

# Examiners' Report June 2022

**GCSE Business 4BS1 01** 



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#### Introduction

Both paper 1 and 2 allow learners to apply theory to realistic contexts. This paper is based on the business The Better Toy Store (TBTS) whch proved accessible to candidates. Many candidates understood the location of the three shops allowed for high footfall as well as some drawbacks. Many candidates showcased evidence of their understanding of business from studying this course. Providing answers on the given scenario does seem to still present some difficulty for some learners which restricted their entry to the higher levels or respond to the 'State' questions appropriately. Centres are encouraged to work closely with their learners to encourage them to revisit the scenario set and encourage them to practice answering questions in the context of the scenario set.

Centres are advised to look at the command words outlined on page 31 of the specification as many learners are losing marks through their lack of understanding of these words.

To assist centres in their preparation for future examinations it is worth noting that the mark scheme does include the Assessment Objectives (AO) for all questions. The breakdown for each AO can be seen on page 7 of the 'Getting Started to Teach' guide. For analysis (AO3) and evaluation (AO4) responses candidates are asked to write an extended answer using the information provided within the paper.

The time provided for the paper was sufficient and the paper differentiated well. Overall, learners responded well to the paper.

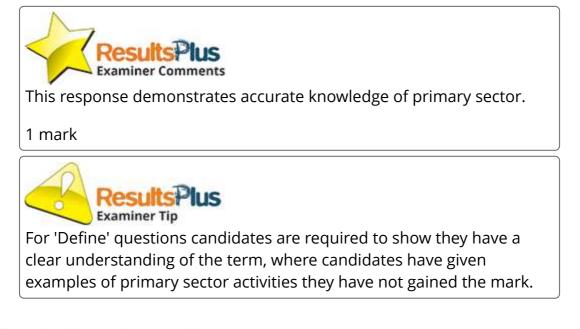
#### Question 1 (b)

This question saw around three quarters of candidates correctly define the term primary sector although some candidates confused the term with primary market research. Some candidates took the route to provide examples of businesses within the primary sector but the question is looking for a clear definition.

(b) Define the term primary sector.

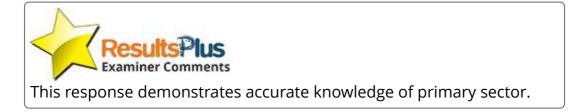
(1)

The primary sector extract row materials from the earth.



(b) Define the term primary sector.

(1)It is the extraction of raw materials from earth



# Question 1 (c)

This question saw around two thirds of candidates able to correctly define the term diseconomies of scale although some candidates confused this with economies of scale stressing the importance of encouraging candidates to double check the terms provided.

(c) Define the term diseconomies of scale.

(1)business grows too large, the ust of average cost per unit inelticiencies This response demonstrates accurate knowledge of diseconomies of scale. 1 mark. (c) Define the term diseconomies of scale. when



This response has not been able to accurately demonstrate their knowledge of diseconomies of scale.



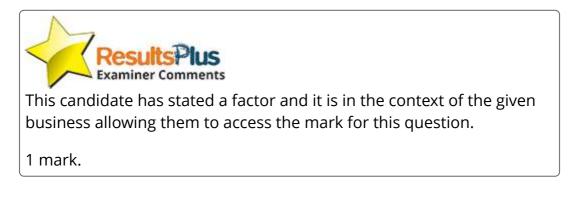
Candidates should be encouraged to double check their responses as one word can change the meaning of their statements thus losing marks.

#### Question 1 (d)

This question saw over two thirds of candidates gain a mark for this question by being able to correctly state a factor that TBTS should consider when selecting its manufacturers. Those who did not gain the mark either did not identify a factor or if they did then it was not in the context of the business thus not achieving the A02 mark as application is required on all State questions.

(d) State one factor TBTS should consider when selecting its manufacturers.

One facto	r Ti	375 Sho	nucl	conside	r when s	electing	irs manufacturers
							environmentau
Friendly			*****				



(d) State one factor TBTS should consider when selecting its manufacturers.

location of manufacture 15 important.



(1)

(1)



All 'State' questions require candidates to include context to their response – encourage candidates to check if their response is generic and can be applied to any business or have they included phrases that link it directly to the given scenario?

#### Question 1 (e)

This is a calculation question where over half of candidates gained full marks for the total costs of TBTS making 160 wooden toy carts. Candidates who did not gain the marks failed to recognise that fixed costs do not change and variable costs are applied per unit and therefore provided an array of calculations.

