
BUSINESS

9609/21

Paper 2 Data Response

October/November 2018

MARK SCHEME

Maximum Mark: 60

Published

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge International will not enter into discussions about these mark schemes.

Cambridge International is publishing the mark schemes for the October/November 2018 series for most Cambridge IGCSE™, Cambridge International A and AS Level components and some Cambridge O Level components.

This document consists of **16** printed pages.

Generic Marking Principles

These general marking principles must be applied by all examiners when marking candidate answers. They should be applied alongside the specific content of the mark scheme or generic level descriptors for a question. Each question paper and mark scheme will also comply with these marking principles.

GENERIC MARKING PRINCIPLE 1:

Marks must be awarded in line with:

- the specific content of the mark scheme or the generic level descriptors for the question
- the specific skills defined in the mark scheme or in the generic level descriptors for the question
- the standard of response required by a candidate as exemplified by the standardisation scripts.

GENERIC MARKING PRINCIPLE 2:

Marks awarded are always **whole marks** (not half marks, or other fractions).

GENERIC MARKING PRINCIPLE 3:

Marks must be awarded **positively**:

- marks are awarded for correct/valid answers, as defined in the mark scheme. However, credit is given for valid answers which go beyond the scope of the syllabus and mark scheme, referring to your Team Leader as appropriate
- marks are awarded when candidates clearly demonstrate what they know and can do
- marks are not deducted for errors
- marks are not deducted for omissions
- answers should only be judged on the quality of spelling, punctuation and grammar when these features are specifically assessed by the question as indicated by the mark scheme. The meaning, however, should be unambiguous.

GENERIC MARKING PRINCIPLE 4:

Rules must be applied consistently e.g. in situations where candidates have not followed instructions or in the application of generic level descriptors.

GENERIC MARKING PRINCIPLE 5:

Marks should be awarded using the full range of marks defined in the mark scheme for the question (however; the use of the full mark range may be limited according to the quality of the candidate responses seen).

GENERIC MARKING PRINCIPLE 6:

Marks awarded are based solely on the requirements as defined in the mark scheme. Marks should not be awarded with grade thresholds or grade descriptors in mind.

