p>Arguments are well developed.</p> <p>Quantitative and/or qualitative information is introduced in an attempt to support judgements, a partial awareness of the validity and/or significance of competing arguments and may lead to a conclusion.</p>
4	15–20	<p>Accurate and thorough knowledge and understanding, supported throughout by relevant and effective use of the business behaviour/context.</p> <p>Uses well-developed and logical, coherent chains of reasoning, showing a range of cause and/or effect(s).</p> <p>Arguments are fully developed.</p> <p>Quantitative and/or qualitative information is/are used well to support judgements. A full awareness of the validity and significance of competing arguments/factors, leading to balanced comparisons, judgements and an effective conclusion that proposes a solution and/or recommendations.</p>

14: Influences on business decisions

- 1 (a) Knowledge/understanding: 2 marks for identifying reasons for Lego's ethical reputation (10)
- Possible answers include:
- The reputation will be earned by the company's actions.
 - These actions may be consistently ethical due to:
 - less pressure to pay dividends to shareholders
 - a strong culture valuing ethical behaviour



- a brand image partly reliant on the reputation for ethical behaviour.

Application: up to 3 marks for a contextualised example.

Selecting aspects of the story to illustrate the argument.

Analysis: 3 marks for developing the contextualised example.

Makes a clear logical link showing how the factor leads to ethical behaviour and a reputation for it.

- (b) Knowledge/understanding: 2 marks for identifying reasons for a long-term approach at Lego: (10)

Possible answers include:

- Type of ownership
- Long history of company
- Focus on social responsibility

Application: up to 3 marks for a contextualised example.

Selecting aspects of the story to illustrate the argument.

Analysis: 3 marks for developing the contextualised example.

Makes a clear logical link showing how each factor leads to a long-term approach to decision-making.

- 2 Reasons to agree: (20)

- Culture impacts on every aspect of a business, especially decision-making.
- Culture influences the behaviour of all staff, perhaps in a way that a leader cannot.
- The leader is a major influence on corporate culture; few other employees will be able to influence culture in such a significant way.

Possible counterbalance:

- The role of the leader features other very important aspects, not least making key strategic decisions and selling a vision for the business's future to all staff.
- There are other influences on culture.