



ADVANCED
General Certificate of Education
2023

Business Studies

Assessment Unit A2 2

assessing

The Competitive Business Environment

[ABU21]

THURSDAY 8 JUNE, AFTERNOON

**MARK
SCHEME**

General Marking Instructions

Introduction

The main purpose of the mark scheme is to ensure that examinations are marked accurately, consistently and fairly. The mark scheme provides examiners with an indication of the nature and range of candidates' responses likely to be worthy of credit. It also sets out the criteria which they should apply in allocating marks to candidates' responses.

Assessment objectives

Below are the assessment objectives for GCE Business Studies.

Candidates should be able to:

- 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.
- AO2** Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues.
- AO3** Analyse issues within business, showing an understanding of the impact of external and internal influences on individuals and organisations.
- AO4** Evaluate quantitative and qualitative information to make informed judgements and propose evidence-based solutions to business issues.

Quality of candidates' responses

In marking the examination papers, examiners should be looking for a quality of response reflecting the level of maturity which may reasonably be expected of a 17 or 18-year-old which is the age at which the majority of candidates sit their GCE examinations.

Flexibility in marking

Mark schemes are not intended to be totally prescriptive. No mark scheme can cover all the responses which candidates may produce. In the event of unanticipated answers, examiners are expected to use their professional judgement to assess the validity of answers. If an answer is particularly problematic, then examiners should seek the guidance of the Supervising Examiner.

Positive marking

Examiners are encouraged to be positive in their marking, giving appropriate credit for what candidates know, understand and can do rather than penalising candidates for errors or omissions. Examiners should make use of the whole of the available mark range for any particular question and be prepared to award full marks for a response which is as good as might reasonably be expected of a 17 or 18-year-old GCE candidate.

Awarding zero marks

Marks should only be awarded for valid responses and no marks should be awarded for an answer which is completely incorrect or inappropriate.

Marking Calculations

In marking answers involving calculations, examiners should apply the 'own figure rule' so that candidates are not penalised more than once for a computational error. To avoid a candidate being penalised, marks can be awarded where correct conclusions or inferences are made from their incorrect calculations. If a candidate gives the correct answer without showing their working out, full marks should be awarded.

Types of mark schemes

Mark schemes for tasks or questions which require candidates to respond in extended written form are marked on the basis of levels of response which take account of the quality of written communication.

Other questions which require only short answers are marked on a point for point basis with marks awarded for each valid piece of information provided.

Levels of response

In deciding which level of response to award, examiners should look for the 'best fit' bearing in mind that weakness in one area may be compensated for by strength in another. In deciding which mark within a particular level to award to any response, examiners are expected to use their professional judgement.

The following guidance is provided to assist examiners.

- **Threshold performance:** Response which just merits inclusion in the level and should be awarded a mark at or near the bottom of the range.
- **Intermediate performance:** Response which clearly merits inclusion in the level and should be awarded a mark at or near the middle of the range.
- **High performance:** Response which fully satisfies the level description and should be awarded a mark at or near the top of the range.

Quality of written communication

Quality of written communication is taken into account in assessing candidates' responses to all tasks and questions that require them to respond in extended written form. These tasks and questions are marked on the basis of levels of response. The description for each level of response includes reference to the quality of written communication.

For conciseness, quality of written communication is distinguished within either 3 or 4 levels of response.

Where there are three levels of response, quality of written communication is distinguished as follows:

Level 1: Quality of written communication is basic.

Level 2: Quality of written communication is good.

Level 3: Quality of written communication is excellent.

In interpreting these level descriptions, examiners should refer to the more detailed guidance provided below:

Level 1 (Basic): The candidate makes only a basic selection and use of an appropriate form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 (Good): The candidate makes a good selection and use of an appropriate form and style of writing. Relevant material is organised with good clarity and coherence. There is good use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a good standard to make meaning clear.

Level 3 (Excellent): The candidate successfully selects and uses the most appropriate form and style of writing. Relevant material is organised with a very high degree of clarity and coherence. There is widespread and accurate use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of the highest standard to make meaning absolutely clear.

Where there are four levels of response, quality of written communication is distinguished as follows:

Level 1: Quality of written communication is basic.

Level 2: Quality of written communication is satisfactory.

