

A-level **Business**

7132/3

Report on the exam

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Summary

Overall performance compared to last year

This paper proved a little harder than last year's. While undoubtedly accessible, examples of well-developed arguments were rarer than last year. The ability to take a chain of argument from start to finish, remaining in context throughout, is critical to all six questions on the paper. This skill should form the 'bread and butter' of exam preparation for students if they are to be properly prepared to access top levels of response. Tied up with this is the ability to weave more than one aspect of a case study/appendix into one argument, showing an understanding of potential causality. This skill can be practised using past papers or appropriately selected other case study-based materials. To be most effective, these practice exercises should offer students the opportunity to draw contextual information from various areas of the specification.

A further general issue noticeable this year was a slight decline in the quality of evaluation. This was caused by failing to make a judgement specifically related to the question set. Questions 4, 5 and 6 especially exemplified this problem. Many students concluded question 4 by offering a decision of whether to change the approach to promotion. Question 5 saw judgements on whether to expand production facilities and question 6 saw judgements on 'the best' leadership style for a growth strategy. The over-arching principle behind this paper is to always ensure that the question asked is being answered precisely.

Topics where students performed well

Questions 1 and 2, on environmental operations objectives and organic growth. Question 4, which relied on the need to interpret graphical data and assess the impact of social media promotion on sales proved a strength.

Topics where students performed less well

Although question 3 was accessible, well-developed arguments proved harder for students to produce. As mentioned above, the ability to weave more than one aspect of the data/case study into an argument is a common way to move an argument from developed to well-developed. Question 5 posed several problems – sticking to the question and its focus on risk, as well as showing some knowledge inaccuracies when interpreting Appendix B data. Use of that data to calculate relevant financial ratios was rare. Question 6 proved challenging, especially in explicitly addressing the growth aspect of the question.

Assessment objectives

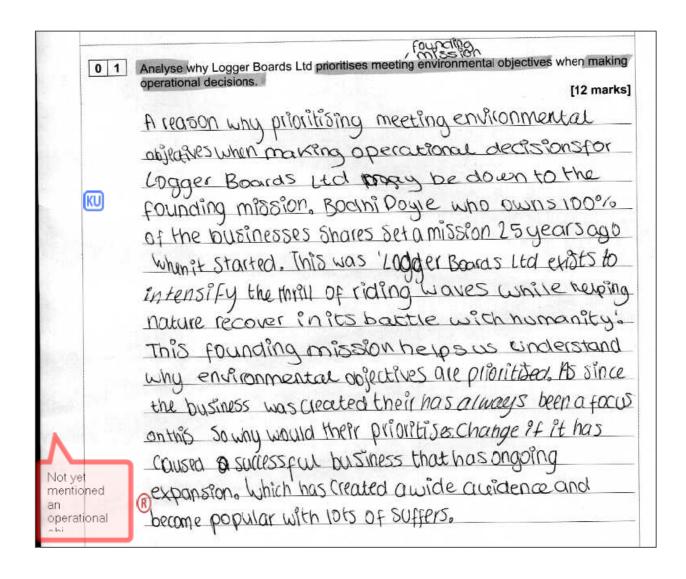
AO	Common student errors
AO1 Demonstrate knowledge of terms, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues	Organic growth was the most misunderstood piece of business knowledge on the paper, with a notable minority believing that this meant environmentally-friendly growth. There were opportunities offered to calculate financial ratios (most notably on question 5) but less than half the students attempting the paper successfully did so.
AO2 Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues	Application across questions 1 to 5 was generally effective. Predictably, the challenge of contextualising arguments on question 6 proved tougher. Students should be reminded that application means context, not necessarily a specific example. Many who did add context named businesses they had clearly studied in class, but even more successful were students who contrasted the relative importance of external factors by comparing fast moving industries (eg technology) with slower-moving external environments (eg furniture).
AO3 Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences	Question 1 highlighted a problem for some students when building analytical arguments – namely failing to ensure all aspects of the question were included. Though many students built arguments centred on marketing, these arguments failed to explicitly address the 'operational decisions' aspect of the question in any detail. Similarly, responses to question 4 often omitted reference to 'increasing sales', whilst analysis on question five often omitted reference to the level of risk.
AO4 Evaluate quantitative and qualitative information to make informed judgements and propose evidence-based solutions to business issues.	To access higher levels of the mark scheme, judgement should show some form of balance, and many students were unable to access the 'good' or 'excellent' bands as their evaluation didn't offer any sign of balance. Weaker responses often simply summarised when attempting to evaluate, rather than genuinely trying to weigh-up their arguments. Note that weighing up arguments in an evaluation would be far more likely to offer some form of balance to evaluation.

