

**AS LEVEL**

*Exemplar Candidate Work*

# **BUSINESS**

H031

For first teaching in 2015

## **The local business environment – (H031/01) Summer 2016 series**

Version 1



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**GRADE E SCRIPT**

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# Introduction

This resource has been produced by a senior member of the AS Business examining team to offer teachers an insight into how the assessment objectives are applied. It takes exemplar candidate responses from the Summer 2016 series and provides some commentary on what factors contribute to overall levels.

Please note that this resource is provided for advice and guidance only and does not in any way constitute an indication of grade boundaries or endorsed answers.

# GRADE A SCRIPT

## QUESTION 16(a)

State **two** benefits to Faik of being an entrepreneur.

[2]

1. Enabled him to take the risk and be his own boss.
2. His job has his own personal interests meaning he gets high job satisfaction.

### EXAMINER COMMENTARY

Two good answers here – 'be own boss' and 'personal interest/job satisfaction'.

**Awarded 2 marks**

## QUESTION 16(b)

Explain **two** risks faced by an entrepreneur.

[4]

1. The high initial costs are a risk, that is because they are usually self financed, meaning that there business idea is their only source of <sup>income</sup> information.

\* 2

### EXAMINER COMMENTARY

Sadly the candidate only suggested one answer. The response scored one of the available two marks. The first part of the answer 'high initial costs' is a disadvantage rather than a risk, so could not be credited. Although not well expressed, the rest of the response does allude to there being a financial risk for an entrepreneur, and this was awarded a mark.

**Awarded 1 mark**

## QUESTION 17

Explain **one** benefit to Faik of having a business mentor while he was setting up Wild Fangs.

[2]

He can have clear advice that will be unbiased, therefore the mentor will aid him in making the correct decisions for his business.

### EXAMINER COMMENTARY

The mark scheme shows that a correct contextual response should be awarded two marks and a non-contextual response one mark.

This candidate makes two valid points in this answer (albeit only one is required) – the mentor would provide advice (1) and help with decision-making (2). Unfortunately none of the response contains any context. This is a common error. When a contextual response is required the question will clearly indicate this – usually by mentioning a person's name, job title or the

name of the business. Candidates need to be taught to check the wording of the question. This question said 'one benefit to Faik ...'; this is different from a question that said 'one benefit to an entrepreneur'. The first requires a contextual response, the second a generic response will suffice.

This response could have easily been contextualised by suggesting what specific advice or decisions the mentor could have helped Faik with e.g. how to advertise his animal workshops or what to charge for the children's parties.

**Awarded 1 mark**



## QUESTION 18\*

Evaluate the importance to Wild Fangs of providing high-quality customer service.

[12]

Customer Service → brand image, secondary business (used again).  
 personal recommendation, free word of mouth advertising.)  
 = the ~~delivery~~ <sup>delivery</sup> of a product or service by a given level. Eval → key to business development.

Customer service is the quality of a service or a product and how well it is delivered.

As Wild Fangs (W.F.) is a new business, customer service should of a high quality should be their key focus. This is because they are a newly developed business, therefore they need to try and set up a quality brand image. Through Fairs setting up early and having well prepared for each of his presentations, this has insured him good feedback, this feedback has been posted on his website, therefore any customers who are researching him for future opportunities will ~~use~~ find this attractive therefore he will gain future business from having a high quality customer service.



Another key reason why Wild Fangs need a high level of customer service is because their clients want to get their money's worth, as most schools and care homes will be on a very restricted budget, they

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need to insure that the money spent on any exhibitions like this need to be worth the money spent, otherwise Wild Fangs might not get future business from the same places therefore by insuring the high customer service gives clients the justification of spending the money, such as through Fair Spending. So much time explaining to individuals, it justifies the money spent.

The final reason high customer service needs to be insured, is because by giving high customer service, previous clients will recommend you to others through word of mouth advertisement, this is key, as it is one of the most effective, yet free types of advertisement which are essential to a relatively new business. An example of this would be "I would fully recommend him to any care home in the future".

Overall I think that customer service should be a main importance to Wild Fangs, this is because it insures possible future business with new and existing clients, therefore Wild Fangs can insure its survival as it focusses on quality, this helps build a high brand image, meaning customers are likely to have long recommendations.