Level 3: Quality of written communication is good.

Level 4: Quality of written communication is excellent.

In interpreting these level descriptions, examiners should refer to the more detailed guidance provided below:

Level 1 (Basic): The candidate makes only a basic selection and use of an appropriate form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 (Satisfactory): The candidate makes a satisfactory selection and use of an appropriate form and style of writing. Relevant material is organised with some degree of clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a satisfactory standard to make meaning evident.

Level 3 (Good): The candidate makes a good selection and use of an appropriate form and style of writing. Relevant material is organised with good clarity and coherence. There is good use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a good standard to make meaning clear.

Level 4 (Excellent): The candidate successfully selects and uses the most appropriate form and style of writing. Relevant material is organised with a high degree of clarity and coherence. There is widespread and accurate use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of the highest standard to make meaning absolutely clear.

- 1 Calculate the following **two** financial ratios for both for 2018 and 2019 using the data included in Figure 2. [6]

(You should show your calculations and state your answers to two decimal places).

- Gross Profit %
- Net Profit (After Tax) %

Year Ended	Gross Profit Calculation	Gross Profit %	Net Profit Calculation	Net Profit (after tax) %
31 Dec 2018	$\frac{28,070}{141,344} \times 100$	19.86%	$\frac{3,941}{141,344} \times 100$	2.79%
31 Dec 2019	$\frac{29,468}{136,236} \times 100$	21.63%	$\frac{4,335}{136,236} \times 100$	3.18%

Marking:

Level 3 [6]

An excellent response demonstrates:

- Comprehensive, relevant, accurate knowledge and understanding of the **two** financial ratios from figure 2. (For both 2018 and 2019). This includes evidence of correct calculations, answers, and annotation in respect of two financial ratios as stated in the question, to two decimal places. (For both 2018 and 2019)
- Thorough and detailed use of relevant source material in respect of the two financial ratios from figure 2. (For both 2018 and 2019)

Level 2 [4]–[5]

A good response demonstrates:

- Good, accurate knowledge and understanding with some evidence of correct calculations of the **two** financial ratios from figure 2, to two decimal places. (For both 2018 and 2019). This includes evidence of partially correct calculations, and/or answers and annotation. **Up to a maximum of 2 errors permitted throughout the stated answers.**
- Good use of relevant source material in respect of the two financial ratios from figure 2. (For both 2018 and 2019).

Level 1 [1]–[3]

A basic response demonstrates:

- Basic knowledge and understanding of the **two** financial ratios from figure 2. (For both 2018 and 2019). This includes evidence of correct/partially correct calculations, and/or answers, and annotation in respect of two financial ratios as stated in this question, to two decimal places. (For both 2018 and 2019)
- Limited use of relevant source material in respect of the two financial ratios from figure 2. (For both 2018 and 2019).

Answers not worthy of credit [0] marks

[6]

AVAILABLE MARKS

6

2 Analyse **two** effects of the fluctuating exchange rates between UK Sterling (£) and US Dollar (\$) as shown in Figure 2, on Brett Martin's financial position. [9]

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MARKS

	Appreciation of Sterling against US Dollar	Depreciation of Sterling against US Dollar	Effect on Profits
Import of Materials	As sterling appreciates, strong pound, the cost of imports becomes cheaper as Brett Martin are able to buy more materials	As sterling depreciates, weak pound, the cost of imports becomes more expensive as Brett Martin are able to buy less materials from imports	Cheaper Imports increase Profits Expensive imports decrease demand therefore decreased profits
Export of Goods	As sterling appreciates, strong pound, the cost of exports becomes more expensive as Brett Martin's customers purchase less because of increased prices	As sterling depreciates, weak pound, the cost of exports becomes much cheaper to Brett Martin's customers.	Expensive exports decrease demand and decreases profits Cheaper exports increase demand from non-UK customers, increasing demand and increases profits