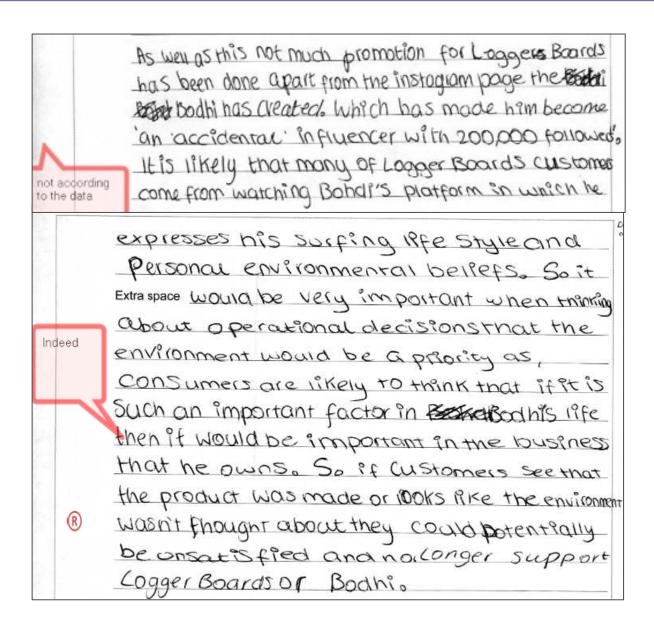
Question 1

General feedback

This question worked well as an opening question – proving highly accessible to most students to make a start to the paper. The major challenge faced by students was ensuring that both aspects of the question (prioritising environmental objectives PLUS making operational decisions) were addressed within arguments. One well developed argument addressing these aspects was sufficient to gain a mark in the top level of the mark scheme. Some students clearly spent too long on this question, trying to fully develop three or even four reasons, thus storing up timing problems for later in the exam.

Student A





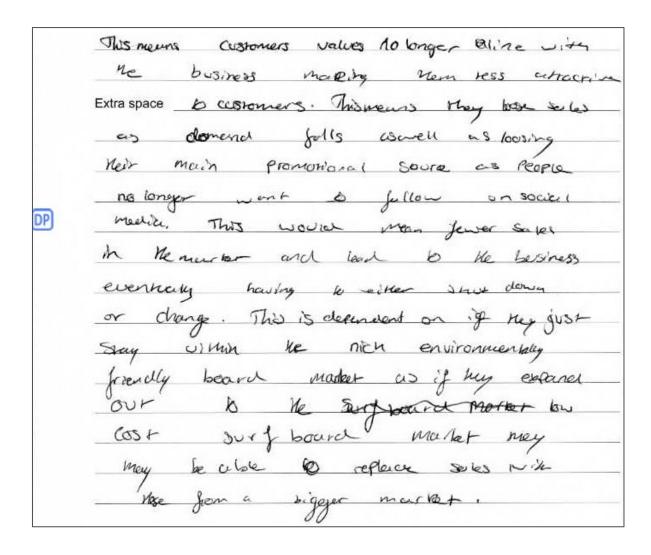
A level 2 response. This response makes relevant points and develops these into contextualised arguments. However, it does not explicitly examine the role of any actual operational decisions within the analysis. It therefore shows good knowledge, but does not fully address the analytical demands of the question, ending up as a reasonable response (8 marks).

Examiner tip

Reaching level 3 would simply need a clear link in either argument exemplifying an operational decision that illustrates the reason being discussed. For example, if the first argument had inserted a link explaining how Bodhi's insistence on 'only using power from renewable sources' showed the business' commitment to its founding principles, this would have been considered well developed.

Student B

	[12
1.0	logger boards prioritises meeting environmenter objective
-	USP. A unique selling point is me ming
	mar gives a moderat a competative
	advantage wetter mut be offering he burest
-	erice or in logger Ital's cooper affering
	an environmentally friendly board - logger bounds
100000	Sell in a niche merket that want
	environmentally friendly suit boards. This men
	key are willing to spend more knowing
	neir bound was produced entrally and
	the business has the same value as them
	If they prioritises profit appliesting
	over environment objectives it would mean
	They my to cur costs leading to new
	becoming less environmentally firendly.
÷	This means may no longer use renewe
	energy and recycle water . This tokes



A level 3 response. This is a nice example of one argument fully developed getting into Level 3 – addressing most of the demands of the question. The answer explores a range of issues relevant to the prioritisation of environmental objectives and includes a couple of examples of operational decisions. (11 marks).

Examiner tip

To move to 12 marks, there was scope to explore the operational decisions in slightly more detail.