By having high customer service as a importance, this can insure that every customer is happy, also it can also be used to get feedback from the clients in now to improve the presentations, therefore if they get future business, the presentations will be better, therefore giving the customer a high quality service that they paid for.

## EXAMINER COMMENTARY

The answer begins by explaining what customer service is (AO1).

In the second paragraph there is evidence of context 'new business' and 'newly developed business' (AO2). This is followed by a brief, but specific, judgement that customer service is particularly important to Wild Fangs because it is a new business start up (AO4). This judgment is supported by further knowledge of how good customer service can be achieved e.g. being well prepared (AO1) for the presentations (AO2). The benefits of receiving are then analysed in the remainder of the second paragraph through to gaining future business (AO3).

In the third paragraph another argument as to why customer service is particularly important to Wild Fangs is introduced. The

paragraph culminates in some analysis concerning high levels of customer service justifying customer spend (AO3).

The fourth paragraph gives further argument about word of mouth recommendation and again reaches some basic, but specific, judgement concerning free types of advertising being essential for a relatively new business (AO4).

The concluding two paragraphs attempt to summarise previous points made, sadly however it adds little as this time most of the context has been removed.

The answer was awarded **full marks for knowledge and understanding (AO1) and application (AO2) and its' analysis (AO3) and evaluation (AO4) were rated as good.**

**Awarded 10 marks**

## QUESTION 19(a)

Refer to **Extract C**. Wild Fangs normally receives three bookings per month for one-hour birthday parties. The price elasticity of demand is estimated to be -3.75.

Calculate the annual revenue that Wild Fangs gains from birthday party bookings.

[2]

Bookings = £120  
3 per month  
 $3 \times 12 = 36$  months annually  
 $36 \times 120 = £4320$   
Answer: ~~1350~~ £4320

### EXAMINER COMMENTARY

Correct answer, full marks. The workings are also shown for good measure, this should be encouraged. In the event that a candidate gets the final answer incorrect, the showing of workings may allow us to credit partial marks.

**Awarded 2 marks**





## QUESTION 20\*

Evaluate the extent to which Wild Fangs' promotional activities are likely to be effective.

[20]

plan: face book → major, rather linked in, major for  
V3 business.

Wild Fangs use mainly below the line  
promotion methods, this means they target specific  
audiences rather than trying to mass market.

One of their main promotional methods is  
through their website, this is a very cheap  
and effective way to get customers to be  
aware and consider your business, this is because  
through the use of search engines for specific  
criteria's like the job industry wild fangs operates  
in. However unless the customer knows  
some rough knowledge of the business, they  
won't really try to look it up, examples of  
this are that schools and parents missing  
homes won't look towards it, they'd rather  
be personally ~~contact~~ contacted by the  
business. ~~through the~~

Through the comparison of LinkedIn and Facebook, the business to business advertising through social media, these seem to be the most effective.

Although by then displaying quality photographs and recent customer feedback, this gives the business a professional impact, which could result in getting more clients.

J/R 2016

Turn over



\* 1632044011 \*

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Another effective method of direct advertising through trade fairs which would be an effective method for Wild Fags as these are regularly attended by businesses, meaning he can build the business to business - channel, therefore he can make more sales and also expand his business range. Another key way his advertising method through trade stands would be effective is by showing how under-fives ~~and~~ curriculum could be improved by his expertise, this means if pre-schools or nurseries adopted this, he's

business will have more customers and also on a regular basis, which in financial terms will insure a steady cash flow for the business. Although the trade stand and all of its research would have been expensive ~~Another effective way~~ ~~the time~~ and time consuming for Faik, meaning he could not have been focusing on more key parts of the business like preparing for his next presentation, this means setting up at trade stands is an opportunity cost, where the business has to weigh up the best decision for the business, then the unpicked option becomes the cost.

Another effective method Faik is using is social media, through research, it shows that social media can be the main factor of business to customer advertising for small businesses. Through this type of advertising, the costs are usually low or can be even free, as setting up a facebook page is, therefore for Faik's small business this is key as he wants to insure survival in the first few years as this is a key objective, through this he therefore needs to achieve high sales with ~~the lowest~~ ~~costs~~



least ~~costs~~ <sup>expenses</sup> costs such as through advertisement. However social media can ~~be~~ have negative impacts on a business as ~~not~~ people can write things about the business that are untrue, such as competition.