Question	Answer	Marks																				
1(a)(i)	<p>Define the term ‘market segment’ (line 3).</p> <table border="1" data-bbox="300 315 1334 577"> <thead> <tr> <th data-bbox="300 315 1179 380">Knowledge</th> <th data-bbox="1179 315 1334 380">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="300 380 1179 448">A correct definition</td> <td data-bbox="1179 380 1334 448">2</td> </tr> <tr> <td data-bbox="300 448 1179 515">A partial, vague or unfocused definition</td> <td data-bbox="1179 448 1334 515">1</td> </tr> <tr> <td data-bbox="300 515 1179 577">No creditable content</td> <td data-bbox="1179 515 1334 577">0</td> </tr> </tbody> </table> <p>Content</p> <ul style="list-style-type: none"> • Part of a market • Made up of groups of customers who share similar characteristics, interests, etc. <table border="1" data-bbox="300 781 1334 1211"> <thead> <tr> <th data-bbox="300 781 815 846">Exemplar</th> <th data-bbox="815 781 938 846">Marks</th> <th data-bbox="938 781 1334 846">Rationale</th> </tr> </thead> <tbody> <tr> <td data-bbox="300 846 815 981">Sub-group of a whole market (1)for consumers with similar characteristics such as age(1)</td> <td data-bbox="815 846 938 981">2</td> <td data-bbox="938 846 1334 981">Identifies that it is part of a market aimed at specific customers</td> </tr> <tr> <td data-bbox="300 981 815 1144">A group or portion of a whole market</td> <td data-bbox="815 981 938 1144">1</td> <td data-bbox="938 981 1334 1144">Again Identifies that it is part of a market but no reference to target group of customers</td> </tr> <tr> <td data-bbox="300 1144 815 1211"><u>It is the whole market</u></td> <td data-bbox="815 1144 938 1211">0</td> <td data-bbox="938 1144 1334 1211">Incorrect definition</td> </tr> </tbody> </table>	Knowledge	Marks	A correct definition	2	A partial, vague or unfocused definition	1	No creditable content	0	Exemplar	Marks	Rationale	Sub-group of a whole market (1)for consumers with similar characteristics such as age(1)	2	Identifies that it is part of a market aimed at specific customers	A group or portion of a whole market	1	Again Identifies that it is part of a market but no reference to target group of customers	<u>It is the whole market</u>	0	Incorrect definition	2
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1(a)(ii)	<p>Briefly explain the term ‘public sector organisation’ (line 1).</p> <p>Award one mark for each point of explanation:</p> <table border="1" data-bbox="300 347 1332 712"> <thead> <tr> <th></th> <th>Knowledge</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>C</td> <td>Example or some other way of showing good understanding e.g. Product that might not be adequately provided by the private sector/profit not an objective.</td> <td>1</td> </tr> <tr> <td>B</td> <td>To provide a service to the local community/ social objectives</td> <td>1</td> </tr> <tr> <td>A</td> <td>Owned/controlled by the state/government</td> <td>1</td> </tr> </tbody> </table> <p>Note: Must have an answer from section A or B</p> <p>Content A business owned and controlled by the government to provide services and products that might not be adequately provided by the private sector.</p> <table border="1" data-bbox="300 945 1332 1572"> <thead> <tr> <th>Exemplar</th> <th>Marks</th> <th>Rationale</th> </tr> </thead> <tbody> <tr> <td>Owned and controlled by the state (1) to provide a social benefit (1) profit not an objective (1)</td> <td>3</td> <td>All 3 elements included – A + B + C</td> </tr> <tr> <td>Owned by the government (1) e.g. fire service (1)</td> <td>2</td> <td>Only 2 elements A + C</td> </tr> <tr> <td>Not run with the aim of making a profit (1) but aim to a service to the community (1)</td> <td>2</td> <td>Only 2 elements B + C</td> </tr> <tr> <td>State owned enterprise (1)</td> <td>1</td> <td>Only 1 element A</td> </tr> <tr> <td>Organization funded by the government</td> <td>0</td> <td>Too vague – private sector organizations may be funded by the government</td> </tr> </tbody> </table>		Knowledge	Marks	C	Example or some other way of showing good understanding e.g. Product that might not be adequately provided by the private sector/profit not an objective.	1	B	To provide a service to the local community/ social objectives	1	A	Owned/controlled by the state/government	1	Exemplar	Marks	Rationale	Owned and controlled by the state (1) to provide a social benefit (1) profit not an objective (1)	3	All 3 elements included – A + B + C	Owned by the government (1) e.g. fire service (1)	2	Only 2 elements A + C	Not run with the aim of making a profit (1) but aim to a service to the community (1)	2	Only 2 elements B + C	State owned enterprise (1)	1	Only 1 element A	Organization funded by the government	0	Too vague – private sector organizations may be funded by the government	3
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1(c)	<p>Analyse one advantage and one disadvantage to SP of using price discrimination.</p> <table border="1" data-bbox="300 347 1332 1529"> <thead> <tr> <th data-bbox="300 347 391 528">Level</th> <th data-bbox="391 347 630 528">Knowledge and Application (4 marks)</th> <th data-bbox="630 347 721 528">Marks</th> <th data-bbox="721 347 842 528">Annotation</th> <th data-bbox="842 347 1118 528">Analysis (4 marks)</th> <th data-bbox="1118 347 1209 528">Marks</th> <th data-bbox="1209 347 1332 528">Annotation</th> </tr> </thead> <tbody> <tr> <td data-bbox="300 528 391 763">2b</td> <td data-bbox="391 528 630 763">Shows understanding of price discrimination in context</td> <td data-bbox="630 528 721 763">4</td> <td data-bbox="721 528 842 763">APP+ APP</td> <td data-bbox="842 528 1118 763">Good analysis of one advantage and one disadvantage to SP of using price discrimination</td> <td data-bbox="1118 528 1209 763">4</td> <td data-bbox="1209 528 1332 763">DEV+ DEV</td> </tr> <tr> <td data-bbox="300 763 391 999">2a</td> <td data-bbox="391 763 630 999">Shows understanding of pricing methods in context</td> <td data-bbox="630 763 721 999">3</td> <td data-bbox="721 763 842 999">APP</td> <td data-bbox="842 763 1118 999">Good analysis of one advantage or one disadvantage to SP of using price discrimination</td> <td data-bbox="1118 763 1209 999">3</td> <td data-bbox="1209 763 1332 999">DEV</td> </tr> <tr> <td data-bbox="300 999 391 1234">1b</td> <td data-bbox="391 999 630 1234">Shows knowledge of price discrimination</td> <td data-bbox="630 999 721 1234">2</td> <td data-bbox="721 999 842 1234">K+K</td> <td data-bbox="842 999 1118 1234">Limited analysis of one advantage and one disadvantage of using price discrimination</td> <td data-bbox="1118 999 1209 1234">2</td> <td data-bbox="1209 999 1332 1234">AN+ AN</td> </tr> <tr> <td data-bbox="300 1234 391 1429">1a</td> <td data-bbox="391 1234 630 1429">Shows knowledge of pricing methods</td> <td data-bbox="630 1234 721 1429">1</td> <td data-bbox="721 1234 842 1429">K</td> <td data-bbox="842 1234 1118 1429">Limited analysis of one advantage or one disadvantage of using price discrimination</td> <td data-bbox="1118 1234 1209 1429">1</td> <td data-bbox="1209 1234 1332 1429">AN</td> </tr> <tr> <td data-bbox="300 1429 391 1529">0</td> <td data-bbox="391 1429 630 1529">No creditable content</td> <td data-bbox="630 1429 721 1529"></td> <td data-bbox="721 1429 842 1529"></td> <td data-bbox="842 1429 1118 1529"></td> <td data-bbox="1118 1429 1209 1529"></td> <td data-bbox="1209 1429 1332 1529"></td> </tr> </tbody> </table>						Level	Knowledge and Application (4 marks)	Marks	Annotation	Analysis (4 marks)	Marks	Annotation	2b	Shows understanding of price discrimination in context	4	APP+ APP	Good analysis of one advantage and one disadvantage to SP of using price discrimination	4	DEV+ DEV	2a	Shows understanding of pricing methods in context	3	APP	Good analysis of one advantage or one disadvantage to SP of using price discrimination	3	DEV	1b	Shows knowledge of price discrimination	2	K+K	Limited analysis of one advantage and one disadvantage of using price discrimination	2	AN+ AN	1a	Shows knowledge of pricing methods	1	K	Limited analysis of one advantage or one disadvantage of using price discrimination	1	AN	0	No creditable content						8
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<p>Content Advantages:</p> <ul style="list-style-type: none"> • Increase number of customers – particularly important for a publically owned business • Gives access to the swimming pool to more people, not dependent on income • Can be used to increase demand during off peak times • Can be used to decrease demand at peak times. Disadvantages: • Reduce income – may be contributing to the loss made by The Lido • May be seen as a poor quality service • May be seen as unfair against people who pay full price • May lead to excess demand at off peak times and low demand at peak time 																																																	