Figure 1 is a financial extract from TBTS based on the sale of 160 wooden toy carts.

	SGD		
Variable costs per unit	0.93		
Fixed costs	555.31		

#### Figure 1

(e) Calculate the total costs for *TBTS* of making 160 wooden toy carts. You are advised to show your working.

(2)



Again, another good response to this question gaining the full available marks.

2 marks.



Candidates should be encouraged to include their working out. There are occasions where candidates have the incorrect final response but the correct working out so have been able to gain a mark.

# Question 1 (f)

This was a well answered question where most candidates were able to identify an advantage of being a sole trader, some candidates have then been able to develop their answers with an explanation of that advantage to be able to gain full marks. Candidates who list more than one advantage will only gain 1 mark. The advantage must be developed to gain further marks.

(f) Explain one advantage of being a sole trader.

The advantage of being a sole trader is having full control of the business, this means the owner can decide what products are going to release @ product & is going to be sold. The refore making to going to be faster decision.



A good response which gained full marks. Control has been explained as the advantage of being a sole trader.

3 marks.



Centres are encouraged to teach candidates that for 'Explain' questions they only need to explain one as opposed to listing many.

(3)

# Question 1 (g)

A question where around two thirds of candidates have shown an understanding of external factors on business decisions made by TBTS. Those who did not gain full marks either lacked the knowledge of external factors or they did not apply their response back to the impact on business decisions made by TBTS. Candidates must be reminded that there are no AO1 marks for this question, there are AO2 marks for this level-based question as often candidates would provide an extended answer but not apply this answer to the context of TBTS therefore not allowing themselves to move into the top of level 2. Most marks gained by candidates were within the level 2 band for this particular question.

# (g) Analyse the likely impact of external factors on business decisions made by TBTS.

External factors, such as customer demand
is likely to impact TBTS. decisions as
depending on how high ewstomer demander
is, they will need to make the effective
decision of how many childrens play even
to produce If they produce too many tugs,
then TBTS well lose money as they wond
seux what they name produced resulting
in loss of profile and money was too
Another external factor, like the environment
may affect their decisions. This is
because TBIS may buant to be environmentally
friendly to attract more customers. If
global warning is increased laws and
ligislations may be put in place to protect
the world Meaning that TBTS worthave
the preedom to produce in a certain way
Eur example facturies may be shut down due
to population rates and (Total for Question 1 = 20 marks)
TBTS we'll have to change the way they produce
kid's play time toys.



Candidates chose to take many routes to answer this question and could bring in their knowledge of the subject to respond to this question. This candidate has chosen customer demand and the environment to analyse the likely impact on business decisions made by TBTS. This candidate demonstrates a response where clear context has been provided linked to the given business scenario.

6 marks.



Centres should encourage candidates to include context in 'analyse' questions to ensure they can reach the top levels of this levels based question.

# Question 2 (a)

A 'State' question which was not well answered by candidates. Candidates often stated a measure of success but did not apply this to TBTS . Less than one fifth of candidates were able to correctly identify a way TBTS can measure its success as a business and put this in context to the business.

2 (a) State one way TBTS can measure its success as a business.

F Can measure Sucess by Comparing revenue RONG



This candidate has clearly understood how to respond to a 'state' question by not only stating one way TBTS can measure its success as a business but in the context of TBTS. Candidates could have chosen a number of ways to measure success to include revenue, market share, customer satisfaction, profit, growth, owner satisfaction or employee satisfaction.

1 mark.

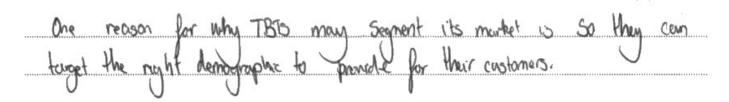


Centres must ensure candidates are reminded that 'state' questions have to have context in the response otherwise they will not gain the mark.

# Question 2 (b)

Another 'State' question which was not well answered by candidates but answered better than 2 (a) . One third of candidates were able to correctly identify a reason why TBTS might segment its market. Centres should remind candidates that 'State' questions need to be in the context of the given business, a lot of candidates are currently being disadvantaged by not using this skill.

(b) State **one** reason why TBTS might segment its market.



(1)



This candidate shows a typical response with no context. This candidate has rightly noted that a business might segment its market to target the right demographic to provide for their customers however they have omitted any context making the response generic and can be related to any business as opposed to TBTS specifically.