Overall, I think that the current promotional methods used are effective, this is because for ~~both~~ both, the target audiences of businesses and customers are achieved in a well way. This is because they have several promotional methods which ~~spread to~~ hit each target, therefore they ~~are~~ spread have effective balance of each audience. This means that the risk of them not gaining customers is spread, as they use several methods to reach their target audiences. By spreading the risk, the business can survive more effectively, ~~as~~ therefore fail can focus on his presentations and delivering high quality of service.

## EXAMINER COMMENTARY

The answer begins by suggesting that Wild Fangs mainly uses below the line promotional methods, and explains what this means. This is both knowledge and application (AO1 and AO2).

The second paragraph concentrates on promoting through the website. It contains more knowledge 'it is cheap' (AO1) and refers to schools and nursing homes (AO2). The next paragraph which discusses the inclusion of quality photographs of the website is analytical (AO3).

The fourth paragraph considers the effectiveness of advertising through trade fairs. There is a basic assertion (AO4) towards the beginning of the paragraph that that it is an effective method to reach business clients, but no justification of this opinion is given at this point. The remainder of the paragraph contains lots of links in an analytical chain about the benefits of using the trade fair for marketing purposes and was judged to be of a very high standard (AO3).

Some good evaluation of the effectiveness of social media is found in the fifth paragraph. This evaluation is two sided – cheap but potential for negative publicity (AO4).

If the answer had stopped here the response would have been awarded 18 of the available 20 marks.

However, the final two paragraphs provide further evidence of evaluation (AO4) by considering the effectiveness of the promotional strategy as a whole (rather than the individual promotional methods) (AO4). The answer gained all of the AO1, AO2, AO3 and AO4 marks, and so is **awarded full marks**.

**Awarded 20 marks**

# GRADE C SCRIPT

## QUESTION 16(a)

State **two** benefits to Faik of being an entrepreneur.

[2]

State **two** benefits to Faik of being an entrepreneur.

1. He works the times that he likes so ~~that~~ <sup>does not</sup> have to listen to a manager etc.
2. He receives all of the profits himself.

### EXAMINER COMMENTARY

Both answers were correct. Keeping all of the profit was one of the most common correct answers.

**Awarded 2 marks**

## QUESTION 16(b)

Explain **two** risks faced by an entrepreneur.

[4]

1. ~~Can easily do badly and lose all the money~~  
~~and time put into the start up. Can run~~  
~~out of funding in the first year because~~  
~~predictions may have been wrong~~  
 2. When they ~~don't~~ start up they won't have  
 a branded name known by everyone so will  
 have to advertise well to become known

### EXAMINER COMMENTARY

The question asked for risks faced by an entrepreneur not risks faced by the business. The mark scheme emphasises this point i.e. personal risks were required.

The first response was deemed too vague to be awarded a mark because it was unclear as to whether 'can run out of funds' referred to the business or the entrepreneur running out of funds. A reference to running out of funds so that the entrepreneur could not afford to eat or live would have been awarded a mark; however the business running out of funds and not being able to pay its bills would not.

The second response was clearly written from the business perspective and so could not be awarded. It also confused 'risk' with 'disadvantage'.

**Awarded 0 marks**

## QUESTION 17

Explain one benefit to Faik of having a business mentor while he was setting up Wild Fangs.

[2]

He received a business mentor while he started up Wild Fangs which benefits him as the mentor would have a lot of experience and would know how to start up a business. This would help Wild Fangs advertise etc.

### EXAMINER COMMENTARY

The mark scheme shows that two marks should be awarded for a contextual response and one mark for a generic response. This candidate shows good knowledge of what a mentor is and how a mentor might help e.g. help with advertising. However the answer is entirely generic, by this we mean the answer could have applied to absolutely any new business start up. Simply dropping in the name of the business, in this case 'Wild Fangs', does not make the answer contextual.

A contextual reference was all that was required to move this response to full marks. There are many ways this could have been done, perhaps one of the easiest would have been a reference to what was being advertised e.g. children's parties or to whom e.g. schools or nursing homes – either would have sufficed.

**Awarded 1 mark**

## QUESTION 18\*

Evaluate the importance to Wild Fangs of providing high-quality customer service.

