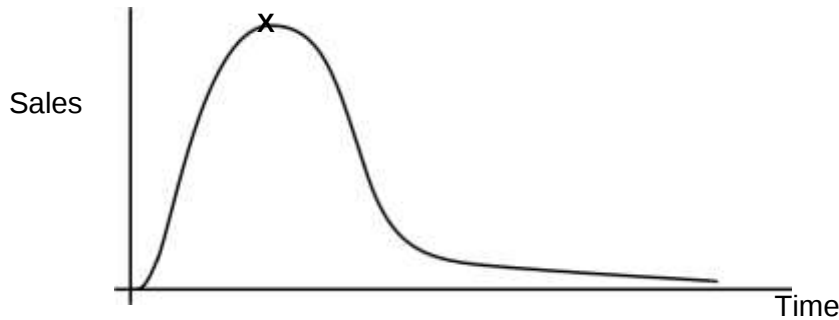


- 10 The current position of a product is shown by **X** on the product lifecycle diagram.



According to the diagram:

- A** sales grew rapidly but the product is now in maturity
- B** sales grew slowly but the product is now in decline
- C** the product continues to be highly profitable
- D** the product is experiencing a rapid decline

Your answer

☐

[1]

- 11 What is a benefit to a patient of receiving communication from their hospital doctor by email rather than by letter?

- A** Doctors receive confirmation of receipt when the email is opened
- B** Emails can contain hyperlinks to further information about treatments
- C** Emails save money by reducing stationery, printing, and postal costs
- D** Multiple medical appointments can be sent out at the same time

Your answer

☐

[1]

- 12 What impacts are a customer boycott **most** likely to have on a business?

- A** External growth, reduced profit, increased dividends
- B** Fewer customers, reduced profit, increased market share
- C** Improved brand image, more customers, increased profit
- D** Worsened reputation, lower sales, reduced profit

Your answer

☐

[1]

2

.....

.....

.....

.....

.....

.....

.....

.....

.....

Preview from Notesale.co.uk
Page 16 of 52

Preview from Notesale.co.uk
Page 19 of 52

Preview from Notesale.co.uk
Page 19 of 52

© OCR 2024

.....
.....
.....
.....
.....
.....

OCR

GCSE

Business

J204/01: Business 1: business activity, marketing and people

General Certificate of Secondary Education

Mark Scheme for June 2024

Preview from Notesale.co.uk
Page 22 of 52

OCR (Oxford Cambridge and RSA) is a leading UK awarding body, providing a wide range of qualifications to meet the needs of candidates of all ages and abilities. OCR qualifications include AS/A Levels, Diplomas, GCSEs, Cambridge Nationals, Cambridge Technicals, Functional Skills, Key Skills, Entry Level qualifications, NVQs and vocational qualifications in areas such as IT, business, languages, teaching/training, administration and secretarial skills.

It is also responsible for developing new specifications to meet national requirements and the needs of students and teachers. OCR is a not-for-profit organisation; any surplus made is invested back into the establishment to help towards the development of qualifications and support, which keep pace with the changing needs of today's society.

This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

© OCR 2024

Preview from Notesale.co.uk
Page 24 of 52

Annotation	Meaning
U	Understanding (AO1b)

SECTION A			
Question	Answer	Marks	Assessment Objective
1	B	1	1b
2	B	1	2
3	C	1	2
4	B	1	1a
5	D	1	2
6	C	1	2
7	D	1	2
8	B	1	2
9	C	1	1b
10	A	1	2
11	B	1	2
12	D	1	1b
13	B	1	2 (PS)
14	C	1	2
15	C	1	1a

17	(d)	(i)	Analyse <u>one</u> advantage for Clarks of using interviews to select new designers. Understanding may include: - Can assess the candidate's body language/facial cues/communication skills/personal presentation/personality/how they react under pressure - Can assess how candidate would fit into the business/work in a team - Can find out things from the candidate such as knowledge of the business, previous experience, skills, specialisms, etc - Can compare candidates' responses to similar questions Application may include: <u>Very</u> competitive market/lots of competitors - Designers create new shoe styles - Designers are specialist - Fast-changing fashion trends - Ranges for children, women and men - Designers are central to business success Analysis may include: Common analytical comments (which must stem from the reason stated) include positive impacts on market share, revenue, profit, competitive advantage, beating the competition, reputation, efficiency, productivity, customer service, innovation, teamwork, decision making, etc. Exemplar responses: The designers are specialists (APP). Therefore, interviews allow the interviewer to get answers to detailed questions to better understand their skills (1) leading to a competitive advantage for Clarks (+1). They can compare all candidates' answers to the same questions (1). So they can select a worker who will improve productivity (+1). ARA	3 AO1b 1 AO2 1 AO3a 1	One mark for an advantage of using interviews to select employees.  <i>No further marks can be gained without understanding.</i> One further mark for application to Clarks.  One further mark for analysis of the advantage for a business of using interviews to select new employees.  NB: Analysis must be business-facing. NB: No reward for what interviews are. Do not reward features of method e.g. 'can see candidate'/'can ask questions'; advantage for business of these is required. Advantage must be for Clarks and NOT the employee or customer. NB: 'designers' is in the wording of the question. Take care with APP. Do not reward 'find the best person for the job', 'find the most suited' as this is the purpose of all recruitment and selection methods.
----	-----	-----	---	---	--

18	(c)	(i)	Analyse <u>one</u> advantage for SJ Salon of each method of communication. <u>Weekly team meeting</u> Understanding may include: • Can check for understanding/misunderstanding/attention/inattention • Supports teamworking • Improved relationship between employees and employer • Motivating/motivation improved work ethic • <u>Can emphasise points using body language/facial expressions/visual aids</u> • Owners get immediate/real time responses Application may include: • 200 customers completed a questionnaire • Employ one part-time employee and one full-time employee • Recruiting two new part-time employees • Jamila thinks it is more important to keep customers satisfied • Concerned about the additional competition Analysis may include: Common analytical comments (which must stem from the reason stated) include positive impacts on market share, revenue, profit, profit margin, avoiding a loss, competitive advantage, reputation, expansion, efficiency, productivity, customer service, labour turnover, motivation, etc. Exemplar responses: The owners can check everyone understands (1). This will help increase customer satisfaction (+1), which is very important since the national hairdresser is about to open a salon in the town (APP). Enhances employee motivation (1) which could increase customer service (+1).	6 AO1b 2 AO2 2 AO3a 2	For each method: One mark for an advantage for a business of using the method.  <i>No further marks can be gained without understanding.</i> One further mark for application to SJ Salon.  One further mark for analysis of the advantage for a business of the method.  NB: Analysis must be business-facing. NB: No reward for what communication is. No reward for what meetings are. No reward for what email is. Do not reward responses that solely refer to features of the methods e.g. staff meet together, two-way communication, verbal discussion, can raise questions, body language, facial expressions, written record, can get receipts, etc. The advantage for business of these is required to award a mark. Meeting: Feel valued (0) – advantage to employee rather than advantage for the business.
----	-----	-----	--	--	--