0 marks.

# Question 2 (c)

This was a well answered question showing good knowledge on the topic of flat organisational structures. Candidates were able to identify a benefit to a business of having a flat organisational structure and then go on the explain this benefit. Common responses included better communication or clearer understanding of instructions which is pleasing to see.

(c) Explain **one** benefit to a business of having a flat organisational structure.

A flat organisational structure has a short choin of command. Information passed on won?1 as through many there is a tion

A flat organisation structure has a short chain of command. This is usually less formal and employees can feel more at ease in the work place. This may increase productivity as well as motivation in the employees. The employees will then work harder, increasing the business' output



A good response which shows a clear benefit of '...has a short chain of command...' This candidate has then been able to expand upon this benefit and draw out why this is a benefit. This particular candidate has explained this benefit with more than two links of reasoning so has wasted some time when there are only 3 marks available.

3 marks.



Centres are reminded to refer back to the mark scheme to how explain questions should be answered. No context is required for explain questions but time and time again we see candidates applying context unneccessarily.

(3)

### Question 2 (d)

Almost three quarters of candidates gained 2 or more marks for this question as they were able to correctly identify a method a small business might use to increase its profit and go on to develop this answer. Where those candidates did not gain the higher marks it was due to identifying a method that a small business might use to increase profit but not then developing the answer or providing a list of ways of how social media can be used by a business. Candidates often responded by explaining that a small business can cut costs and then explaining how they could do this such as finding a cheaper supplier etc.

(d) Exp	lain one	nethod a small bu	siness might use to	p increase its profit.	e e
	7				(3)
	Rectu	Finding	a new	supplier	he will
					reduced
			,		gain from
		22 C		rco-3ls	



A good response which is concise and to the point. This candidate correctly identifies find a new supplier who will sell materials cheaper as a method a small business might use to increase its profit. This candidate has then successfully explained this method by stating '...means reduced cost of production...' gaining a second mark and gaining the final mark for '...more gain from profit, as revenue increases.' If the candidate omitted the final three words then this response would've gained just two marks but adding in that profit would only increase as revenue increases seals the final mark.

3 marks.

#### Question 2 (e)

A question which showed some gaps in knowledge of the Boston Matrix. Those candidates who understood the Boston Matrix were able to identify one benefit to a business from using this tool and go on to explain this benefit therefore gaining the full available marks. Some candidates found it difficult to extend their answer beyond listing benefits and therefore were unable to gain full marks. Around half of candidates showed no knowledge of this method whatsoever so gained no marks.

(e) Explain one benefit to a business of using the Boston Matrix.

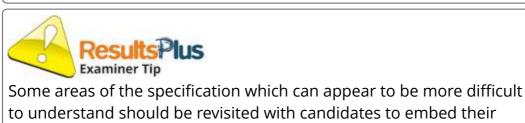
(3)

- The Boston Matrix will better the business' functionality in the particular anat market by influencing business decisions in a way that will be advantageous to the business, and therefore result to better sales and relations to its customers.



This proved to be one of the more challenging questions and some candidates failed to show any understanding of the Boston Matrix. Responses which were generic which did not show a clear understanding of the Boston Matrix gained no marks.

0 marks.



learning.

# Question 2 (f)

For this question candidates were asked to choose between using retained profits or getting a bank loan to be able to provide finance for TBTS as it wants to sell a wider variety of toys. Those candidates who gained no marks on this response simply showed knowledge of one or both options with no application, analysis or evaluation. Candidates working at level 1 showed good knowledge of both options, making statements on one or both options with some relation to TBTS but this was not always expanded upon in their answer. Around half of candidates accessed level 2 by expanding on their answers but often missed balance and a conclusion to their thoughts. More able candidates accessed level 3 by considering their chosen option carefully in the context of TBTS and how this would impact their financial position, linking their points together and concluding their answer with balance and justification. TBTS wants to sell a wider variety of toys. It is planning to buy these toys from other suppliers. This will need new finance.

TBTS is considering two options:

**Option 1:** using retained profits

Option 2: getting a bank loan.

(f) Justify which one of these two options TBTS should choose.

