UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

GCE Advanced Subsidiary Level and GCE Advanced Level

MARK SCHEME for the May/June 2010 question paper for the guidance of teachers

9707 BUSINESS STUDIES

9707/22

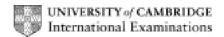
Paper 22 (Data Response), maximum raw mark 60

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 must be read in conjunction with the question papers and the report on the examination.

• CIE will not enter into discussions or correspondence in connection with these mark schemes.

CIE is publishing the mark schemes for the May/June 2010 question papers for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level syllabuses and some Ordinary Level syllabuses.



Page 2	Mark Scheme: Teachers' version	Syllabus	Paper
	GCE AS/A LEVEL – May/June 2010	9707	22

1 Sassy Suits

(a) Explain the following terms:

(i) batch production

[3]

Content: Production system in which the system is set up for one type of product and once a batch is made, switches to another type of product. Suitable for businesses such as bakeries or fashion manufacturers. More efficient than job production and usually more flexible than flow production.

Level 2: Good explanation

(2–3 marks)

Level 1: Partial explanation/understanding

(1 mark)

(ii) quality control

[3]

Content: processes that try to ensure that products are of the standards acceptable to customers.

Level 2: Good explanation

(2–3 marks)

Level 1: Partial explanation/understanding

(1 mark)

(b) (i) Calculate the net profit margin for SS in 2010.

[3]

Gross profit = 100 Net profit 100 - 60 = 40NPM = $40/160 \times 100 = 25\%$

Correct answer: 3 marks

Right method with right data: 2 marks

Attempt: 1 mark

(ii) The net profit margin for SS in 2008 was 50% and for 2009 was 33%. Using Table 1 and your answer to part (i), briefly comment on the trend in net profit margin for SS.

Steadily falling. Falling sales, Expenses constant, COGS not falling as much as sales.

ARA, OFR

Knowledge and Application	
Level 2: Shows understanding of NPM in context	(2–3 marks)
Level 1: Simple statement about NPM	(1 mark)

Page 3	Mark Scheme: Teachers' version	Syllabus	Paper
	GCE AS/A LEVEL – May/June 2010	9707	22

(c) Analyse the possible impact on SS's workforce of a change from job to batch production. [8]

- New (extra) staff
- Existing staff transfer to jobs requiring fewer skills
- New systems, roles

Difficulties arise with existing staff who will resist change. Will best of old (loyalty, family atmosphere) be maintained?

ARA

Knowledge and Application	Analysis
Level 2: Shows understanding of impact on	Level 2: Good analysis in context
workforce in context of the business	
(3–4 marks)	(3–4 marks)
Level 1: Shows understanding of impact on	Level 1: Analysis of impact
workforce of job/batch	
(1–2 marks)	(1–2 marks)

(d) Discuss the marketing issues that SS might consider if they decide to produce readymade suits. [10]

Content could include:

Marketing budget

Price: what would shops be prepared to pay for wholesale prices? What would the final customer be prepared to pay? Costs?

Product: What designs?

What sizes?

Promotion:

Brand name? How to promote to shops? Do consumers need to be targeted?

Place: Wholesaler or direct to shops? NB Place is not location!

Evaluation is likely to come through prioritising issues.

Knowledge and Application	Analysis and Evaluation
Level 2: Shows understanding of marketing	Level 2: Evaluation of issues in context
in context of the business	
(3–4 marks)	(3–6 marks)
Level 1: Shows understanding of marketing	Level 1: Analysis of the marketing issues
(1–2 marks)	(1–2 marks)

Page 4	Mark Scheme: Teachers' version	Syllabus	Paper
	GCE AS/A LEVEL – May/June 2010	9707	22

2 Sheep Stew

(a) Explain the following terms:

(i) shareholders [3]

Content: Shareholders are owners. They can vote. People/institutions that have invested in a business by means of buying shares. They expect dividends in return for investments.

Level 2: Good explanation (2–3 marks)
Level 1: Partial explanation/understanding (1 mark)

(ii) primary sector [3]

Content: That sector of the economy involved with the extraction or development of natural resources: mining, fishing, farming etc.

Level 2: Good understanding (2–3 marks) Level 1: Partial understanding (1 mark)

(b) (i) Calculate the payback period for the new packaging machinery.

[3]

Original investment \$10k Net inflow \$3k per year

Payback after 10/3 years = 3.33 years = 3 years 4 months = 40 months

Correct answer: 3 marks

Correct method but simple mistakes: 2 marks

Formula or identifies all the data but flawed calculation: 1 mark

(ii) Explain the limitations to BFC of payback as an investment appraisal technique.

[3]

- They are a small business, so other factors may be important. e.g. need to find \$10k
- Difficult to relate to interest rate (opportunity cost)
- Time value of money
- Accuracy of the data how did David estimate?
- Doesn't show overall profitability of project.

Knowledge and Application

Level 2: Shows understanding of limitations of payback in the context of the business (2–3 marks)

Level 1: Simple statement about payback (1 mark)

Page 5	Mark Scheme: Teachers' version	Syllabus	Paper
	GCE AS/A LEVEL – May/June 2010	9707	22

(c) Analyse the advantages and disadvantages to BFC of changing to a public limited company [8]

Can be answered either from the point of view of staying as a partnership or from the point of view of changing to a public limited company.

Disadvantages

- Ltd seems to work at the moment
- Ltd is often how farms are run.
- More privacy in limited, more difficult to take over
- Less divorce between management and ownership

Advantages

- Finance limited finance if they stay as ltd Can they afford \$10000?
- Management/ownership may be benefits of widening

ARA

Knowledge and Application	Analysis
Level 2: Shows understanding of plc in the	Level 2: Good analysis in context
context of the business	
(3–4 marks)	(3–4 marks)
Level 1: Shows understanding of plc	Level 1: Analysis of changing to plc
(1–2 marks)	(1–2 marks)

(d) Discuss the factors that BFC will need to consider when negotiating a price with TS for the contract. [10]

- Typical current levels of income they need
- Costs
- Factors influencing what TS might pay: cheap imports
- Can they negotiate a premium for their high quality, ethical product? Would this be something that interests TS's customers and therefore TS?

ARA

Knowledge and Application	Analysis and Evaluation
Level 2: Shows understanding of pricing in	Level 2: Evaluation of factors in context
the context of the business	
(3–4 marks)	(3–6 marks)
Level 1: Shows understanding of pricing	Level 1: Limited analysis of factors involved
	in pricing decisions
(1–2 marks)	(1–2 marks)