

Examiners' Report

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Introduction

This paper only attracted a small number of entrants, sadly this was due to a large number of students being unable to take the exam and as such it is hard to reach many meaningful conclusions. Nevertheless there are some useful lessons to be learnt from the responses to the questions set.

The main reasons for some otherwise able students underachieving are the usual ones of not heeding command words and not reading the questions carefully enough. Command words are still being ignored by a sizeable number. Instructions to 'Assess' and 'Evaluate' were not followed by some candidates.

Overall, the levels of response questions obtained the better marks as students were clearly using the data supplied and attempting to evaluate. There was little evidence of many external examples to illustrate arguments or any perceptiveness and occasionally, evaluation marks were easily obtained for work which lacked any real insight / understanding.

Some of the students missed out on marks because they did not answer the question that was set. This was particularly the case with questions 2 and 6. Some students missed out several whole questions.

It is worth reminding future students of the need to apply context to all responses. Repeating generic or stock answers will not access the higher levels of the mark scheme.

Question 1a

Mostly well answered by students who were able to explain the definition but many failed to develop it beyond stating it was a tax on imports.

Question 1b

Many students knew what it was but again failed to develop the answer enough to get both marks. Stating that trade barriers are reduced is enough for one mark but to get the second mark the answer had to explain the consequence of this for the level of international trade.

Question 2

The most common error was to discuss reasons for increased trade rather than globalisation, which is not the same thing at all. Relatively few discussed improvements in communications or political change and integration. Those who discussed tariffs, need for profits etc. meant that many did not answer the question or only received low marks on what should have been a straightforward question.

Question 3

Most were able to discuss the need to protect home industry and employment but relatively few were able to come up with a distinctive second reason. Often, the second reason was simply a variation or development of the first one. Some gave the revenue raising reason but were unable to develop the reason or apply it.

Question 4

There was a significant number who did not really know what the role of the WTO is and almost likened it to a team of individual business consultants advising individual businesses, others saw the WTO as a kind of global policeman laying down the law. Only a few were able to describe the role of the WTO with any accuracy, suitable evaluation was rare.

Question 5

This was often answered fairly well with many examples of low level evaluation. The extracts were clearly very helpful here and used extensively. Evaluation often rested on the over reliance aspect but some candidates also spotted the fall in EU imports of ethanol.

Question 6

The most common error was to focus on the global market rather than a global niche market. This meant low marks for some candidates as they just simply offered a discussion on increasing sales to a worldwide market. The majority of responses did answer the question as set and looked at the particular features of a global niche market. By using the extracts they did reasonably well and many got into low level 4 by citing the frozen yoghurt example. There were very few one sided responses.

Question 7

The weaker of the 2 section B responses but most were able to use the extracts to show the benefits to Western businesses in exploiting the Brazilian market and also the threats posed by Brazilian businesses such as Embraer. Evaluation was mostly low level. The most common error was to focus on the impact on Brazil rather than the West, which unfortunately limited the marks of otherwise able candidates.

Based on their performance on this paper, candidates are offered the following advice:

- Do read the question carefully and answer the question that is set
- Do watch out for command words such as Assess or Evaluate
- Do use examples to illustrate your argument
- Do use the language of the subject and avoid generalities
- Do watch your timing and do not spend too long on one question
- Do write concisely
- Do add a conclusion to the longer questions