If TBTS chooses to choose use retuined propit is over to prome its buying of new togs such as conspit can quickly order to togs as its a quick and easy process, which means the new ordered the psys (cars and barbies) will be marketed before the nivals stort introducing their products. which means they will get noe revenue and have a higher market share share then other toy shops in the shopping mall secondly, +BTS will not need to pay interests or regular instalments, which in turn will their cash flow will be stable and also will near they and have to car keep the propit carry by selling toys as & this If TBTS choses to get a bank ban they will be able to reach the adequate amount needed to finance the buying of new toy. secondly, back bass are along - term of finance therefore TBTS will hold on to its cash made longer, which will improve their cash flow.

However, they have disadvantages. If TBD choses retained

(9)

propit it will be an opportunity cost as after wage it can't be used again. Which is a bad thing as if there is a days TBTS will not be able to respond faitly. Alsp, retained profit may not be adequak as TBTS is only a small business, therefore it conit finance the toys TBTS nonto to buy on the other hand, if TISTS choses a bonk the, it will be obliged to pay interests, which might win a back bon may need collateral, so TBTS may not lesing its nost tabable assets like its comparing cas. concusion, TIDITS should use to retained profit In bank ban as retained profit may not be adequate as TBts is a small business, and bank was will ensure that TBts is able get these toys from supplies, such a po games toy can and houses. as ton



This response shows what is expected from candidates in order to gain the full marks for this type of 'justify' question. This candidate has shown detailed understanding of the choice they have made, they have included context throughout their response with logical chains of reasoning and has made a good judgement about their choice with a thorough evaluation.

9 marks.



Candidates do not need to consider both options. Candidates need to make a clear choice out of the two options and be able to balance out their response as to why the business should or should not choose that option. Candidates are then expected to provide a clear overall judgement to evaluate their decision.

### Question 3 (a)

A question where candidates were asked to define the term inventory. Two thirds of candidates showed clear knowledge of the term.

3 (a) Define the term inventory. (1) the amount of Stoch, and products a company may have stored **Company may have stored Company way have stored** This is a good example of how we would expect candidates to respond to this question. 1 mark.

# Question 3 (b)

The response for an Outline question requires candidates to answer in the context of TBTS to gain the full available marks. Some candidates did well to identify a method that TBTS might use to respond to greater competition reason, those who achieved full marks were able to identify a method and explained this in the context of the given scenario.

(b) Outline **one** method that *TBTS* might use to respond to greater competition.

1

**********	TBTS	might	reduce	the	prices	of t	e (	children 1s
	toys.	As a	result	fre	paren to	mould	60	cropse
*********	the	cheaper	option	and	the	competit	ion	towards
	TBTL	entll	de mease.					

This is the only outline question in the paper and requires candidates to outline a method that TBTS might use to respond to greater competition. 'Outline' questions require candidates to use context within their responses and this shows how we would expect candidates to response to this type of question as this has achieved the full available marks.

2 marks.



Centres are encouraged to teach candidates how to respond to the command words in order to access all of the available marks.

# Question 3 (c)

A well answered calculation question where the majority of candidates have gained all of the marks available. It is pleasing to see candidates are making more use of the formulas given at the start of the paper.

In 2021, a TBTS toy shop had current liabilities of 36 000 SGD and current assets of 216 000 SGD.

(c) Calculate the current ratio for 2021. You are advised to show your working.

	-	2	ъ
s.	_		ъ
ε.	- 4	٢.	
۰.		-	

current liabilities = = ================================	
$\frac{36000}{216000} = 60$	



This response shows how the candidate has made full use of the formula from the front of the paper which is pleasing to see, however, they have made an error in their final calculation. This is why centres are encouraged to remind candidates to write their working out for all of the calculate questions – without this working out this candidate would not have achieved any marks but because of this working out they have gained a mark even though the final answer is incorrect.

1 mark.

# Question 3 (d)

A question where candidates who accessed level 3 carefully considered how the importance of TBTS motivating its employees. Candidates were disadvantaged when they did not apply their answer to TBTS as they cannot access the top of level 2 without any application.

(d) Analyse the importance of TBTS motivating its employees.

(6) reason it of that it is important One TBTS motivates its employees 15 to ensure 40 they are efficient, and orbbed 1 customers. The The employees at stores in Smg. apore must 3 TBTSS ther stay notwated m arder to ensure howe 9 9000 customers experience the store, and in enter order maintain customer loyalty, through lamon a good verationing with the stop by responsiveness. mpressed emplayees by retain customer Hence, in order to lagaltu important that employed star 15 m all their stores mativated reason should motivate Another TBTS ensure that emphysees A to they thew them lase dont employers and have omployee retention. If workers dan't feel satisfied in prew jons they when may ca may want to leave, se want an issue for TBTS as frey sufficient reope > help vin nare which thay lead wirch prisness, thew busness fainure. So in order to ensure that employed don't beare the burnes, TBTS must keep them hortwaked so the employees are saturs and with them job and continue to work across their stores



This candidate shows how we expect candidates to respond to an 'analyse' question. This response shows detailed application of knowledge and understanding of business concepts with context throughout as well as interconnected points with logical chains of reasoning.

