



# Examiners' Report Principal Examiner Feedback

Summer 2019

Pearson Edexcel International GCSE  
In Business (4CM1) Paper 01R

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## **PE REPORT ON GCSE INTERNATIONAL COMMERCE 4CM1 0R – 2019**

### **GENERAL COMMENTS**

Candidates appeared to have found this new style of paper accessible and were able to complete the paper in the given time. For the majority of the questions candidates were well prepared and were able to apply their knowledge, analyse and evaluate to answer the questions. However, a number of candidates struggled with the 'State' questions.

Many candidates had gained a great deal of commercial understanding from studying the course and this was apparent in the answers given. However, there are a number of candidates who are answering the questions detailing their knowledge of the topic without giving any application, analysis or evaluative comments. This does restrict the candidates' access to the full range of marks. The various scenarios throughout the paper of real life commercial operations, perhaps interested the candidates which meant that they were able to relate their comments more easily to the questions.

The mark scheme includes the Assessment Objectives to help in the preparation of candidates for future examinations. Just to reiterate, that all four of the Assessment Objectives (AO's) are covered throughout the paper and the percentage breakdown of each AO can be seen on page 31 in the Specification. Also on page 44 of the Specification, are examples of the command words used. For example in question 2 (g) and 3 (f) the command word is 'Justify' and candidates are asked to write an extended answer, using information provided in order to recommend one of the two options to a commercial operation.

It is important that candidates take into account the marks allocated for each question, giving them guidance on the amount of detail they need to answer the question.

It is also worth mentioning, that the examination paper is marked using the online 'ePEN' system, therefore candidates must indicate if they have continued their answer somewhere else on the paper or have added additional sheets. Although many candidates did follow this information there were still a number who did not. The examiner may not realise that a candidate has continued writing somewhere else on the paper unless it is made clear. For those candidates that used additional paper, their response to the questions must be clearly identified on the paper. Sufficient lines are given for candidates to answer questions. It is also important that candidates clearly label the additional pages to show which question they are continuing with. Examiners are unable to guess if a candidate has continued the answer somewhere else. Candidates must clearly indicate by using 'continued', 'contd page ....' or 'see separate sheet'.

Questions can be taken from any part of the specification, therefore centres should ensure that all sections are covered so that they do not disadvantage any candidates. From the work seen it appeared that some candidates had not covered the full specification.

## **COMMENTS ON INDIVIDUAL QUESTIONS**

### **SECTION A - Question 1**

**Q01a** – the majority of the candidates gained the mark for this question by identifying which principle of insurance requires information to be truthful. Candidates should be reminded that if they do make a mistake when answering a multiple choice question they should put a line through the wrong answer and an 'X' through the correct response. A candidate that marks two answers will not gain a mark, even if one of the responses is correct.

**Q01b**– again well answered by the majority of candidates clearly indicating that they understood that a service wholesaler give retailers is the opportunity of selling goods in convenient quantities.

**Q01c** – a define question, candidates had to define the term bricks and clicks. This was not a well answered question with only a fifth of the candidates gaining the mark available. There were however, a number of responses seen where candidates answered the question by using the word click i.e. by using the computer. Candidates should be encouraged to avoid using words straight from the question when answering.

**Q01d** – another define question where candidates had to define, trading bloc. Nearly three quarter of the cohort gained the mark available. From responses seen, candidates mentioned it was a group of countries joining together, which is correct but further development was needed to gain the mark. An example would be to reduce barriers between countries.

**Q01ei** – a calculation question, where candidates had to work out the cost of a businessman's flight in Hong Kong Dollars. Again, the question was well answered by candidates, with nearly ninety percent of the cohort, gaining the marks available. It is worth reiterating to candidates to get them to show their workings within the box, as they may have the correct formula, which would gain them a mark but then make a calculation error.

**Q01eii** - this is the first of the 'State' questions where candidates must relate their response to the scenario. Only a fifth of the candidates gained the mark available. Although from the responses seen candidates understood the disadvantage of changes in the exchange rate, but did not put it in context and therefore did not gain the mark. Just by putting in the country in the response does not guarantee the mark.

**Q01eiii** – another state question. Candidates had to give one benefit of the change in the exchange rate for Malaysian businesses. Approximately a third of the cohort gained the mark available, possibly because they had not applied their response to Malaysian businesses that export to Hong Kong.

**Q01f** – a question where candidates could have developed their answers more to gain the full 3 marks available. The majority of candidates gained either 1 or 2 marks, having an understanding of the action a customer could take if they bought faulty goods. The question asked for one reason as opposed to two, and on this occasion as it is an explain question, the response did not have to be in context.

**Q01g** – candidates were asked to give one benefit of international trade to a business. Over two thirds of the cohort was able to gain one or two marks with a third gaining no marks. Most candidates understood that it would be beneficial to a country to trade international but did not develop the benefit.

**Q01h** – this is the first question in the paper which is marked by levels. Candidates were asked to analyse the benefit of Tazreen Fashion of having employer's liability insurance. To gain the marks available candidates needed to apply the information and then analyse it. Unfortunately a large number of candidates responded with comments relating to the actual employees and not the employer. Some candidates repeated the information from the stem which is not worthy of a mark. Over a fifth of the cohort did not gain any marks on this question.

