
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 data-bbox="300 241 877 280">Define the term ‘market segment’ (line 3).</p> <table border="1" data-bbox="300 313 1332 577"> <thead> <tr> <th data-bbox="300 313 1177 378">Knowledge</th> <th data-bbox="1177 313 1332 378">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="300 378 1177 443">A correct definition</td> <td data-bbox="1177 378 1332 443">2</td> </tr> <tr> <td data-bbox="300 443 1177 508">A partial, vague or unfocused definition</td> <td data-bbox="1177 443 1332 508">1</td> </tr> <tr> <td data-bbox="300 508 1177 573">No creditable content</td> <td data-bbox="1177 508 1332 573">0</td> </tr> </tbody> </table> <p data-bbox="300 611 414 645">Content</p> <ul data-bbox="300 645 1220 750" 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="300 779 1332 1209"> <thead> <tr> <th data-bbox="300 779 815 844">Exemplar</th> <th data-bbox="815 779 938 844">Marks</th> <th data-bbox="938 779 1332 844">Rationale</th> </tr> </thead> <tbody> <tr> <td data-bbox="300 844 815 981">Sub-group of a whole market (1)for consumers with similar characteristics such as age(1)</td> <td data-bbox="815 844 938 981">2</td> <td data-bbox="938 844 1332 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 1332 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 1209"><u>It is the whole market</u></td> <td data-bbox="815 1144 938 1209">0</td> <td data-bbox="938 1144 1332 1209">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="300 349 1331 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="300 947 1331 1574"> <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(b)(ii)	<p data-bbox="296 248 1324 315">Explain how one stakeholder of SP might be affected by the Lido making a loss.</p> <table border="1" data-bbox="296 349 1334 707"> <thead> <tr> <th data-bbox="296 349 448 414">Level</th> <th data-bbox="448 349 1201 414">Knowledge and Application</th> <th data-bbox="1201 349 1334 414">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="296 414 448 512">2b (APP + APP)</td> <td data-bbox="448 414 1201 512">Explanation of an effect on a stakeholder in context</td> <td data-bbox="1201 414 1334 512">3</td> </tr> <tr> <td data-bbox="296 512 448 577">2a (APP)</td> <td data-bbox="448 512 1201 577">Identification of an effect on a stakeholder in context</td> <td data-bbox="1201 512 1334 577">2</td> </tr> <tr> <td data-bbox="296 577 448 642">1 (K)</td> <td data-bbox="448 577 1201 642">Identification of an effect on a stakeholder</td> <td data-bbox="1201 577 1334 642">1</td> </tr> <tr> <td data-bbox="296 642 448 707">0</td> <td data-bbox="448 642 1201 707">No creditable content</td> <td data-bbox="1201 642 1334 707">0</td> </tr> </tbody> </table> <p data-bbox="296 741 421 772">Content:</p> <ul data-bbox="296 779 1302 987" style="list-style-type: none"> • Government/owners: more government spending needed – opportunity cost of spending • Customers: prices may increase, may have to travel to further swimming pool • Local community: poor service, travel to other pools • Workers: may be made redundant, lower wages <p data-bbox="296 1021 1324 1151">Reference to owners not having dividends, etc. are unlikely to be in context. Closure is not an impact unless it is taken through to show how the stakeholder would be impacted, i.e. The Lido may close leading to an increase in the funds available for the government to spend. ARA</p>	Level	Knowledge and Application	Marks	2b (APP + APP)	Explanation of an effect on a stakeholder in context	3	2a (APP)	Identification of an effect on a stakeholder in context	2	1 (K)	Identification of an effect on a stakeholder	1	0	No creditable content	0	3
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1(c)	Analyse one advantage and one disadvantage to SP of using price discrimination.						8
	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					
	<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		

Question	Answer	Marks