This response shows that the candidate has thought about the positives of TBTS motivating its employees and the implications of not motivating its employees.

6 marks.



Unless responses for 'analyse' questions are in the context of the given business scenario candidates will find it difficult to access to higher marks.

# Question 3 (e)

For this question candidates were asked to choose between the primary market research methods of questionnaires or focus groups as TBTS is planning to introduce a new range of toys for four-year-old children and looking to find out from its customers what they want. Candidates working at level 1 showed good knowledge of both options, making statements on one or both options with some relation to TBTS but they did not always expand upon their answer. More able candidates accessed level 3 by considering their chosen option in the context of TBTS and how this would impact the business when deciding which method to choose, they have linked their points together and concluded their answer with balance and justification.

*TBTS* is planning to introduce a new range of toys for four-year-old children. It will need to carry out some research from its customers, including children and parents, to find out what they want.

TBTS is considering two options:

Option 1: hand out questionnaires to customers that visit the shops

Option 2: hold focus group meetings with parents and their children.

(e) Justify which one of these two options TBTS should choose.

TBIS should dupose option 2 over option 1 because it will allow them to get a better and in-depth under standing about the needy and wants of prostancer target customers - people who like type. group meeting, TBTS can get #10000000 With a face tace feedback on the spot and can ask as MASSAR CAL maini questiony and receive avswere instanting and detailed point of as needed. IBIS would be gutting a more personal of the parents and their children allowing them to satisfy more accurately. the needs of their customers 1his men help IBIS than to gain competitive edge by asking themin the parents children directly what their needs and wants are , posstoly Monney space in the market for them to the

However, Baus group meetings may be helpful only depending on how the questions are asked and what type of que strong are asked arents children are less litely to grange understand the question of and answer correctly, if the questions are long and detailed. If properly, TBTS would be able to successfully prepared get appropriately appropriate answers. Moreover, the teachers and children yier teel obliged to gave TBTS a specific answer, another hour marke if many people are isoning on order as well, I will be hard to confirm though they understrom the intormation appreciate unreligible and maleres. This many water The.

(9)

Tists 's the and resources if not executed property.
In concursion, TBTS should choose option 2 28 it allows for more
where the top the gathered for gathering a new range of toge
thereases, A depende on their objectives according unertur either
options are suitable, oppon I should be chosen if MATBTS metter
the has a low budget or want to maining wasting of resources.
(Total for Question 3 = 20 marks)



This response shows what we would expect from candidates when responding to a 'justify' question. This candidate is considering both the benefits and drawbacks of using focus groups over questionnaires in order for TBTS to carry out research from its customers. This candidate has also offered a conclusion which offers an evaluation gaining the full available marks.

9 marks.

### Question 4 (a)

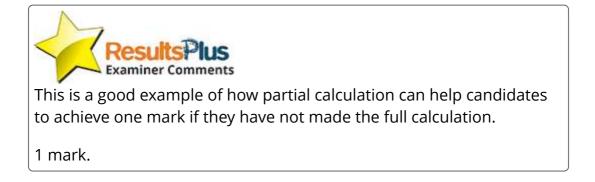
A calculation question which has been generally well answered by candidates. Some candidates only gained one mark as they have worked out the discount amount, but to gain the full marks available candidates needed to calculate the total cost to a VIP member of buying 17 dinosaur toys, by calculating the total cost of 17 dinosaur toys minus the discount of 15% that they would receive. It is clear to see centres have encouraged candidates to include their working out as often candidates have gained a mark for their calculation despite their final answer being incorrect. Candidates should be encouraged to double check the requirements of the question as some candidates worked out parts of the question and missed the top marks because they did not complete all of the calculations required from the question.

4 TBTS lets customers sign up for a Very Important Person (VIP) membership on its website. The website gives VIP members special rates and exclusive offers.

TBTS sells dinosaur toys for 22.80 SGD. VIP members get a discount of 15%.