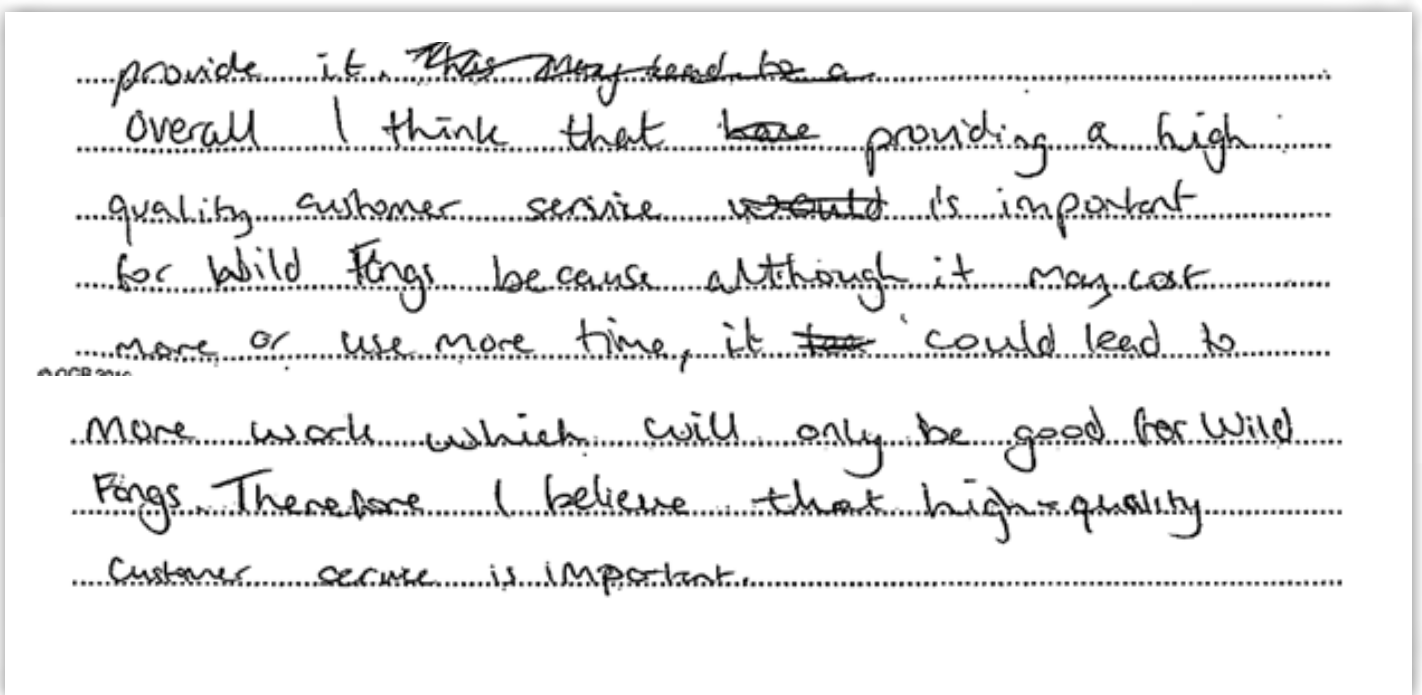
[12]

Wild Fangs providing high-quality customer service allows Falk to post recent customer feedback on his Website. Customer feedback is a great way to sell the idea to customers if they are unsure of its worth or if to use ~~it~~ his business. The better ~~the~~ customer ~~the~~ service that Wild Fangs provides, the better ~~the~~ customer feedback should be. <sup>This is important for Wild Fangs.</sup> ~~Also if Wild Fangs provide a good~~

Also if Wild Fangs provide a good customer service, people will remember their name and will mention it to others, this will ~~set~~ ~~idea~~ to advertise Wild Fangs and could lead to more work ~~from more~~ ~~than~~ This could lead to an increase in sales which therefore ~~could~~ increase profit for Wild Fangs, which shows its importance for Wild Fangs.

If Wild Fangs does not provide a good service it may reduce some costs for Wild ~~the~~ Fangs. For example if its for a birthday party and he gets a cake everyone he ~~party~~ will save the cost of the cake if he ~~does~~ does not





## EXAMINER COMMENTARY

The answer begins by linking the provision of high quality customer service with customer feedback (AO1). The candidate says that this feedback is found on Faik's website, showing a hint of application (AO2). The remainder of the paragraph is some very basic but non-contextual analysis about the worth of positive feedback to a business (AO3). The final sentence of this paragraph 'This is important for Wild Fangs' is a throw away statement with no supporting judgement.