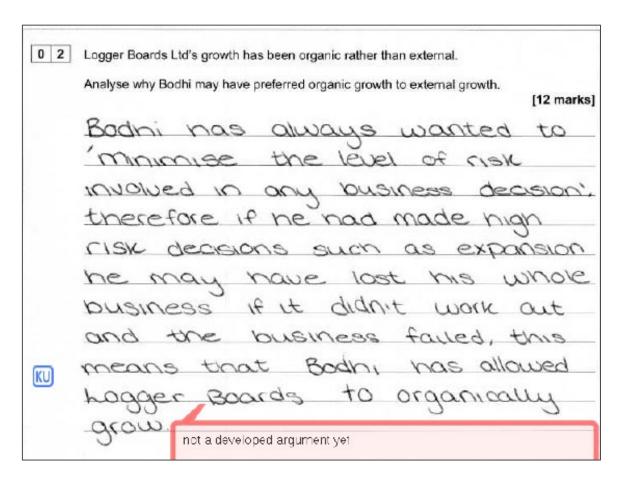
Question 2

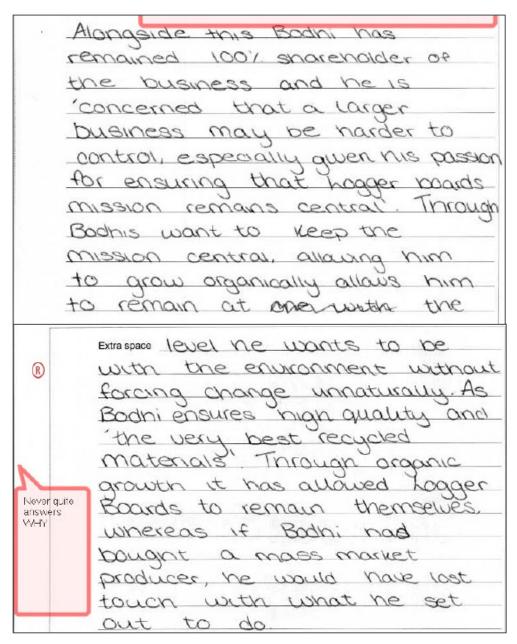
General feedback

This question presented a greater challenge to students. A notable minority showed a lack of understanding of the term 'organic growth'. In addition, some drifted away from analysing methods of growth, instead drifting into a discussion of sources of finance – thus not answering the question set.

The greatest challenge that most students faced was in being able to explain 'why' organic growth would bring certain benefits to Bodhi. Most were able to state what the benefit was to Bodhi, then explained why this benefit was useful. However, these arguments showed a significant missing link. Most commonly, students picked out that organic growth is less risky than external growth. Few managed to effectively explain why this was the case, however far more were able to link the lack of risk to Bodhi's attitude to risk. Typically, these responses achieved a reasonable level mark, whilst good responses needed the 'why' explained.

Student A





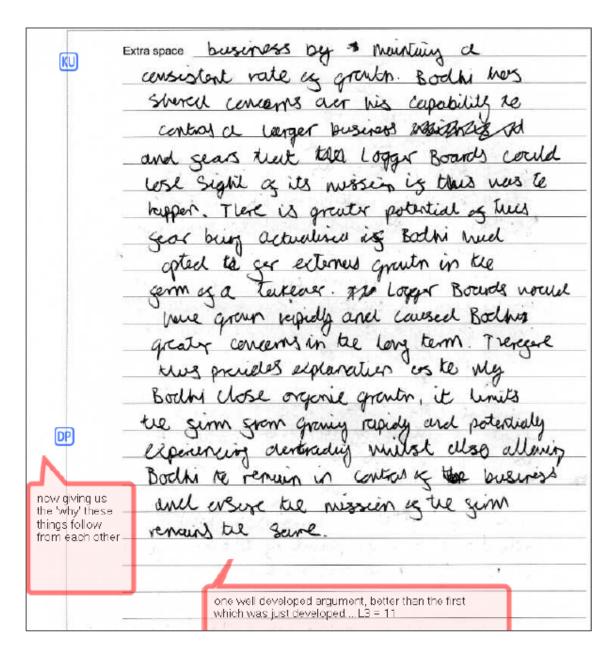
A level 2 response. After a first paragraph that offers little development, the answer then builds a developed argument about control. However, at no point does the response manage to actually pin down why organic growth reduces the risk of Bodhi losing control. (7 marks).

Examiner tip

What was missing was explanation of why a larger organisation, such as may have been formed if Bodhi had taken over a rival, could be harder for Bodhi to control. If Logger had taken over a rival business, the organisational structure of the larger business would have either more levels (potentially disrupting vertical communication) or wider spans of control (lowering potential levels of supervision). With this explained within the argument, the response would have moved to the top level of the mark scheme.

Student B

0 2	Logger Boards Ltd's growth has been organic rather than external.
(2)2)	Analyse why Bodhi may have preferred organic growth to external growth.
	[12 marks]
	Ore reason why Bodhi may here
	pressered organic growth te external
(KU)	growth is because organic growth is
	the less resty alternative of the two options.
	Bothy has always aimed to minimise
	the level of resk involved in his business
	decisions when freides an an explanation
	us to whom he close to grow arganishy,
	by increasing sales for example, rower trein
	grow externally and Marshage taxear
	ore of the wests market surgboard Managactures
	Men the appointing arose. Bodhi's
	risk overse manufactor rature has
/	resulted in Logger Boards pressering organic
because?	growth to external growth, do it is the
-	mere 'suse of the this growth methods.
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Not quite	to her ger numerous reasons such as
managed to explain why	eligeriy werk cultures, thous may been been
differing work	
gretare risk	
	A notive reason why Body way have progressed organic growth is delen the Mat it enubles him to maintain contrar of the
	preserved organic growth is delet the Mat
	it enables him to maintain contray of the



A level 3 response. Though the first argument fails to explain in detail 'why' organic growth would be less risky, the second argument does end up with reasons as to why organic growth allows the retention of greater control. This second argument is well developed and therefore the answer scores 11 marks.

Examiner tip

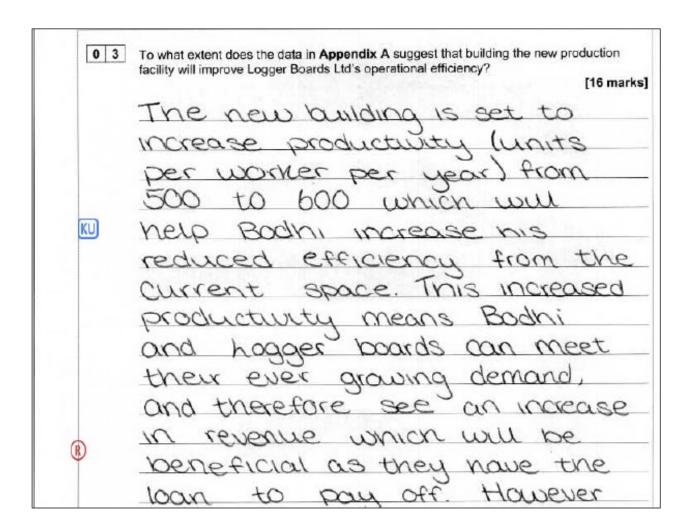
This answer could have been improved by explaining that organic growth may be less risky as it eliminates potential dangers of external growth such as a clash of cultures.