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)(i)	<p data-bbox="300 248 767 282">Define the term ‘demand’ (line 9).</p> <table border="1" data-bbox="300 315 1334 577"> <thead> <tr> <th></th> <th>Knowledge</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>B</td> <td>Quantity/at a given price/over a specific period of time</td> <td>2</td> </tr> <tr> <td>A</td> <td>Willing/able to purchase</td> <td>1</td> </tr> <tr> <td></td> <td>No creditable content</td> <td>0</td> </tr> </tbody> </table> <p data-bbox="300 611 416 645">Content</p> <p data-bbox="300 647 1265 745">The quantity/amount of a product that consumers are willing (not needs or wants) and able to purchase, at a given price or in a particular period. A diagram of the demand curve without further explanation up to 1 mark</p> <table border="1" data-bbox="300 779 1334 1339"> <thead> <tr> <th>Exemplar</th> <th>Marks</th> <th>Rationale</th> </tr> </thead> <tbody> <tr> <td>How much of a good or service (1) customers are willing to pay for (1)</td> <td>2</td> <td>Both A+B</td> </tr> <tr> <td>Amount of the product (1) the customer is able to buy</td> <td>2</td> <td>Both A+B</td> </tr> <tr> <td>Amount of people (0) willing to buy a product (1)</td> <td>1</td> <td>Only A here as it is not the amount of people but the quantity of the product</td> </tr> <tr> <td>$\frac{\% \text{change in demand}}{\% \text{change in price}}$</td> <td>0</td> <td>This is price elasticity of demand, not demand</td> </tr> </tbody> </table>		Knowledge	Marks	B	Quantity/at a given price/over a specific period of time	2	A	Willing/able to purchase	1		No creditable content	0	Exemplar	Marks	Rationale	How much of a good or service (1) customers are willing to pay for (1)	2	Both A+B	Amount of the product (1) the customer is able to buy	2	Both A+B	Amount of people (0) willing to buy a product (1)	1	Only A here as it is not the amount of people but the quantity of the product	$\frac{\% \text{change in demand}}{\% \text{change in price}}$	0	This is price elasticity of demand, not demand	2
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2(b)(i)	<p>Calculate the revenue generated from cakes with a jam filling.</p> <table border="1"> <thead> <tr> <th>Rationale</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Correct answer, with or without working</td> <td>3</td> </tr> <tr> <td>Attempt with correct figures</td> <td>2</td> </tr> <tr> <td>Identification of Jam %</td> <td>1</td> </tr> <tr> <td>No creditable content</td> <td>0</td> </tr> </tbody> </table> <p>Content Jam = 10 % of sales revenue Total sales revenue = \$1 m 10 % of \$1 m = \$100 000</p> <table border="1"> <thead> <tr> <th>Exemplar</th> <th>Marks</th> <th>Rationale</th> </tr> </thead> <tbody> <tr> <td>\$100 000</td> <td>3</td> <td>Correct answer</td> </tr> <tr> <td>100 – 90 = 10 (1) 1 000 000 (1)</td> <td rowspan="2">2</td> <td rowspan="2">Identifies 10% for jam and identifies correct sales revenue of £1m and attempts to apply but is incorrect</td> </tr> <tr> <td>100 = 10 000</td> </tr> <tr> <td>Jam is 10% of revenue</td> <td>1</td> <td>Only calculates jam%</td> </tr> </tbody> </table>	Rationale	Marks	Correct answer, with or without working	3	Attempt with correct figures	2	Identification of Jam %	1	No creditable content	0	Exemplar	Marks	Rationale	\$100 000	3	Correct answer	100 – 90 = 10 (1) 1 000 000 (1)	2	Identifies 10% for jam and identifies correct sales revenue of £1m and attempts to apply but is incorrect	100 = 10 000	Jam is 10% of revenue	1	Only calculates jam%	3
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2(b)(ii)	<p>Explain one possible impact on KC of reducing the product portfolio of the business.</p> <table border="1"> <thead> <tr> <th>Level</th> <th>Knowledge and Application</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>2b (APP + APP)</td> <td>Explanation of an impact of reducing the product portfolio in context</td> <td>3</td> </tr> <tr> <td>2a (APP)</td> <td>Identification of an impact of reducing the product portfolio in context</td> <td>2</td> </tr> <tr> <td>1 (K)</td> <td>Knowledge of product portfolio/knowledge of an impact</td> <td>1</td> </tr> <tr> <td>0</td> <td>No creditable content</td> <td>0</td> </tr> </tbody> </table> <p>Content</p> <ul style="list-style-type: none"> • Greater economies of scale from bulk buying more Cream and Chocolate • Specialisation by concentrating on Cream and Chocolate • May reduce customers due to a lack of variety – may not come to shop • Loss of 10% of sales revenue – will it decrease costs much? • Customers may not be able to have what they want – goes against the job production format of the business. 	Level	Knowledge and Application	Marks	2b (APP + APP)	Explanation of an impact of reducing the product portfolio in context	3	2a (APP)	Identification of an impact of reducing the product portfolio in context	2	1 (K)	Knowledge of product portfolio/knowledge of an impact	1	0	No creditable content	0	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 	

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