The second paragraph suggests some benefits of providing good customer service. There are some analytical links in the chain through to sales and profit (AO3).

The argument about the cost of a cake in the third paragraph was not seen as relevant to the answer to the question. However this paragraph did contain a contextual reference to a birthday party, helping to secure application marks (AO2).

The final paragraph is the only place where any evaluation is seen i.e. the only place they actually justify the importance of customer service to the business. The justification is correct, but generic as it would apply to virtually all businesses (AO4).

Overall the answer was awarded **full marks for knowledge and understanding (AO1) and application (AO2)**. The quality of **analysis (AO3) was rated as good** and the **evaluation (AO4) reasonable**.

**Awarded 9 marks**



## QUESTION 19(a)

Refer to **Extract C**. Wild Fangs normally receives three bookings per month for one-hour birthday parties. The price elasticity of demand is estimated to be -3.75.

Calculate the annual revenue that Wild Fangs gains from birthday party bookings.

[2]

$PED = \frac{\% \text{ change in Quantity Demanded}}{\% \text{ change in Price}}$   
 $3 \times 12 = 36$        $36 \times 120 = R4320$   
 Answer:  $R4320$

### EXAMINER COMMENTARY

The correct answer, so full marks awarded.

Whilst the workings did not need to be shown in order to gain the marks, it is always good practice and we are pleased to show the working clearly laid out here. If the candidate had made an arithmetical error during their calculation which meant that their final answer was wrong, we may have been able to credit them with one mark for correct method.

**Awarded 2 marks**

## QUESTION 19(b)

Calculate the number of birthday party bookings Wild Fangs is likely to receive in one year if it decreases its price for birthday parties to £96 per hour.

[3]

$$PED = \frac{\% \text{ change in Quantity Demanded}}{\% \text{ change in Price}}$$

$$\frac{96-120}{120} \times 100 = -20\%$$

$$-3.75 = \frac{x}{-20}$$

$$x = -3.75 \times -20$$

$$x = 75\%$$

75% more  
 therefore  

$$1.75 \times 36 = 63$$

Answer: ~~75~~ 63

### EXAMINER COMMENTARY

The correct answer, so full marks awarded.

Once again, the workings are shown. This is good practice and especially important in more complex questions like this where an arithmetical error is more easily made.

**Awarded 3 marks**

## QUESTION 20\*

Evaluate the extent to which Wild Fangs' promotional activities are likely to be effective.

[20]

Wild Fangs promotes themselves by using many ways. One way they promote themselves is 'below the line' advertising which <sup>using</sup> ~~is~~ twitter and facebook. ~~These ways of advertising~~ advertising on Facebook ~~is~~ makes up 68% of ~~the~~ the social media advertisement ~~with~~ <sup>to</sup> ~~the~~ customers from businesses with twitter ~~also being~~ being the second largest with 10%. These two ways of promoting clearly do work. ~~as they make~~ Promoting on Facebook and twitter also allows people to follow Wild Fangs' page and keep up to date with ~~the~~ information, pricing <sup>and more</sup> ~~etc.~~ This could be an effective way of advertising, ~~although~~

Another way Wild Fangs promote itself is through ~~the~~ their website. This provides <sup>2</sup> contact details, ~~price~~ lots of high quality photographs of the animals and recent customer feedback. This allows potential customers to see some of the animals they will see on the day, and also read what other people thoughts on how Wild Fangs delivered their service. Not only does it promote Wild Fangs it ~~it~~ also provides ~~other~~ <sup>customers</sup> ~~opinions~~ opinions <sup>on the</sup> ~~and~~ <sup>business</sup> ~~and~~

which can lead to ~~more people~~ its effectiveness increasing.

Another promotional activity that Wild Fangs use, is that Fair goes to attend 'Exhibitions and trade fairs in the London area'. As Fair <sup>lives</sup> ~~lives~~ in London, it can ~~then~~ promote his ~~business~~ business to people who are at the events. A result of this may be more customers, which will lead to more revenue and therefore profit. This could be an effective way of promoting his idea which may help him in the long run.