Year	Rate	Effect on Imports	Effect on Exports	Effect on Profits
2015	\$1.51	Strong Exchange Rate Large Imports	High Exchange rate Small Exports	
2016	\$1.44	Weak Exchange rate Decreased Imports	Weaker Exchange rate Increased Exports	Increased Profits due to increased exports
2017	\$1.24	Weaker Exchange rate Decreased Imports	Weaker Exchange rate Increased Exports	Increased Profits due to increased Imports
2018	\$1.38	Increased Exchange rate Increased Imports	Strong Exchange rate Decreased Exports	Less Profits due to decreased exports
2019	\$1.29	Lower Exchange rate Decreased Imports	Weak Exchange rate Increased Exports	Increased Profits due to increased Imports
2020	\$1.31	Increased Exchange rate Increased Imports	Strong Exchange rate Decreased Exports	Less Profits due to decreased exports
2021	\$1.37	Increased Exchange rate Increased Imports	Strong Exchange rate Decreased Exports	Less Profits due to decreased exports

- If exchange rates fluctuate, prices may change in response (e.g. sales prices, material costs)

Marking:

Level 3 [7]–[9]

An excellent response demonstrates:

- Comprehensive and relevant, accurate analysis of **two** effects of the fluctuating exchange rates in the Sterling/US Dollar as shown in Figure 2, on Brett Martin’s profits.
- Thorough and detailed use of relevant source material to analyse **two** effects of the fluctuating exchange rates in the Sterling/US Dollar as shown in Figure 2, on Brett Martin’s profits.

Level 2 [4]–[6]

A good response demonstrates:

- Good, accurate analysis of **two** effects of the fluctuating exchange rates in the Sterling/US Dollar as shown in Figure 2, on Brett Martin’s profits.
- Good use of relevant source material to analyse **two** effects of the fluctuating exchange rates in the Sterling/US Dollar as shown in Figure 2, on Brett Martin’s profits.

Level 1 [1]–[3]

A basic response demonstrates:

- Basic analysis of up to **two** effects of the fluctuating exchange rate in the Sterling/US Dollar as shown in Figure 2, on Brett Martin’s profits.
- Limited use of relevant source material to up to **two** effects of the fluctuating exchange rates in the Sterling/US Dollar as shown in Figure 2, on Brett Martin’s profits.

Answers not worthy of credit **[0]** marks

[9]

9

- 3 Evaluate the use of Lewin’s Force Field Analysis as shown on Table in Figure 4 as a decision tool for Brett Martin’s management team when assessing it’s £6 million expansion project. [15]

AVAILABLE MARKS

The Driving Forces are visually represented on the table, all specific factors that focus on the reasoning behind spending £6 million on the expansion including increased demand, additional storage space, new machinery and new government regulations.

- The Restraining Forces all visually represented on the table, all specific factors that focus on the reasoning behind not spending £6 million on the expansion including costs, environment issues, pollution, job losses, council issues and off-site building.
- Each Factor is allocated a score based on opinions of stakeholders which can be difficult to assess objectively.
- Assessments of each score can be biased opinions.
- Each score is weighted the same but some factors are of a higher significance, i.e. planning regulations and cost.
- Board of Directors can discuss each factor and its score.
- Scores can be changed based on additional information.
- The decision of “not to invest” can be reversed by manipulating the scores.
- It is only one tool in the decision-making process whether to invest or not invest and can be quite subjective. There are additional tools to assist in the decision-making process must consider a much larger range of tools for a £6 million investment.
- It is an objective approach based on the opinions of others.
- Perceived lack of stakeholder involvement in analysis.
- Does not consider the causes of change or how to overcome resistance to change.

Figure 4
Lewin’s Force Field Analysis on the £6 million investment to cater for the increased demand.

Driving forces	Mark	Restraining forces	Mark
Increased demand due to the growth of its product range and increased export demand	9	£6 million investment carries substantial interest payments affecting profits/dividends	8
Additional storage space and distribution facilities required to cater for increased demand	9	Environmental issues affecting the local community	8
Machinery installations space for increased production levels	9	Pollution building new plant, noise and traffic	8
New government regulations to reduce increased CO ₂ emissions	5	Possible job losses with introduction of up to date machinery	7
		Local council issues regarding planning	6
		Build on new expensive alternative location	8
Total	32		45

Marking:**Level 3 [11]–[15]**

An excellent response demonstrates:

- Comprehensive and relevant, accurate knowledge and understanding, and detailed evaluation of Levin's Force Field Analysis Table in Figure 4 as a decision tool for Brett Martin when assessing its £6 million expansion.
- Highly appropriate, clear and logical recommendations of Levin's Force Field Analysis Table in Figure 4 as a decision tool for Brett Martin when assessing its £6 million expansion based on well focused and sound analysis.
- Thorough use of relevant source material to address the issues in the question, coming to an informed decision to fully support Levin's Force Field Analysis Table in Figure 4 as a decision tool for Brett Martin when assessing its £6 million expansion.
- An excellent quality of written communication.