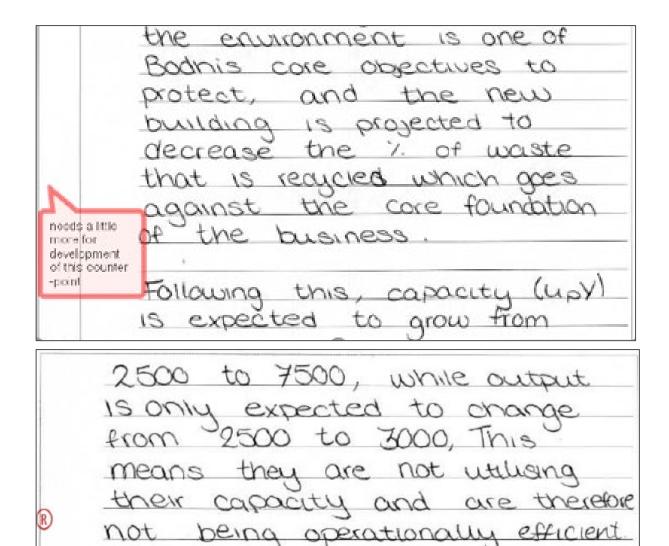
Question 3

General feedback

The vast majority of students found this question accessible, often the case when a question asks students to analyse data provided within the case study. Some had trouble maintaining a focus on operational efficiency. Other causes of weakness included students who re-wrote the data in the table, producing purely descriptive responses, instead of exploring the impact of the data on operational efficiency. The best arguments looked to weave more than one aspect of the data into an argument illustrating potential causality between some of the data in the table and the potential implications of that. Evaluation at higher levels required some notion of balance – weighing up the arguments presented – in this case recognising that while some of the data looks positive, other aspects are not, though these may change if demand and thus output continue to rise beyond just the first year of operation in the new facility.

Student A





A level 2 response. A developed point was made in context, which indicates reasonableness, the counter-argument only showed limited development. However, the answer lacks an overall conclusion - there are snippets of judgement as each point is introduced, but the lack of a clear judgement brings this to the bottom of level 2 for 5 marks.

Examiner tip

The clearest and most effective improvement would be the addition of a final judgement, weighing up the two sides of the argument presented. Even without any sense of balance or weighing up, this would improve to a higher level 2 mark. More sophisticated arguments on the data and its impact on operational efficiency would be needed to move above level 2.

Student B

0 3	To what extent does the data in Appendix A suggest that building the new production facility will improve Logger Boards Ltd's operational efficiency? [16 marks]
	One reason it will improve it's operational
	efficiency is because their is an increase
W C	in produtrulay. Appareix is shows that units
	Per worker per year should increase by
	100 units & Bodhi employs 5 workers, sof
	Output increases from 1500 units to 3000
	units. this clearly shows on increase in
	efficiency as their is still the same amount
	of workers with cost our unit also ramaining
	the some despite we never in output.
	However this increase allows much units to
	Sold Demand is expeted to increase muso,
	So the New increase in units produced will
DP	allow logger to use with demand. thurstone,
	increasing series/Revenue. thurster, allowing for youther
	returns. However, costs actually increase
KU	to logger which could show a decrease in
	efficiency. Firstly, the en facility has a
	initialized investment of \$500,000 . Fixed
	costs also rise by \$129,000, essentially
	Geing dougled. Theretor, Fixed costs
	have no doubled, but productivia output may
	only increased by 20%. So the good change
	in carts is greater than the change in
(R)	output, which is inefficient.

on the other neuron it can be argued it does not improve it operational efficiency. this is because, we logger boards always airms to be autronmentally briendly in Order to Rellow it's mission sterement. BAL However, in order to open it's new facility the purcuracy of waste they recycle actually Extra space ducters. Therefore, they are sacrificing Party of their mission stevenest in order (R) to incress a production. Howard, Enat could only be because it's their first year in the new production facility, as time goes on and they gain now experience in the falling, they amount of waster DP recycled may increase argain Another reason it will inches its Operational efficiency is that their eapacity BAL sees a durancetic invient of oux 5000 units per year. This allows from to creare and store more bounds. Thurston, they are It ready for surger in demand for example. and lay produce at a wither state. Therefore this will ingress the never of profit they (R) ban earn a) they are able to growner and Store man in order to match demand.

FOR CONCLORD, I think the new production

facility will help obwational attidiary to an

lawye exteur. of Appendix it cheasily shows as

Change in productivity as output and

EVAL EPALITY. Thurcher shorting as murus in

ethiciony. Although, it deposes on if they

Can decrease their costs. If they can

Aim a chapper way to operate it, to decrease

filen costs, then efficiency will increase souther

the nest important factor is decreasing

Unit costs. Unit costs have remained the

Same, but that extent that efficiency has

increased will become lawyer it they can

Alerces, unit costs.