I ~~think~~ <sup>believe</sup> that Wild Fangs promotional activities will be able to ~~draw~~ <sup>deliver</sup> ~~provide~~ more customers especially ~~the~~ using his ~~at~~ website as it provides a lot of information to the potential ~~customers~~ customers. I also believe that ~~my research~~ <sup>my research</sup> and ~~Twitter~~ using Facebook and ~~the~~ Twitter to promote Wild Fangs will be good but is limited to people in nursing <sup>Homes</sup> ~~Homes~~. Overall I believe that ~~the~~ Wild Fangs promotional ~~activities~~ ~~activities~~ activities will be ~~often~~ very effective, ~~the~~

## EXAMINER COMMENTARY

The first paragraph shows knowledge of below the line advertising, especially the use of social media (AO1). The paragraph continues to discuss Wild Fang's use of Twitter and Facebook (AO2). One piece of basic analysis can be found toward the end of the paragraph – follow – up to date (AO3). This is customer-facing analysis; however it does not get as far as stating the benefits to the business.

The second paragraph considers the use of the website (AO1). The paragraph is applied to the business (AO2) and again, contains some basic customer-facing analysis (AO3). The paragraph ends with some basic evaluation of the effectiveness of the website – not only does it advertise the business but it provides customer opinions on the business (AO4).

The third paragraph considers the use of trade fairs. The links in the chain of analysis in this paragraph are better than in previous paragraphs because they culminate in a business-

facing argument – more customers, more revenue, more profit (AO3). A basic assertion about the benefit in the long run (AO4) ends this paragraph.

The final paragraph attempts to sum up the previous argument, but it adds little. It is evaluative, but the evaluation is not justified and amounts to just a simple assertion. The argument that Facebook and Twitter can only reach nursing homes was not agreed, and could not be awarded.

The answer received **full marks for knowledge and understanding (AO1) and application (AO2). Analysis (AO3) was deemed just enough to be good and evaluation (AO4) limited.**

**Awarded 11 marks**

# GRADE E SCRIPT

## QUESTION 16(a)

State **two** benefits to Faik of being an entrepreneur.

[2]

1. He can manage his own time effectively - he choses the hours that he works.
2. All of his savings and spare money can be spent on ~~bettering his business~~ improving the business.

### EXAMINER COMMENTARY

The first response is correct.

The second response does not answer the question set. The question is asking a candidate to state a benefit of being an entrepreneur i.e. owning their own business. Being able to spend all of one's savings and spare money to improve a business is not a benefit of owning that business.

**Awarded 1 mark**



## QUESTION 16(b)

Explain **two** risks faced by an entrepreneur.

[4]

1. He has unlimited liability - if the company begins to lose profit then he is responsible for covering the necessary costs still (fixed costs).  
~~Start~~ → animal food etc.
2. He would have to come up with new ideas and exotic animals for customers to return and for him to make enough profit for business survival and potential expansion.

### EXAMINER COMMENTARY

Both responses are incorrect. The candidate has confused the 'risks' of being an entrepreneur with the 'disadvantages' of being an entrepreneur. A 'risk' refers to something being lost or harmed in some way.

Response one could have been turned from a 'disadvantage' to a 'risk' if it had been correctly developed. The risk of unlimited liability is losing personal wealth and possessions. Had the candidate said this they would have been awarded at least one mark.

**Awarded 0 marks**



## QUESTION 17

Explain **one** benefit to Faik of having a business mentor while he was setting up Wild Fangs.

[2]

This ensured that he was coming up with creative yet sustainable ideas to ensure business take-off and survival. The mentor would also have been able to assist when choosing the most appropriate marketing technique.

### EXAMINER COMMENTARY

The mark scheme indicates that a correct contextual response should be awarded two marks and non-contextual response one mark. The reference to Faik being 'creative', which according to the case study was part of the course he studied at university, was deemed just enough to make this a contextualised answer and so was awarded full marks.

**Awarded 2 marks**

## QUESTION 18\*

Evaluate the importance to Wild Fangs of providing high-quality customer service.

[12]

High-quality customer service is one of the key factors in a business's survival. It can lead to returning and loyal customers, inevitably boosting profits.