(a) Calculate the total cost to a VIP member of buying 17 dinosaur toys. You are advised to show your working.

$$22.80 \times 15\% = 3.42 \text{ SGD}$$
  
 $17 \times 3.42 = 58.14$   
 $58.14$  SGD



(2)



Centres are reminded to encourage candidates to read the question carefully to fully understand what is required and therefore being able to access all of the available marks.

#### Question 4 (b)

A not very well answered question which shows gaps in knowledge of the acid test ratio. Some candidates made use of the formula at the start of the paper to reiterate this and how the acid test ratio was calculated but this was not required from the question. The question asked candidates to analyse the usefulness to TBTS of the acid test ratio. Those candidates who analysed the usefulness of the acid test ratio were able to show their understanding of the acid test ratio, how useful it is to TBTS and what other information they could require to make a more informed judgement.

2020 2018 2019 0.88 0.75 0.87 Figure 2 (b) Analyse the usefulness to TBTS of the acid test ratio. (6) 15 a USOFU 1 test *Catio* Acid Way find out if TBTS 15 imploving through different years. 20 not easy to rend the data and see the profit is increasing and if they'll know what's not 90119 TBTS what wrong or neels next yenr. implove for the tart could keeps & increasing This TBTS way sales in and imploving.

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Figure 2 shows the acid test ratios for TBTS.



This shows a typical example of candidates not understanding what the acid test ratio means or how it could be useful to TBTS. Where figures have been given, such as in this question, candidates should be encouraged to use them, compare them, judge them as this contextualises the response they formulate.

0 marks.



Whilst candidates are taught the formula and how to access the formula at the front of the paper it appears they do not always understand what the actual ratio means to a business and how it can be used. It would be helpful for centres to review all of these formulas and the meanings of them with candidates.

# Question 4 (c)

Centres are reminded that this is the only level-based question in the paper which is equally weighted across all four assessment objectives.

It is pleasing to see that most candidates made an attempt at this question.

Candidates at level 1 made some attempt at the question and were able to make basic statements about what internal and/or external communication is or which stakeholders the communication could be with, often with very little or no context.

Those candidates who accessed level 3 considered the importance of good internal and external communication in the context of TBTS and the impact this can have on the business. Candidates have successfully linked their points together in a logical order and been able to conclude their answer with a well-balanced and justified argument .

+ Shops can coordinate they them caves 4/hinks pravotian (c) Evaluate the importance of good internal and external communication to TBTS. maketing You should use the information provided as well as your own knowledge of business. 10 to proving standings case mindestading (12)Commication is very valentice between TBTS internal and external appears o This is as good internal cammication between shops car lead to coordinated product premotions. This nears calizing out simila marketing campaigns to produce a greater effect and awareness in the whole toys market. As a coult more potential ustaners may be intrested in enironmentally piendly high dildren toys and a larger watarer base my be adviewed, leading to a lager nute of toy sales one the three shops and ever a national or international impact which may skyraket sales in the airports Monever, barriers to commitcertion can hypety regatively inpact areal cause interal and external causinication . For instance, bad commication with suppliers could lead to misunderstandings between TBTS and then. This may lead to erroreous shipment orders, such as encomes different number of pertoys sont or dillement arrived data . As a nere 17.

capply to TBTS shops could be discontinuous and prevent regular restocking of toys a This may lead to customer durands not king met due to lack of certain toys they may be looking for a trush AS a result wahappy we takes will very likely not prices agein toys pra TBIS and find campetitian which affers envonientaly pierdty duidres toys. In carcesian , Mannunication 13 hugen important as it holds the base of the operations and inpact that they TBTS as a whole for small mituderstandings o In the short term breakages. in reliable commication may not significantly impact TOTS, such as one (Total for Question 4 = 20 marks) supply estol. However, in the lang tem, caltinous mis can minication may cause irrepeable dauge to TBTS reputation and he the reason for its failure,

LT ST

impact busines as anticle



This is a strong response and indicative of a level 3 response.

It is clear to see that the candidate understands the question and has been able to bring in their own business knowledge to support their response.

There is good context throughout the response as well as a balanced argument with a clear evaluation.

12 marks.

#### **Paper Summary**

Based on the performance in this paper candidates and centres are offered the following advice:

- Not to spend time repeating the questions this is not neccessary and simply wastes time
- Understand what the formulas mean
- 'Justify' questions do not need to consider both options
- 'State' and 'Outline' questions require context in order to gain the full available marks
- 'Explain' questions require no context

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