Examiner commentary

A level 4 response. Two well developed arguments, but perhaps this answer missed some chances to link data. The conclusion has balance and pulls out the impact on unit cost as a key determinant of the answer. (14 marks).

Examiner tip

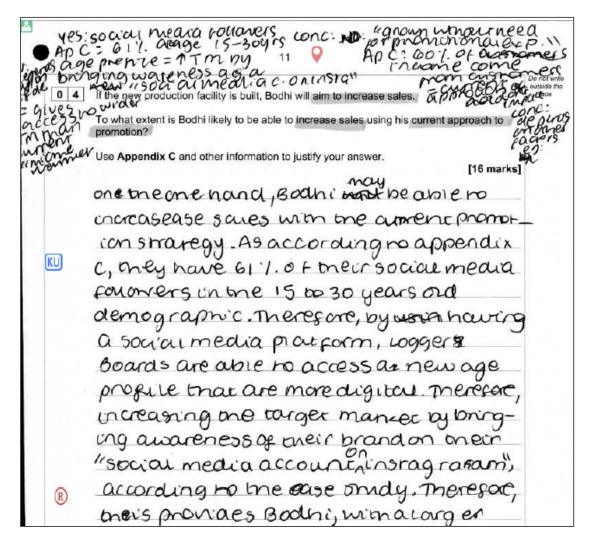
Take opportunities to link pieces of data into causal arguments – for example, noticing that fixed costs per unit would be higher, yet total cost per unit would be unchanged meaning variable cost per unit must fall as a result of the new facilities.

Question 4

General feedback

Another question requiring the analysis of numerate data provided within an appendix. For this question, students were required to use both the appendix data and other information – either from the body of the case study text or other appendices. Most students showed an ability to interpret the charts shown in the appendix, able to recognise the contrasts between customers and followers. Better arguments managed to pull together the information from both graphs and link in other information from the case. Some even managed to back up arguments about high priced surfboards by calculating the selling price per board combining information from Appendix A and Appendix B. Most of the evidence seemed to lead to a conclusion suggesting that arguments against were stronger than arguments for. When building their judgements students should try to ensure that they assess the quality of their own arguments before deciding on their judgement – a response with one weak argument and one much stronger argument should come to a conclusion that ties in with that stronger argument. This was not always the case on this question.

Student A



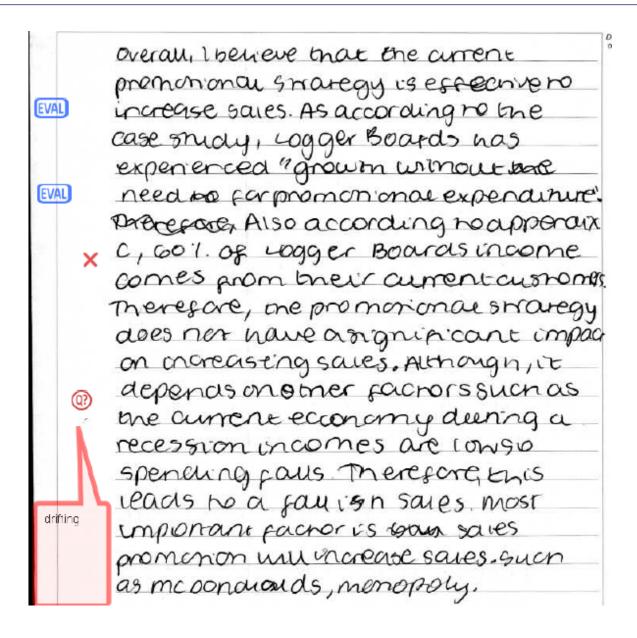
demand.

KU

aller removely, the owners promorrional strategy may Bodni, as according to appendix C, sigure, theage prosile of Logger Boards Ltd customers & is mai between 41 to so years old Therefore, Extra space as 471 of their cus nomers are in onis age propile, Bodnisnoru have a promotional orraregy that is better suited to this target manuer. As unsta, according to the case study Logger Boards Ltd have a "social media account on ingragram, which hothis age profile. In order to increase saies Logger Boards should have their pe social media account of social media praysoms such as sacobook or mitter. However, the significance of success, of onangein the social media prayeorn depends upon the number of customers that are on Turtter and Facebook ra man instagram. As rise on awareness, crereases soues.



Arguments are descriptive and assertive relage profile of social media. users



A level 2 response. Two developed (not well) arguments that slip into pure description rather than analysis (re-stating the case study, rather than explain why a piece of data leads to a consequence), and in effect a one-sided conclusion. (7 marks)

Examiner tip

The arguments presented could be more fully developed, but it's worth focusing on the conclusion of this response. It starts well but then contains an inaccurate statement (60% of Logger Boards income comes from their current customers) – something that should be avoided by checking the sense of any statements made using the data. The conclusion then drifts from the question – which did not ask how Logger should increase sales. The conclusion would be improved by weighing up the two arguments presented earlier in the answer.

Student B

0 4 If the new production facility is built, Bodhi will aim to increase sales.

To what extent is Bodhi likely to be able to increase sales using his current approach to promotion?

Use Appendix C and other information to justify your answer.

