



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.



3: Marketing mix and strategy

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| 1 | (i) Brand C | [1] |
| | (ii) as it has a high share of a low growth market | [1] |
| 2 | (i) Penetration | [1] |
| | (ii) Skimming | [1] |
| 3 | Brand C, the cash cow, should be milked to provide funds for marketing others. A holding strategy is likely to be used for brand A, which is a rising star and needs protection from competition in its high growth market. | [10] |

The portfolio contains two dogs (D and F), one or both of which should be divested. They are unlikely to be bringing in any significant profits.

The problem children – brands B and E – may be successful in the future and one or both should be built. This decision will depend on market and product specific characteristics, which is most likely to succeed if built.

We know that brand E was only recently launched so this may be the better bet if the company only has the resources available to build one of the two problem children up in the hope of gaining rising star status.