

MARKING SCHEME

Section A

Accept any other suitable answer.

NB* indicate own figure. (1+1) indicates 1 mark for point plus 1 mark for development.

- 1 The price falls/ decreases. 1 mark
- 2 **Advantage**
Better quality
Greater Speed
- Disadvantage**
Boredom
Lack of continuity if worker absent
(any other suitable answers) 2 marks
- 3 Services brought into the country
e.g. banking, insurance, tourism etc. 2 marks
- 4 Grants
Loans
Subsidies
Tax / Rates relief
Planning permission
Any 3 x 1 = 3 marks
- 5 a) A company which has its head office (or head quarters) in one country but has
branches, manufacturing or assembly plants in several other countries. 1 mark
- b) **Advantages**
More jobs
Economic growth
New technology introduced
Any 1 x 1 = 1 mark
- Disadvantages**
Profits go to home country
Bring own workers
Might put local firms out of business
Any 1 x 1 = 1 mark
- 6 Investors personal property is protected
Investors only lose what they put in
Encourages people to invest through buying shares
Any 1 x 1 + 1 = 2 marks

- 7 **Advantages**
 Training provided
 Less advertising costs
 Keep most of the profit
 Well-known brand aids sales
 Greater chance of success
- Any 2 x 1 = 2 marks
- Disadvantages**
 Royalty payments
 Lack of independence
- Any 1 x 1 = 1 mark
- 8 Fire
 Theft
 Accident
 Comprehensive
- Any 2 x 1 = 2 marks
- 9 a) Wholesaler
 b) Retailer
- 2 x 1 = 2 marks
- 10 Product meets highest demand
 Profits reach their peak
- 2 marks
- 11 a) £13.60
 b) £1.36
 c) £12.24
 (own figure rule applies)
- 3 x 1 = 3 marks
- 12 a) Rail
 b) Lorry / Van
 c) Air
- 3 x 1 = 3 marks
- 13 Job enlargement
 Training
 Job satisfaction
 Social relations
 Social clubs
 Job enrichment
 Job rotation
- Any 3 x 1 = 3 marks

- 14 Away from the work place
 No interruptions
 Greater chance of improving quality work
 May get qualifications
 Social contacts

Any 2 x 1 = 2 marks

- 15 Advice on location
 Business contacts
 Information on local economy
 Useful literature
 Social events

Any 2 x 1 = 2 marks

Total 35 marks

SAMPLE 00001

Section B

- 1 a) i) Too small, overcrowded
Nobody reads it
Not kept up-to-date
Information not seen as relevant / useful
In wrong position
Any 3 x 1 = 3 marks
- ii) House journals, bulletins, newsletters, company magazine
Staff notice
Memos / Internal mail system
Individual letters – slow, expensive, time consuming
E-mail – fast, cheap, convenient
(name 1 mark – description 1 mark)
3 x 2 = 6 marks
- b) Reduce accidents
Productivity
Insurance
Compensation claims
Legal
Enhance reputation
Any 3 x (1 + 1) = 6 marks

Total 15 marks

SAMPLE 00001

2 a) 20% 1 mark

b) i) 20
ii) 30 2 marks

c) Questionnaires – a list of questions designed to find out customers attitudes to a product or products.

Surveys – carried out by personal or telephone interview or by questionnaire, to collect information directly from a 'sample' of the population.

Consumer groups (or Panels) (16 / 25 year olds) – a group of consumers within a company's target market used for product testing, using the group's tasks to decide on the qualities of new products or changes to existing products.

Interviews – Obtaining information through questioning, conducted face-to-face or over the telephone. Can use 'closed' questions to obtain specific information about a product.

Any 3 x (1 + 1) = 6 marks

d) Use results obtained from market research to improve the design/ quality of trainers.

Increase consumer awareness of trainers by advertising more especially in magazines/ newspapers etc that are likely to be used by the 16/25 age range.

Offer staff incentives eg rewards - prizes to sale staff for having biggest sales in a year; production staff a bonus if they reach a certain production target.

Reduce costs by increasing the amount of trainers produced, reducing numbers of workers/ staff employed to produce/ sell trainers, using cheaper material.

Any 3 x (1 + 1) = 6 marks

Total 15 marks

3. a) Experience / qualifications required
b) Pay / Salary
c) Leave / Holidays
d) Location
e) Closing date for applications

5 x 1 = 5 marks