[16 marks]

Bodhi's curent approach to promotion Boolin

be unsuccessour. Hoverer, Bodhis may be able to inersuse sues milsi continua using his promotioner approach of grusing on social neclus. Logger Boards target nerrect will be surgers uno are environmentally anore. Extra space This is likely to gett in the 15-30 age group that were up 62% og Bodinis Social Medical gollares. Eprimmentas sustainability has been a snigt in consumer dervard seen in recent years and is guelled by the 15-30 age your. Theregere, Bodni's premotional approach is persect ger reaching the girms target audured and is likely to result in increased sules without the read ger change. Forthernee, the children within the 15-30 age group me of active on secial reduce one limiting to be clossed US By Costones as try view not lace enough disposable income leading to perents purchasing gram LB concluding

EVAL **EVAL**

Examiner commentary

A level 4 response. Two well developed arguments with a focused conclusion that shows balance. An excellent response (15 marks).

Examiner tip

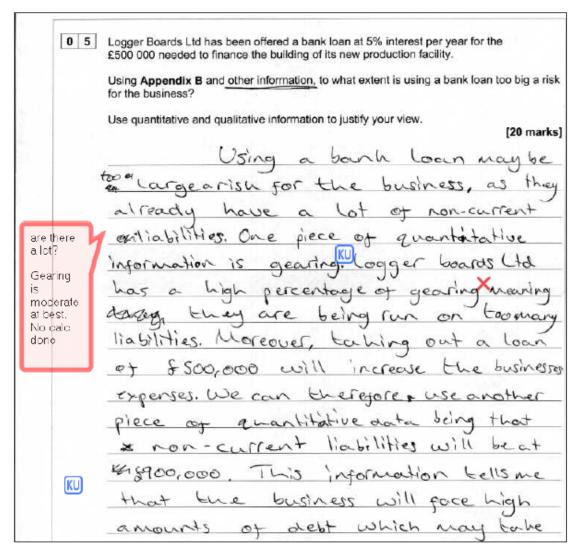
There are times that the response slightly loses focus on the specific question – 'will sales increase', getting distracted by explaining what Bodhi should do to increase sales – not fully focused on the question.

Question 5

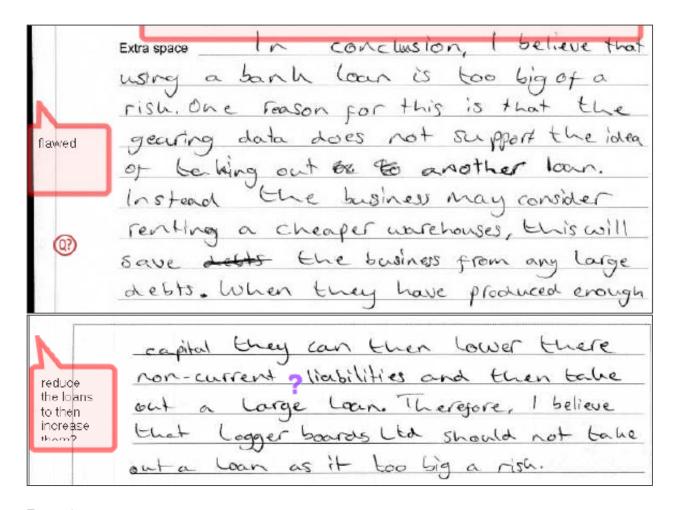
General feedback

This question provides a nice example of the benefits of sticking very closely to answering the specific question asked. Responses that maintained a tight focus on the level of risk involved in taking out the loan scored well. This was especially evident where judgements were clearly focused on the level of risk. A further feature common to excellent responses was the calculation, interpretation and use of relevant financial ratios (gearing and current) in building arguments addressing the question. Weaker responses lost their focus on the question, variously by trying to analyse whether a loan was a good source of finance (without exploring risk), whilst some drifted to analysing whether the business should go ahead with its expansion plans. Recognising the time challenges presented by this paper, questions will often be tightly worded, enabling students to fully respond to the precise question succinctly, thus avoiding time problems across the paper as a whole. Responses that drift will both fail to reach higher levels of the mark scheme requiring focus to be maintained and also potentially use up time that they will need to respond to later questions.

Student A



time to pay off. It is therefore is that important, that the production is bad? efficient in order to pay on all the @ Overall, believe that it is too rish for Flawed use of the early data Noti really the justified the other evaluative o be argued a risk. A reason for piece of qualitative Logger Boards KU heep growing'. 60 we can infer that the production rises. We that Bodhi loan. Furthermore, Logger bourds Ltd just incomes of \$50,000, prices were to rise customers will financhally ohay be (R) the extra price. that using a bank EVAL Two arguments here both are only just developed



A level 2 response. There were arguments on both sides although some are flawed, but all are only just developed. Some data was used but nothing really calculated beyond adding up the new non-current liabilities total. The conclusion was based on a flawed analysis and also drifts to answer a slightly different question. Overall, a limited response, undermined by issues of understanding and focus (7 marks).

Examiner tip

Accurate calculation and then interpretation of Logger's gearing would have offered a far stronger first argument. Understanding the gearing ratio should enable you to work out when its calculation would be useful (as was the case here), but it is important that you show that you understand what the concept and result mean. The second argument was jumbled – it is sensible to plan what order issues should be included, in order for the logic of your argument to be clearer. No matter how good the conclusion, if it is based on flawed analysis, it will not score well.

Student B

bank loans is an agree sum of money given to a person or business from a bank that has to be repaid with a certain amount of intrest on it.