## **Question 2**

**Q02a** – a multiple choice question where candidates had to work out the cost if a flood occurred and the shop was only insured for 60 000 Singapore Dollars. Most candidates were able to work out the correct figure with two thirds gaining the mark available.

**Q02b** – a multiple choice question where candidates had to identify which of the distractors would be found in the primary sector, the majority of candidates gained the mark available.

**Q02ci** – candidates had to look at figure 1 and then identify which age group had the greatest difference between the use of smartphones and television. The majority of candidates were able to choose the correct group.

**Q02cii** – again candidates had to refer to figure 1 and identify the age group that uses the smartphone the most. Again well answered with over four fifths of the cohort gaining the mark.

**Q02d** – a define question where candidates were asked to define business partnership. Again well answered with the majority of candidates gaining the mark available.

**Q02e** – this question was ‘explain’ hence candidates did not need to put it in context. The majority of candidates were not able to gain marks at 1 or 2 marks on this question. However, the question asked for one disadvantage as opposed to two, candidates should be made aware of this.

**Q02f** – nearly a quarter of the cohort did not gain any marks on this question. As it was another ‘explain’ question candidates did not have to put it in context. From the responses seen some candidates understood the advantage of buying a franchise; however they then did not develop their advantage to gain the marks available.

**Q02g** – again this is a question that is marked by levels. Candidates had to choose between the two strategies that Buffalo Tours could use when selling holidays. Most candidates understood that they had to justify why they had chosen which option. However a large number of candidates gave very detailed descriptions of the two options, which was knowledge and therefore they did not gain any marks. Some candidates made some very valid comments, but then did not develop them to gain the analyse and evaluate marks available. There is no right or wrong answer when choosing the options it is how the candidate justifies their choice.

### **SECTION B - Question 3**

**Q03a** – the majority of the candidates gained the mark for understanding branding.

**Q03b** – three quarters of the candidates understood that Coca-Cola could not insure against the failure of the business.

**Q03c** – a state question where candidates had to give one administration expense that Coca-Cola would have to pay. Again as mentioned earlier, from the responses seen, a number of candidates gave a valid answer but did not related it back to Coca-Cola, and therefore did not gain the mark available. Approximately a fifth of the candidates gained the mark. Even if the candidate mentions Coca-Cola but did not put the response in context they would not gain the mark. An example where a candidate's response would not gain the mark. 'Coca-Cola would have to pay transport costs'. The response is correct but not in context, for the candidate to gain the mark they could have added, 'supplying the drinks to wholesalers or retailers'.

**Q03d** – candidates were asked to outline one reason why Coca-Cola prefers to produce its drinks in the country they are sold in. Again from the responses seen a number of candidates gave more than one reason. If candidates gave the reason that it helps their country financially by buying the ingredients would have gained them one mark. If they then developed the response by commenting on it helps also helps by providing jobs for those people that live in the country. This would have gained the additional mark.

**Q03e** – candidates were asked to analyse how legislation protects consumers of Coca-Cola drinks. Approximately half of the candidates did not gain a mark on this question. Analyse questions are looking for application and analysis for candidates to gain the marks available. From the responses seen most candidates mentioned that legislation prevents businesses making comments which are false for example, they could not state that their drinks would make you grow. They would then need to further develop the comment to gain the analysis marks available.

**Q03f** – again another option question where candidates had to justify which one of the two options would be more suitable for Coca-Cola, either supplying to small supermarkets directly or supplying through a wholesaler. As in question 2 many candidates described both methods giving the advantages and disadvantages. Again there are no knowledge marks available for this type of question. From the responses seen a number of candidates confused the two methods of supplying, which was a great pity. Most candidates were able to gain some marks on this question, with the majority gaining 2-3 marks. Candidates should be encouraged to analyse and evaluate the two options to enable them to gain the higher marks. There is no right or wrong answer on this type of question, the candidates can justify either one.

## **SECTION C - Question 4**

**Q04a** - candidates should be encouraged to show their workings as advised in the question, as they could gain a mark for the formula, even if the actual answer is wrong. However, two fifths of the candidates gained the two marks available.

**Q04b** – most candidates were able to gain some marks on this question, with very few of the cohort gaining no marks at all. As previously mentioned an analyse question, is looking for application and analysis of why Samsung would use its own website to sell smartphones and tablets. Most candidates realised that using their website meant that Samsung would make more profit and that customers do not have to go through a third party.

**Q04c** – It is worth pointing out to candidates that this question does carry the most marks and they should allow sufficient time to answer it with all four of the Assessment Objectives being covered. A number of candidates only completed a few lines and therefore did not gain many of the marks available. Some candidates are using bullet points or numbered format, this will not allow them to gain the higher level marks because they may not have analysed or evaluated the points made.

Candidates were asked to evaluate why Samsung would allow credit facilities for customers. A variety of valid comments were made by candidates, such as it enables customers to purchase more goods, which increases sales. However they then failed to develop these points and justify their decisions to enable them to gain the higher level marks.

Some candidates continued on additional paper, which is perfectly acceptable, please ensure that all candidates do included the centres details and their name and candidates number on these additional sheets.