There is only ONE graded paper for Business Studies. This means that the exam paper should cater for all students. For this reason, it should include different types of questions which target all students.

**Closed questions**

Closed questions invite a short focused answer – answers to closed questions can often (but not always) be either right or wrong. They are **usually easy to answer** as the choice of the answer is limited.

Closed questions can simply require a ‘Yes’ or ‘No’ answer, for example: ‘Is your car a consumer good?’

Such questions can require that a choice is made from a list of possible options, for example: ‘Is a company car a consumer or a capital good?’

This type of questions can also be asked to identify a certain piece of information, again with a limited set of answers, for example: ‘Which are the 4 P’s?’

Hence, **closed questions** include yes / no answers, true / false answers, fill in the blanks exercises, matching tasks, simple questions requiring very short answers (normally one or few words) and easy multiple choice questions.

**Open questions**

By contrast to closed questions, open questions allow for much longer responses and therefore potentially more creativity and information. There are lots of different types of open questions where some are more closed than others.

a) **Leading questions**

A leading question, usually subtly, points the respondent’s answer in a certain direction. For instance, asking an employee, ‘How are you getting on with the new finance system?’ This question prompts the person to question how they are managing with a new system at work. In a very subtle way it raises the prospect that maybe they are not finding the new system so good.

However, ‘Tell me how you’re getting on with the new finance system’ is a less leading question – the question does not require any judgement to be made and therefore does not imply that there may be something wrong with the new system.
b) Recall and Process Questions

Questions can also be categorised by whether they are ‘recall’ – requiring something to be remembered or recalled, or ‘process’ – requiring some deeper thought and/or analysis. A simple recall question could be, 'Which are the four factors of production?' This requires the respondent to recall some information from memory, a fact.

Process questions require more thought and analysis and/or a sharing of opinion. Examples include, ‘What skills can you bring to this organisation that the other applicants cannot?’ or ‘What are the advantages and disadvantages of advertising?’ In this case, questions are more demanding and challenging like some difficult multiple choice statements and questions involving words like ‘describe’, ‘explain’, ‘list’, ‘mention’, ‘in your opinion say …’, ‘give the advantages and disadvantages of…’ as well as wh- questions, case studies and composition.

In the sample graded paper, there is a combination of closed and open questions. It starts with more closed questions which target the majority of the students. Section 4 and 5 consist of more open ended questions where students are being challenged to use their creativity. To conclude one must ensure that the exam paper should have a mixture of these questions. The easier you want the paper to be set up the more closed questions you ask. If on the other hand, you want to challenge the students more, you should ask more open ended questions.
Marking Scheme

Section 1 15 marks

Weighting:  67% - below average
            33% - average
            0% - above average

1) 1 mark each (1 x 6 = 6 marks)

Below average

| 1. soletrader | a. looking after the company’s money |
| 2. marketing  | b. researching the latest technology |
| 3. production | c. buying raw materials              |
| 4. personnel  | d. advertising and promoting the products |
| 5. finance    | e. ensuring the good is being finished |
| 6. R&D        | f. interviewing applicants           |
| 7. purchasing | g. business owned by one person      |

2) ½ mark each (½ x 10 = 5 marks)

Average

| 1. autocratic | 2. money | 3. promotion | 4. vertical | 5. barter |
| 6. frictional | 7. transmitter | 8. creaming | 9. shortlisting | 10. delayering |

3) 1 mark each (1 x 4 = 4 marks)

Below Average

- Self-esteem e.g. feeling valued
- belonging e.g. making friends, working in a team
- safety e.g. job security, family
- physiological needs e.g. food, clothes, warmth, shelter

Section 2 10 marks

Weighting:  30% - below average - numbers 1 - 3
            50% - average - numbers 4 - 8
            20% - above average - numbers 9 - 10

1 mark each (1 x 10 = 10 marks)

| 1. c | 2. b | 3. a | 4. c | 5. a |
| 6. a | 7. a | 8. b | 9. b | 10. b |
Section 3