Question	Answer					Marks
1(d)	Recommend whether SP should close The Lido. Justify your answer.					11
Knowledge and Application (4 marks)	Marks	Anno- tation	Analysis and Evaluation (7 marks)	Marks	Anno- tation	
			A justified recommend- ation based on a developed two sided argument	7		
			A developed recommend- ation based on a developed two sided argument	6		
			A basic recommend- ation based on a developed two sided argument	5	EVAL	
Shows understanding of factors affecting business performance of The Lido or the impact of closing/ staying open in context	3-4	APP + APP	Developed argument based on closure of the Lido and keeping the Lido open	4		
		APP	Developed argument based on either closure of the Lido or keeping the Lido open	3		
Shows knowledge of business performance	1-2	K + K	Limited analysis of closing a business and keeping a business open	2		
		K	Limited analysis of closing a business or keeping a business open	1		
No creditable content				0		

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1(d)	<p>Content</p> <p>Arguments for closure:</p> <ul style="list-style-type: none"> • The Lido will be subsidised by other swimming pools/the Government – is this a good use of taxpayers' money? • Would a different facility be better – one that could make a profit or cover its own costs? • Is the local area the best for a swimming pool – would government money be better spent on creating jobs? <p>Arguments against closure:</p> <ul style="list-style-type: none"> • Publically owned so profit is not the objective of the business – does it matter if The Lido makes a loss? • The Lido only makes a loss when the allocation of Head Office costs are included – is this a fair allocation? • The local community has high unemployment – closure is likely to affect these the most • There are many schools in the local area – the closure would reduce the ability for these to teach swimming. • The Lido benefits local fitness/combats obesity 	

