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	Elements of knowledge and understanding, which are applied

		to the business example. Arguments and chains of reasoning are presented, but connections between causes and/or consequences are incomplete. Attempts to address the question. 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.
3	9–14	Accurate and thorough knowledge and understanding, supported throughout by relevant and effective use of the business behaviour/context. Uses developed chains of reasoning, so that causes and/or consequences are complete, showing an understanding of the question. Arguments are well developed. 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.
4	15–20	Accurate and thorough knowledge and understanding, supported throughout by relevant and effective use of the business behaviour/context. Uses well-developed and logical, coherent chains of reasoning, showing a range of cause and/or effect(s). Arguments are fully developed. 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.

19: Global marketing

1   (a)   Reasons why research data supports ethnocentric strategy: (20)
- The strategy may work in China, with relatively positive findings for people's willingness to buy European products and pay a premium price for them.
- This strategy should help to ensure Edwards and Edwards maintain a clear differentiation.
- The Chinese market shows little desire to see local products; sticking to Edwards and Edwards current range would go down well.

Potential counterbalance:
- In Japan, there is a very strong suggestion that locally

sourced products would be expected, thus suggesting an ethnocentric strategy would be ineffective.
- Other findings from the Japanese research are also less encouraging for an ethnocentric strategy.
- Effective evaluation is likely to highlight the contrast between the research findings, with an ethnocentric strategy suiting the Chinese market far more than Japan.

(b) The major challenges the firm is likely to face include: **(20)**
- Cultural differences: These can be especially pronounced in food markets.
- Different tastes: Quite literally there will be differences in the kind of food preferred by consumers in these different countries.
- Language: Vastly differing languages may cause problems in marketing communications.
- Unintended meanings: It may not just be language that causes this problem; images and colours on packaging can cause issues.
- Inappropriate or inaccurate translations: The firm is unlikely to have in-house linguists, meaning translation will need to be outsourced; cutting corners on this could lead to inappropriate translations.
- Inappropriate branding or promotions: These again could cause issues with marketing communications in such vastly different cultures to that in which Edwards and Edwards have operated previously.

2   Arguments for: **(20)**
- Globalisation may lead to large global firms entering more and more foreign markets. This is likely to lead to an increasing uniformity of product offerings in different markets.
- Increasing levels of income in many developing countries will stimulate growth in consumer goods markets, allowing consumer goods giants to offer existing successful products to new markets.

Possible counterbalance
- This would only be likely if firms are pursuing an ethnocentric approach. Those which use a polycentric or geocentric approach are likely to maintain differences between different national markets.