Weighting:  
26% - below average  
37% - average  
37% - above average

a) Job description  
(1 x 3 = 3 marks) Average  
3 of the following: job title, responsible to, purpose of job, specific duties, other responsibilities

b) Person Specification  
(1 x 3 = 3 marks) Average  
3 of the following: educational qualifications, previous experience, personal attributes, specialised skills

c) Address, Telephone no, email address, age, marital status, education, qualifications, previous employment, hobbies and interests, reference (referee)  
(1 x 6 = 6 marks) Below Average

d) When new employees start work, they need to find out about the job they are going to do.  
The purpose is to introduce new employees to the job, to help them do the job with confidence and efficiency and to try to encourage loyalty from new employees.  
(1 x 2 = 2 marks) Above Average

e) On-the job, off-the job. On-the job – a method of training employees to do a job by putting them to work with an experienced worker. This is done at the workplace.  
(1 x 4 = 4 marks) Average

f) Full-time, part-time  
(1 x 2 = 2 marks) Below average

g) Seasonal unemployment  
(1 x 1 = 1 mark) Average

h) Frictional  
Structural  
Cyclical  
(1 x 6 = 6 marks) Above average

i) i) the employee may not be capable of doing the job for which he/she was employed, the employee’s conduct may be such that he/she has broken safety rules or endangered other employees’ lives through his/her actions, there may be a legal reason why the employee cannot continue in employment – for instance, if he/she is an illegal immigrant  
ii) redundant  
iii) retirement  
(1 x 3 = 3 marks) Above average
Case Study 2  

Weighting –  
20% - below average  
20% - average  
60% - above average  

a) Market research – to find out what the consumers want, the business gathers, present, analyse and interpret data about the market’s demands for goods and services 

Target market - the market segment at which a business aims his goods and services  

Advertising – getting people to know about the product and persuade them to buy e.g.: from TV, websites, newspapers, magazines, billboards, blogs, facebook  

Market strategies – the various measures taken by a business to satisfy customer needs are together known as its marketing strategy. E.g. by choosing the best marketing mix.  

(1 x 4 = 4 marks)  
Above average  

b) If a business sells its products to a wide range of people – its market – it may divide these people into smaller groups to meet different customers’ needs called segments. E.g. age, gender  

(1 x 3 = 3 marks)  
Above average  

c) A small section of a market segment which consists of a small group of consumers whose wants and needs can be clearly identified.  

(1 x 3 = 3 marks)  
Above average  

d) Packaging  

(1 x 1 = 1 mark)  
Below average  

e) It delivers goods to customers in a safe, hygienic condition, protect the goods, help the retailers store the products easily and safely on the shelves, promote the goods as the colour, design or lettering may make the product more attractive and noticeable, pass on details of contents, ingredients, weight, care instructions.  

(1 x 4 = 4 marks)  
Average  

f) Free inside 3 D scenes and specs - pay 1 get 2  

(1 x 1 = 1 mark)  
Below average  

g) Mc Donald’s  

(1 x 1 = 1 mark)  
Below average  

h) M  

(1 x 1 = 1 mark)  
Below average
i) Making changes to the product to make it more appealing
   Finding new markets for existing products e.g: introducing salads for vegetarians
   
   (1 x 2 = 2 marks)
   Above average

Section 5

Weighting – 100 % - average

e.g. Give the meaning of communication, write the different types of communications and write the barriers of communication

(10 marks)
Average

Coursework Assessment

Besides the one graded paper which makes up 85% of the final mark at Form 3, there is also a coursework which is done during the year and which is awarded 15%. The coursework is a formative assessment. The teacher will guide each student on the project, monitor the student’s work and advice the student about improving the work according to the assessment criteria. Finally the teacher gives the mark after considering each student’s improvement and effort on his/her work. The assessment criteria is:

<table>
<thead>
<tr>
<th>Knowledge and the Use of Information</th>
<th>20%</th>
</tr>
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<tbody>
<tr>
<td>Application and Analysis</td>
<td>40%</td>
</tr>
<tr>
<td>Evaluation and Judgement</td>
<td>20%</td>
</tr>
<tr>
<td>Quality of Presentation</td>
<td>10%</td>
</tr>
<tr>
<td>Student’s Commitment</td>
<td>10%</td>
</tr>
</tbody>
</table>

Besides rewarding the students on their efforts and improvement during the coursework, students will learn how to evaluate, judge, apply and analyse. These skills will be helpful to tackle the open-ended questions and so the said average/above average questions.