Firstly taking a bank loan out for any business is a risk, as it is taking the risk that the project will

be successfull an repay the lone quickly as well as being a risk that intrest rates increase. Intrest rates are the reward for investing and the consequence for spending. The first reason that the risk of using a bank loan is too big is the intrest rate is that it is a long term loan, this means that it is likely the business will have several years to repay the loan, this can be seen as ideal due to the fact that it allows the business to implement the new project and have a change to make profits before worying about repaying the loan immediately however the 5% intrest rate could see the return increase 25,000 just in the first year, this means that the business could end up being in a large amount of debt after a few years if unable to repay the loan quickly. Another reason why taking a bank loan with 5% intrest may be risky for logger boards is due to Bodhis want for control of the business when taking out a bank loan aspects of control are lost, due to being held to this loan, this means that bodhi may need to cut costs else where to ensure he can get rid of the debt would need to have a continguency plan in place if everything were to go wrong. Bank loans can

limited dev

as soon as possible, a bank loan with an intrest at 5% is risky for any business, but is inparticularly risk for Bodhi who has always aimed to minimise risk, with risk there must be planning and Bodhi be a great way for a business to grow if they do not have the sufficient funds, however for a business like Bodhi that focuses on a niche market, holds his objectives central to everything he does aswell as always aims to minimise risk, taking out a bank loan may be way to big of a risk for the business.

However, Looking at loggers boards balance sheet and by calculating the ratios it could be argued

that this bank loan may not be too big of a risk for the business due to their financial position. Firstly looking into the current ratio, the current ratio shows how well a business is able to cover their current liablities with their current ratios. before the new production facility the current ratio is 2.05:1 This means that with every £1 in libalities the business has they have £2 to cover it, some could argue that the business is not anywhere near becomming liquid. This means that it is likely the business could meet the demands of the bank loan with the 5% intrest without too badly damaging the busiensses liklihood of becomming liquid, therefore looking at the current ratio (liquidity ratio) the business is in enough of a finacillay secure postion to take on the loan. The second ratio that can be looked at is the gearing ratio, gearing shows bow high of financial risk a business is at, the gearing for the business currently is shown at 28% anything below 25% is known as low gearing and anything above 50% is seen as high gearing. Despite the business being just above the 25% which is considered low it is only slightly higher, this means that the financial risk of the business is low meaning that the overall risk of taking on a bank loan with an intrest at 5% is not too big of a risk for the business. Both these statistics based on the balance sheet show that the business current financial position is very comfortable meaning that despite the risk any business would face taking out a bank loan, it is likely that this business can deal with it and the risk is not too high for the business.





In conclusion I would argue that for any business taking out a bank loan of £500,000 and an intrest rate of 5% per year is a risk. However is it took big of a risk for logger boards Ltd, i would aruge that it is not, they are financially secure meaning they can deal with an increase in costs, that would be likely due to paying back the loan, however, the increase in sales and labour productivity would likely cover this cost, the bank loan is a long term loan so if the company is unable to pay it back immediatley they can wait until they are in a more comfortable position, however they would need to be aware of the 5% increase each year. We know that Bodhi tends to avoid risk, however he also needs to expand his business as the current working conditions are not suitable however after looking at his balance sheet it suggests that his business can cater for this increase in costs aswell as just quickly looking at the profits for the year being 230,000, this means that with profits the business is making before expanding the business could quickly repay the loan.

Examiner commentary

A level 4 response. One argument is developed, the second is well developed. Evaluation is strong and showed effective balance (16 marks).

Examiner tip

To reach the top level of response, the first argument needed to be developed, most obviously with more use of data from Appendix B.

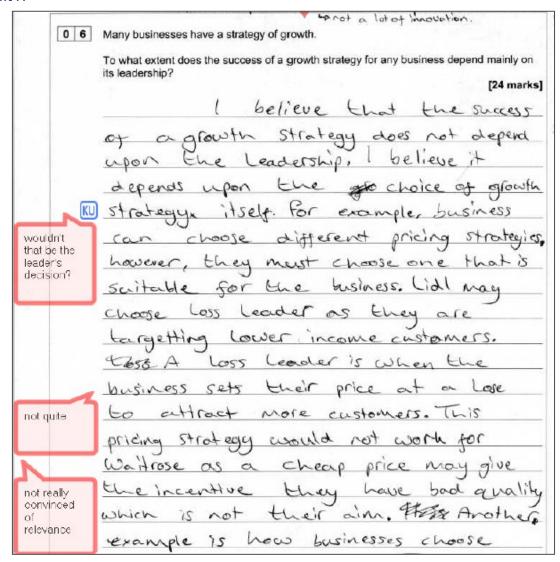
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Question 6