Extract B highlights the importance of customer service as word-of-mouth is a simple yet effective way to either attract new ~~to~~ customers or to deter potential / existing customers. The customer feedback from the care home visit that Falk performs states that "they would fully recommend him to any care home in the future". This is potentially going to boost his customer numbers, especially those from care homes. His "sensitive" behaviour and the fact that he took so much time with individuals will make other care homes much less cautious when it comes to hiring out Wild Fangs.

The visit to the school highlighted his exquisite time-management and care that he puts into each placement. "Early arrival to ensure plenty of time to set up" can make a customer feel valued and ~~to~~ ensures the building of a strong employee-customer

relationship. The feedback from the school and care home both state that his ~~explanations~~ and explanations and the way he dealt with the elderly and the children was impressive, showing that he can adapt his visits to fit the needs of the customer.

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This is another way to build an employee - customer relationships, which will, again, potentially attract more customers and therefore earn more profit.

Negative reviews on such a small business can have a huge impact. As the "educational and interactive workshops" are mostly performed to such a small group of people, potential customers will look for a business with all good reviews to ensure full comfort and trust in the company. Also, all 3 of the ~~reviews~~ reviews shown in extract B are from young children or the elderly, meaning that the workshops are frequently shown to vulnerable customers. Bad reviews can deter these kind of customers as high levels of trust, and care and patience are needed.

## EXAMINER COMMENTARY

The answer begins with knowledge that high quality customer service contributes to business survival (AO1). A list of some further benefits are then suggested, but with no analytical links (AO1).

The second paragraph contains some contextual references to Wild Fangs, especially in regard to care homes (AO2). The paragraph shows some links in the chain regarding good customer service, word of mouth, attracting new customers and boosting customer numbers (AO3). This analytical argument is written in the context of Faik's sensitive behaviour towards residents in the care home and is further evidence of application (AO2).

The third paragraph gives a similar argument, this time relating to a school. The analysis contained within this paragraph is deemed weaker than the quality of the analysis in the second paragraph, so adds no more to the award of this skill. Similarly, the fourth paragraph adds more application – this time educational and interactive workshops – but the analysis is similar to that in the previous paragraph.

No evidence of evaluation i.e. judgement of how important high quality customer service is to Wild Fangs was found in any of the answer.

The answer was awarded **full marks for knowledge and understanding (AO1) and application (AO2). Analysis (AO3) was deemed to be good. No evaluation (AO4) was evident.**

**Awarded 7 marks**

## QUESTION 19(a)

Refer to **Extract C**. Wild Fangs normally receives three bookings per month for one-hour birthday parties. The price elasticity of demand is estimated to be -3.75.

Calculate the annual revenue that Wild Fangs gains from birthday party bookings

[2]

The image shows a student's handwritten work on a grid background. The calculations are as follows:

$$-3.75 \times 120 = 116.25$$
$$116.25 \times 3 = 348.75$$
$$348.75 \times 12 = \text{£}4185$$

Below these calculations, the student has written "Answer: £4185".

### EXAMINER COMMENTARY

The correct answer to this question is  $\text{£}120 \times 3 \times 12 = \text{£}4320$ . Unfortunately, this candidate has attempted a much more complex calculation using price elasticity of demand. There is nothing which we could credit here.