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2(a)(ii)	<p>Briefly explain the term ‘partnership’ (line 1). Award one mark for each point of explanation:</p> <table border="1" data-bbox="300 349 1332 678"> <thead> <tr> <th></th> <th>Knowledge</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>C</td> <td>Example or some other way of showing good understanding e.g. shared risk/responsibility/profits/losses/finance</td> <td>3</td> </tr> <tr> <td>B</td> <td>Unlimited liability/lack of continuity</td> <td>2</td> </tr> <tr> <td>A</td> <td>Two or more owners</td> <td>1</td> </tr> </tbody> </table> <p>Content A legal agreement between two or more people to jointly own, finance and run a business. Unlimited liability unless a limited partner. Share risks, profits, losses and responsibilities.</p> <table border="1" data-bbox="300 880 1332 1507"> <thead> <tr> <th>Exemplar</th> <th>Marks</th> <th>Rationale</th> </tr> </thead> <tbody> <tr> <td>Two or more people run a business together (1) usually with shared capital (1) They have unlimited liability (1)</td> <td>3</td> <td>Good, developed explanation</td> </tr> <tr> <td>Two or more people run a business (1) and provide the capital (1)</td> <td>2</td> <td>Explanation ok but not developed</td> </tr> <tr> <td>Run by at least 2 people (1) and does not have limited liability (1)</td> <td>2</td> <td>Again explanation ok but limited</td> </tr> <tr> <td>Owned by two or more people (1) without the ability to sell shares to the public (0)</td> <td>1</td> <td>A mark for reference to ownership but the rest of the explanation seems to confuse this with a ltd company</td> </tr> </tbody> </table>		Knowledge	Marks	C	Example or some other way of showing good understanding e.g. shared risk/responsibility/profits/losses/finance	3	B	Unlimited liability/lack of continuity	2	A	Two or more owners	1	Exemplar	Marks	Rationale	Two or more people run a business together (1) usually with shared capital (1) They have unlimited liability (1)	3	Good, developed explanation	Two or more people run a business (1) and provide the capital (1)	2	Explanation ok but not developed	Run by at least 2 people (1) and does not have limited liability (1)	2	Again explanation ok but limited	Owned by two or more people (1) without the ability to sell shares to the public (0)	1	A mark for reference to ownership but the rest of the explanation seems to confuse this with a ltd company	3
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Question	Answer						Marks	
2(c)	Analyse one advantage and one disadvantage to KC of using job production.						8	
	Level	Knowledge and Application (4 marks)	Mark	Anno-tation	Analysis (4 marks)	Mark		Anno-tation
		Shows understanding		APP+ APP	Good analysis of one advantage			DEV+ DEV
	2b	of job production in context	4		and one disadvantage to KC of using job production	4		
		Shows understanding		APP	Good analysis of one advantage or			DEV
	2a	of production methods in context	3		one disadvantage to KC of using job production	3		
	1b	Shows knowledge of job production	2	KK	Limited analysis of one advantage and one disadvantage of using job production	2		AN+ AN
	1a	Shows knowledge of production methods	1	K	Limited analysis of one advantage or one disadvantage of using job production	1		AN
	0	No creditable content						

Question	Answer	Marks
2(c)	<p>Content</p> <p>Advantages:</p> <ul style="list-style-type: none"> • Customers can have their cake personalised to their requirements – increase revenue/profits • Allows KC to charge a higher price • Higher quality cakes – increase word of mouth promotion for KC <p>Disadvantages:</p> <ul style="list-style-type: none"> • Higher cost – requires specialist skills and inventory • Loss of economies of scale • Inventory is perishable but need to keep in stock, just in case • Higher price leading to lower demand <p>ARA</p>	

Question	Answer					Marks
2(d)	Evaluate the job description created by James.					11
Knowledge and Application (4 marks)	Mark	Anno- tation	Analysis and Evaluation (7 marks)	Mark	Anno- tation	
			A justified recommendation/judgment based on a developed argument of at least two elements of the job description in context	7		
			A developed recommendation/judgment based on a developed argument of at least two elements of the job description in context	6		
			A basic recommendation/judgment based on a developed argument of at least two elements of the job description in context	5	EVAL	
Shows understanding of two elements of the job description created by James	4	APP + APP	Developed argument of two elements of the job description in context	4		
Shows understanding of one element of the job description created by James	3	APP	Developed argument of one element of the job description in context	3		
Shows knowledge of recruitment process/job descriptions	1-2	K + K	Limited analysis of two elements of a job description	2		
		K	Limited analysis of one element of a job description	1		
No creditable content						

Question	Answer	Marks
2(d)	<p>Content</p> <ul style="list-style-type: none"> • Specific job title – should only target those who are interested in this job. However, is it too specific – are KC likely to find enough of a pool of people? • Some of the items belong on a person specification. • Specific skills – produce and decorate cakes and creative. • Set hours of work – again should reduce the potential recruits – is it really seven days a week? • Why does the person need to be able to produce and decorate cakes when full training will be given? • Is it legal/ethical to state that the worker should be young? Why is this important? • No mention as to why the worker needs a driving licence? • Rate of pay is very vague – will this put potential applicants off? • Does not mention production method 	