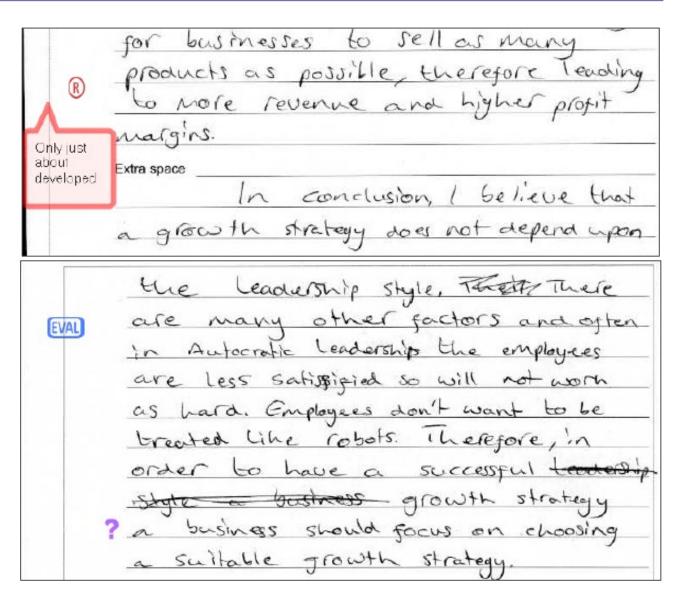
General feedback

This question, as is common for question 6s on Paper 3, proved challenging to students in two main ways. Firstly, many students failed to offer context to their responses, meaning that theoretical analysis could be credited, but a developed argument requires an aspect of context applied to the analysis. Though this may be by naming a specific business case (Logger Boards would have been credited), context may equally well be shown by illustrating a scenario in which an argument may be especially relevant (leadership may be more important to growth if existing and new staff are inexperienced or unskilled). The second common problem is the difficulty that students find in addressing all the demands of the question. In this case, many students were unable to effectively explore the 'growth strategy' aspect of the question, instead analysing the relative importance of leadership in business success in general. Some students struggled to offer any valid counter-argument, required for evaluative questions to show some balance.

Student A



their growth strategy. The Blake Monton grid is a useful too model which identifies a businesses price and market share. Businesses with products in the question mark section may want to hold on to their gradual as it has high potential for growth. This model helps identify what sort of product they have and what they should do with it. Therefore, I believe, that the growth strategy depends upon the leadership style to very little extent very confused so far. On the other hand, some may argue that & the success of a growth strategy does depend on it's leadership to a high extent. Businesses that want to produce a lot of products in order to gow should use a autocratic Leadership style. [KU] This style sees employees as & resources please used for production, Et managers tell explain why amployees what to do and they do follow as told. This style suits business in a low shilled production It allows for production to be at it's highest possible level allowing



A level 2 response. There are several times that arguments do not make sense (Eg arguing that leadership is less important than the choice of strategy is odd, since the leader will ultimately decide what strategy to pursue). The only argument credited as developed was only just developed, while any evaluation based on flawed arguments will not be credited as having any justification (7 marks)

Examiner tip

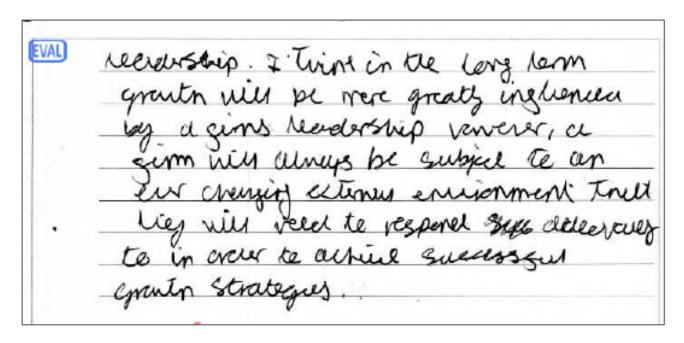
Think carefully about what you choose to say and how you choose to say it. Just make sure that before embarking on building an argument it is relevant and logically ties in with the question.

Student B

0 6 Many businesses have a strategy of growth. To what extent does the success of a growth strategy for any business depend mainly on its leadership? [24 marks] The success of a growth statege is dependent nainly apen its leadership This is seen turougnor years and much of the been ultiluse to was er his innerative, entrepre ΚU is adverse and predent rest os seen in Balli Boards case may not grasp opportenies and look through any nears are now like successful in the great strategy implemented due to the arrive and

(R) provided. Furtismore, the experience of a leaver vier also input the success experience a manager has, the none considerer try my possess and in tun teste greater risks. Grenter will very insikes er occer without rest turing and the attitude to rest cene from the leady. Thereeof, highlighty Lan the by Success of growth strategis DP get businesses depend on its leadership Hoverer, the success of growth is and Can be determined by vary sectors, but just readership. Externi facters sucon as ren technology or ren Leves being passed vill cities contribute (1) he a businesses grown despite these being out of liber control. For example, the very lens around clieses arel petros cars vily ball contributes te Tosla's recesses, some verild argue were true Elen misk. Additionally gims that were selling hand sanitives and masks perior too perrelenic diel lot experience growth through and decesions rade by its leaders but

externu sectes social whien inexasea clement ten soud for their products which red to growth in the business DP This begregate enphosises that growth is next wains defendent on its readership and that greats Strategies can be effective without se injucts from their leaders Orenall I believe treat grants. a sirve leadership seran For a large roll of leadyship will the achievement of growth boverer tuis can not si south ger EVAL ary all business. Bodhi is vest volverse yet this has not Baggers Boards from acting grants Strategies. As mentioned Tosler lace achined his outlinea granto strategis which is in part due to externed Suctors. Theread you the success of grants strategies is vert defendat on a girms but a combination of externer queters such its could and interner sectes inel



A level 4 response. Good response, arguments are well developed on both sides of the question. There are some loose ends that emerge within the conclusion as issues raised earlier are not addressed within the weighing up (18 marks)

Examiner tip

Great evaluation can be seen as tying together all of the issues raised earlier in the answer. Conclusions should be seen as unique to your response – has the evaluation fully flowed from the arguments put forward elsewhere in the answer. This helps to explain why it is not usually a good idea to try to introduce new arguments after writing an evaluative conclusion – these will need have been included in the weighing up.

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