Level 2 [6]–[10]

A good response demonstrates:

- Sound, good, accurate knowledge and understanding, and evaluation of Levin's Force Field Analysis Table in Figure 4 as a decision tool for Brett Martin when assessing its £6 million expansion
- Appropriate, clear and logical recommendation of Levin's Force Field Analysis Table in Figure 4 as a decision tool for Brett Martin when assessing its £6 million expansion, well focused analysis.
- Good use of relevant source material to come to an informed decision on Levin's Force Field Analysis Table in Figure 4 as a decision tool for Brett Martin when assessing its £6 million expansion.
- A good quality of written communication.

Level 1 [1]–[5]

A basic response demonstrates:

- Basic knowledge and understanding, with unfocused evaluation of Levin's Force Field Analysis Table in Figure 4 as a decision tool for Brett Martin when assessing its £6 million expansion.
- Basic recommendation on Levin's Force Field Analysis Table in Figure 4 as a decision tool for Brett Martin when assessing its £6 million expansion, with limited or no relevant analysis.
- Limited use of data from source material which does not support the final recommendation.
- A basic quality of written communication.

Answers not worthy of credit **[0]** marks

[15]

15

- 4 Evaluate Brett Martin Ltd's Corporate Social Responsibility Policy using any **two** elements of Carroll's Corporate Social Responsibility (CSR) Pyramid. [20]

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MARKS

Ethical Responsibilities (Operate Ethically)

- Reducing its consumption of energy and materials.
- Brett Martin owns its own solar power installation onsite.
- Invested in a wind turbine.
- Use electricity from renewable energy sources.
- 25-year agreement with energy giant Lightsource.

Brett Martin now has 25% of its energy demands met through renewables and reduce thousands of tonnes of carbon emissions each year.

Philanthropic Responsibilities (Good Corporate Citizen)

The communities in which Brett Martin operate are central to its CSR policy.

- Many of its employees are recruited from these communities.
- Develops strong relationships with local community through communication and interaction with them.
- Business processes are reviewed regularly to ensure that they do not negatively impact on local communities.
- Donating their products to local charitable organisations whose projects include affordable housing.
- Offers work experience to students and university graduates to gain vital experiences of the manufacturing industry.
- Employees are also encouraged to take part in charitable activities.
- Host regular school visits for local schools.

Economic Responsibilities (Be Profitable)

Brett Martin's Sales Turnover decreased from £141,341,000 in 2018 to £136,236,000 in 2019. However, its Gross Profit increased from £28,070,000 in 2018 to £28,468,000 in 2019 meaning that Brett Martin was able to decrease its materials costs by £1,398,000. The Net Profit (after Taxes) increased from £3,941,000 in 2018 to £4,335,000 in 2019. Thus, Brett Martin met its obligation to increase profits to its shareholders in 2019.

Legal Responsibilities (Obey the Law)

Brett Martin is committed to maintaining the highest standard of ethical compliance in every country that it does business with. It also complies with all the specific laws and regulations of the countries they trade in with respect to packaging, labelling and distribution.

1. Costs: Brett Martin will incur additional expenditure in meeting their CSR objectives which adds to the costs of the business.
2. Management: CSR objectives could be in conflict with managers objectives of increased profits.
3. Reputation: Any adverse reputational damage to Brett Martin's image over its CSR objectives not being implemented correctly.

Marking:

Level 4 [16]–[20]

An excellent response demonstrates:

- Comprehensive and relevant, accurate knowledge and understanding, and detailed evaluation of Brett Martin's Corporate Social Responsibility Policy using any **two** elements of Carroll's Corporate Social Responsibility (CSR) Pyramid.

