



GENERAL CERTIFICATE OF EDUCATION
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EXAMINERS' REPORTS

BUSINESS STUDIES (New) AS/Advanced

January 2009

Statistical Information

This booklet contains summary details for each unit: number entered; maximum mark available; mean mark achieved; grade ranges. *N.B. These refer to 'raw marks' used in the initial assessment, rather than to the uniform marks reported when results are issued.*

Annual Statistical Report

The annual *Statistical Report* (issued in the second half of the Autumn Term) gives overall outcomes of all examinations administered by WJEC.

BUSINESS STUDIES (New)
General Certificate of Education
January 2009
Advanced Subsidiary/Advanced

Principal Examiner:

Unit Statistics

The following statistics include all candidates entered for the unit, whether or not they 'cashed in' for an award. The attention of centres is drawn to the fact that the statistics listed should be viewed strictly within the context of this unit and that differences will undoubtedly occur between one year and the next and also between subjects in the same year.

Unit	Entry	Max Mark	Mean Mark
BS1	1718	50	30.4

Grade Ranges

A	40
B	35
C	30
D	26
E	22

N.B. The marks given above are raw marks and not uniform marks.

BS1

This unit provides an Introduction to Business and is designed to include the essential knowledge that candidates need at the outset of a course in Business Studies.

The Legacy BS1 had a number of challenging concepts e.g. corporate culture and a large macro-economics content e.g. inflation and interest rates which candidates found very challenging. Additionally there was perhaps too much content which meant that centres found it difficult to complete in time for a January sitting in year 12.

The content in the new BS1 has been reduced, difficult content moved to A2 and as indicated. The focus is on an introduction to the key functional areas of marketing, human resources, finance and operations management.

The new BS1 is thus more accessible to candidates and in particular those who have not studied the subject before. The more accessible nature of this paper is reflected in the high quality performance achieved by many of the candidates.

Q.1 With the use of examples, explain the difference between needs and wants. [4]

This question posed few problems for most of the candidates. Those who did not score highly were the candidates that wrote “needs are things you need and wants are things you want”.

Q.2 In what ways do the aims and objectives of the public sector differ from those of the private sector? [4]

Most candidates answered this question well. There were, however, some very superficial answers and several which were inaccurate with regard to the public sector whilst nearly all candidates understood the aims and objectives of the private sector. Some candidates wrote good explanations but named the sectors incorrectly.

Q.3 (a) Adapt the demand and supply diagram and explain what might happen to the price of replica Welsh rugby shirts if the Welsh team is more successful. [4]

There some variations in centre responses to this question. Some candidates clearly understood demand and supply curves and adapted the diagram accurately and gave clear succinct answers. Others were able to give good written explanations but had no idea what to do with the diagram. Finally there were a few who avoided the question.

(b) Explain two factors, other than the success of the Welsh rugby team, that may influence the demand for replica Welsh rugby shirts. [4]

Even those who did not understand the demand and supply diagram were able to give reasonable answers to this question. However, there were a number of candidates who had not read the question carefully and gave the success of the Welsh rugby team as a response.

(c) Consider the view that the primary market research carried out by Under Armour is of much greater value to the business than its secondary market research. [6]

This seemed to have been well taught and candidates were well aware of the difference between primary and secondary research. However, many candidates merely described each type of research and did not evaluate.

- Q.4** (a) In what ways does Neil Duttson exhibit the characteristics of a typical entrepreneur? [6]

There were some really excellent answers to this question and the majority of candidates were able to identify the back-up testimony in the passage. Some candidates were inclined to wander away from the question and wrote too much in expansion of the Neil Duttson's actions e.g. how much benefit he would receive from his travels around Europe.

- (b) Evaluate Neil Duttson's decision to change from operating as a sole trader to setting up as a private limited company. [8]

This was the question that really tested the candidate's examination technique. Nearly all the candidates knew the difference between a sole trader and a private limited company (although some did confuse private limited company with a public limited company). The question required the candidates to apply this knowledge to Neil Duttson's business and then to evaluate his decision. Many candidates seemed to have little idea of what is required when they are asked to evaluate.

- Q.5** (a) Outline two economies of scale that Thorntons will benefit from if it continues to be successful. [4]

This question was not particularly well answered. It was surprising that so many did not know the meaning of economies of scale and many of those that did were only able to identify the purchasing economy of scale. Some candidates gave good examples and applied their answers to Thorntons.

- (b) Discuss the view that the expansion of Thorntons should take place through franchising rather than opening more of its own stores. [10]

The response to this question was very mixed. Most candidates seemed to have a good knowledge of franchising but many of the candidates mixed up the terms franchisor and franchisee. The biggest weakness in the answers was that they were one-sided i.e. either from the viewpoint of the franchisor or more often the franchisee. Also the question called for a discussion so consequently required an examination of the pros and cons of Thorntons either franchising or opening its own stores. There were some outstanding answers.



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