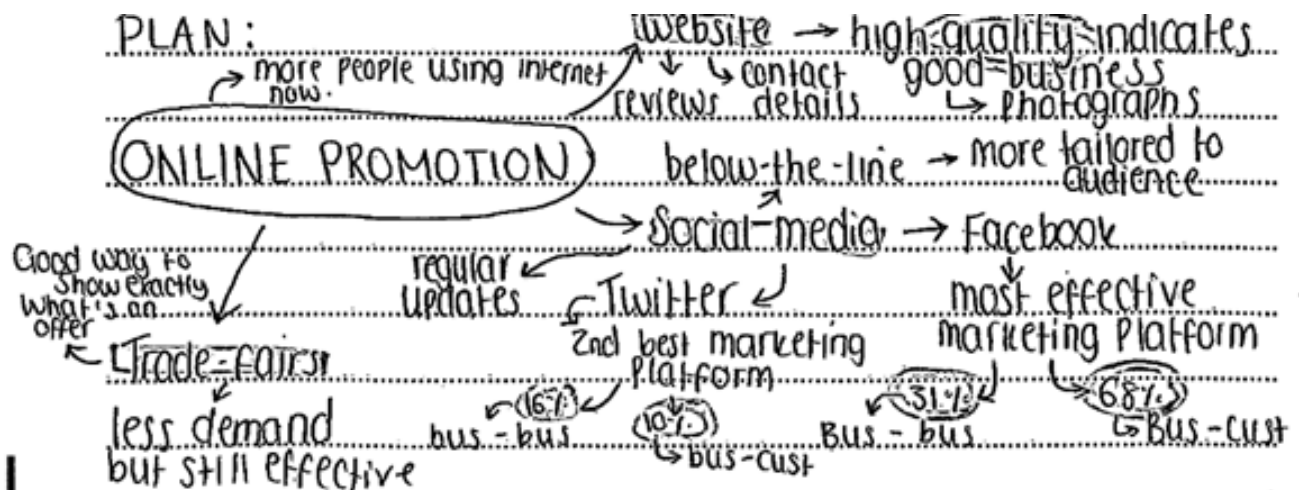
**Awarded 0 marks**



## QUESTION 20

Evaluate the extent to which Wild Fangs' promotional activities are likely to be effective.

[20]



With the increased use of the internet and technology in modern-day society, online advertisement is deemed to be much more effective than other marketing techniques such as newspapers or magazines (both above-the-line marketing). Wild Fangs' website shows the high quality of the company through a high quality website. Impressive photographs can easily highlight the care and interest shown towards the business and therefore is more likely to attract customers. A website that offers the viewing and the option to leave customer reviews is a good marketing strategy as it gives potential customers the opportunity to read about or leave a review

on positive experiences with the company. Making contact details available ensures the ease of booking and therefore, again, makes the business seem attractive to customers.

The use of social media is a common, yet very effective way to advertise. It can be targeted towards a smaller audience (below-the-line) and therefore seem much more attractive and appealing to those viewing it. Research shows that the use of Facebook and Twitter (~~which~~ both of which Wild Fangs use) are the two most effective ways for marketers to attract customers. Extract E shows that 68% of customers are attracted through the use of Facebook, and 10% through Twitter. This way of marketing is also a very quick and simple way for customers to receive updates. ~~One~~ One key benefit to marketing through social media is the low cost, yet high effectiveness. One drawback, however is that some people may not see the advert and therefore it doesn't attract the maximum amount of custom. Exhibitions and trade fairs are a much less popular way to advertise, however it is



still effective. An advantage of this type of marketing is the ability to easily show exactly what the business has to offer. It's also an ideal way for those without internet or access to social networking sites, such as Facebook or Twitter, to learn about the ways of the business.

## EXAMINER COMMENTARY

It was pleasing to see an answer plan had been developed for this question. This appears to have helped the candidate cover the main topics and obtain a good mark by writing in a clear and concise manner. The skill of writing short and to the point answers is particularly important in examinations such as this, where the time available is carefully controlled.

The answer begins with some basic knowledge of marketing, including the use of the internet in modern society and some above the line techniques (AO1). More knowledge which is applied to Wild Fang's is evidenced as the candidate begins to discuss the use of the website for displaying photographs (AO2). The link between impressive photographs and attracting more customers is explained by increased interest, this is basic analysis (AO3). The end of the paragraph makes a judgement about the effectiveness of the website, the argument is detailed and specific (AO4).

The next paragraph considers the use of social media as a promotional tool. A judgement is made about the effectiveness of social media because it can be targeted (AO4). Some basic analytical points are made in the middle of the paragraph e.g.

simply way to receive updates and low cost (AO3). Neither of these analyses were well developed. The end of the paragraph provides a counter-evaluative argument to this point, further evaluation (AO4).

The final paragraph discusses trade fairs. The comment about trade fairs being a much less popular way to advertise is unsupported and cannot be judged to be evaluative. The remainder of the paragraph does contain some basic analysis of the benefit of using a trade fair to promote the business i.e. 'easily show exactly what the business has to offer' and 'ideal for those without internet', however once again neither of these points were developed into a chain of argument (AO3).

The answer was awarded **full marks for knowledge and understanding (AO1) and application (AO2), Analysis (AO3) was judged to be reasonable and evaluation (AO4) good.**

**Awarded 14 marks**



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