- Highly appropriate, clear and logical judgement of Brett Martin's Corporate Social Responsibility Policy using any **two** elements of Carroll's Corporate Social Responsibility (CSR) Pyramid, based on well focused and sound analysis.
- Thorough use of relevant source material of Brett Martin's Corporate Social Responsibility Policy using any **two** elements of Carroll's Corporate Social Responsibility (CSR) Pyramid.
- An excellent quality of written communication.

Level 3 [11]–[15]

A good response demonstrates:

- Sound, good, accurate knowledge and understanding, and evaluation of Brett Martin's Corporate Social Responsibility Policy using any **two** elements of Carroll's Corporate Social Responsibility (CSR) Pyramid.
- An appropriate, clear and logical judgement of Brett Martin's Corporate Social Responsibility Policy using any **two** elements of Carroll's Corporate Social Responsibility (CSR) Pyramid based on well focused analysis.
- Good use of relevant source material to Brett Martin's Corporate Social Responsibility Policy using any **two** elements of Carroll's Corporate Social Responsibility (CSR) Pyramid.
- A good quality of written communication.

Level 2 [6]–[10]

A satisfactory response demonstrates:

- Satisfactory knowledge and understanding, analysis and evaluation Brett Martin's Corporate Social Responsibility Policy using up to **two** elements of Carroll's Corporate Social Responsibility (CSR) Pyramid.
- A suitable, appropriate judgement of Brett Martin's Corporate Social Responsibility Policy using up to **two** elements of Carroll's Corporate Social Responsibility (CSR) Pyramid based on well focused analysis.
- A satisfactory quality of written communication.

Level 1 [1]–[5]

A basic response demonstrates:

- Basic knowledge and understanding, with unfocused evaluation of Brett Martin's Corporate Social Responsibility Policy using up to **two** elements of Carroll's Corporate Social Responsibility (CSR) Pyramid.
- Basic or no judgement based on limited analysis of Brett Martin's Corporate Social Responsibility Policy using up to **two** elements of Carroll's Corporate Social Responsibility (CSR) Pyramid.
- Limited use of relevant source material to Brett Martin's Corporate Social Responsibility Policy using up to **two** elements of Carroll's Corporate Social Responsibility (CSR) Pyramid.
- A basic quality of written communication.

Answers not worthy of credit [0] marks

[20]

20

- 5 Evaluate the management of information as a resource to improve competitive advantage by the management team of Brett Martin Ltd. [20]

Brett Martin continues to seek every opportunity to fulfil its aim of increasing profitable turnover, and to achieve this aim, Brett Martin must have a competitive advantage. One area that helps management achieve a competitive advantage is Brett Martin's Management Information System, MIS.

- MIS is that it must manage the constant collection of current internal and external data pertaining to the business environment. Pertinent information is then circulated throughout Brett Martin's management teams so they make better informed decisions.
- MIS is used by Brett Martin to better leverage it to gain a competitive advantage over its competitors.
- Brett Martin's financial performance is generally affected by its economic conditions. Its MIS core objective is carrying out regular strategic reviews including assessments of competitive activity, market trends, market forecasts, customer behaviour, product availability and price fluctuations. All of this current information feeds into the MIS system which keeps Brett Martin ahead of its competitors.
- The Directors regularly monitor the impacts from Brexit and Covid-19 and The MIS helps management to make current informed decisions.
- Better communications – shared information
- GDPR issues
- Information overload
- Bias
- Costs of operating a MIS.

Marking:

Level 4 [16]–[20]

An excellent response demonstrates:

- Comprehensive and relevant, accurate knowledge and understanding, and detailed evaluation the management of information as a resource to improve competitive advantage by the management team of Brett Martin Ltd.
- Highly appropriate, clear and logical judgement of the management of information as a resource to improve competitive advantage by the management team of Brett Martin Ltd. based on well focused and sound analysis.
- Thorough use of relevant source material in the evaluation of the management of information as a resource to improve competitive advantage by the management team of Brett Martin Ltd.
- An excellent quality of written communication.

Level 3 [11]–[15]

A good response demonstrates:

- Sound, good, accurate knowledge and understanding, and evaluation of the management of information as a resource to improve competitive advantage by the management team of Brett Martin Ltd.
- An appropriate, clear and logical judgement of the management of information as a resource to improve competitive advantage by the management team of Brett Martin Ltd, based on well focused analysis.
- Good use of relevant source material of the management of information as a resource to improve competitive advantage by the management team of Brett Martin Ltd.
- A good quality of written communication.

Level 2 [6]–[10]

A satisfactory response demonstrates:

- Satisfactory knowledge and understanding, and evaluation of the management of information as a resource to improve competitive advantage by the management team of Brett Martin Ltd.
- A suitable, appropriate judgement on the management of information as a resource to improve competitive advantage by the management team of Brett Martin Ltd. based on well focused analysis.
- A satisfactory quality of written communication.

Level 1 [1]–[5]

A basic response demonstrates:

- Basic knowledge and understanding, with unfocused the management of information as a resource to improve competitive advantage by the management team of Brett Martin Ltd.
- Basic or no judgement based on limited analysis the management of information as a resource to improve competitive advantage by the management team of Brett Martin Ltd.
- Limited use of relevant source material on the management of information as a resource to improve competitive advantage by the management team of Brett Martin Ltd.
- A basic quality of written communication.

Answers not worthy of credit **[0]** marks

[20]

20

AVAILABLE
MARKS

Brett Martin's sales revenue and profits are being heavily impacted by both Covid 19 and regulations.

- Increases sales/market share

Profitability

- Tens of millions of people across Europe found themselves in lockdown at home with time on their hands. With travel restrictions in place many invested their holiday savings into DIY projects mainly exterior house repairs and garden DIY projects.
- Brett Martin are a leading supplier to the major DIY retailers and these retailers are reporting a 200% increase in demand for DIY products due to lockdown.

Regulations

The additional Brexit requirements may reduce the competitiveness of UK exporters, decrease their Export Sales Revenue and ultimately its profits, The Directors regularly review the impact on its business from Brexit.

The UK is no longer a member of The EU's Single Market and Customs Union. The Brexit Deal for the UK means new border controls and checks and a host of new regulatory requirements with the EU and a separate VAT system.

- There is now additional requirement on all UK businesses importing goods from and exporting goods to the EU's 27 countries including:
 - New Trade barriers.
 - New possible tariffs.
 - Additional customs documentation.
 - New VAT accounting arrangements.
 - Additional administrative documents on product safety, packaging and labelling.
 - Higher administrative costs to all UK exporting and importing businesses.
- Diversification/spreads risk.
- Increased competition.
- Increased costs.
- Economic issues, e.g. interest rate changes.
- Economics/Diseconomies of scale.
- Cultural differences.
- Exchange rate fluctuations.

Marking:

Level 4 [16]–[20]

An excellent response demonstrates:

- Comprehensive and relevant, accurate knowledge and understanding, and detailed evaluation of the impact on Brett Martin Ltd of trading globally.
- Highly appropriate, clear and logical judgement of the impact on Brett Martin Ltd of trading globally, based on well focused and sound analysis.
- Thorough use of relevant source material on impact on Brett Martin Ltd of trading globally.
- An excellent quality of written communication.

Level 3 [11]–[15]

A good response demonstrates:

- Sound, good, accurate knowledge and understanding, and evaluation of the impact on Brett Martin Ltd of trading globally.
- An appropriate, clear and logical judgement of the impact on Brett Martin Ltd of trading globally, based on well focused analysis.
- Good use of relevant source material on the impact on Brett Martin Ltd of trading globally.
- A good quality of written communication.

Level 2 [6]–[10]

A satisfactory response demonstrates:

- Satisfactory knowledge and understanding, and evaluation of the impact on Brett Martin Ltd of trading globally.
- A suitable, appropriate judgement of the impact on Brett Martin Ltd of trading globally, based on well focused analysis.
- A satisfactory quality of written communication.

Level 1 [1]–[5]

A basic response demonstrates:

- Basic knowledge and understanding, with unfocused evaluation on the impact on Brett Martin Ltd of trading globally.
- Basic or no judgement based on limited analysis of the impact on Brett Martin Ltd of trading globally.
- Limited use of relevant source material of the impact on Brett Martin Ltd of trading globally.
- A basic quality of written communication.

Answers not worthy of credit **[0]** marks

[20]

20

Total

90

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