



Examiners' Report Principal Examiner Feedback

October 2018

Pearson Edexcel International A Level in
Business Studies (WBS01)

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Comments on Individual Questions:

Q.7 - Generally well answered, most candidates were able to name at least two entrepreneurial characteristics and many could draw suitable evidence from the case study to achieve the application marks. However analysis was rare, few candidates went on to discuss things such as the results of having a particular characteristic. As in previous series, some candidates identified "Passion" as an entrepreneurial characteristic, which it is not.

Q.8a - Most candidates could identify two advantages of a partnership. Many gave a definition that did not stress the ownership (using phrases such as "joined together") and/or the legal aspect of a being in a partnership, so could not be credited a knowledge mark. It proved challenging in many cases to provide contextual examples for the application marks

Q.8b – Quite a few confused answers. Quite a number of candidates discussed the company getting a very large sum of money through a grant, the case study clearly states that they won a small grant, more careful reading of the material would have avoided this error. There was a tendency amongst many candidates to retell the story from Evidence B about how they won a grant, instead of outlining the reasons why other sources of finance might not be possible, etc. Therefore, although there were a number of candidates who were able to attain 5 or 6 marks, generally this was quite poorly answered, with a high number just able to identify two reasons such a "loan does not have to be repaid" for K/U marks.

Q.9a -A largely well answered question, many candidates quoted the correct formula and applied it well, the most common error being incorrect or missing units.

Q.9b – Patents and trademarks were generally understood although some candidates had difficulty understanding the difference between the two which led to some repetition and this was also followed by a struggle to identify the downsides for a small business so evaluation was often brief and rarely contextualised.

Q.10 – A number of candidates discussed the affect on stakeholders other than the partners, not reading the question carefully enough reduced the accuracy of these answers.

Disappointingly a number of candidates gave one-sided answers, with no attempt at Evaluation, so unable to access top marks. Those that did attempt a counter balance to the impact of success sometimes chose to just present assertions based on Dinobyte no longer having any success and thus leading to the firm closing down, so were not evaluating the impact of success as asked for in the question.

Q.11 – A number of candidates discussed the target market or product range rather than market orientation, this led to very few marks. However, a majority of candidates were able to provide reasons why Dinobyte might be considered a Market Orientated business. Most were able to then discuss whether Dinobyte might also be considered Product orientated, although only a few attained the High Level 4 marks. However, some candidates wrote just about all the disadvantages of being a Market Orientated business, without considering Product Orientation at all. A small number of candidates wrote generically about how a business could become Market Orientated, rather than the extent to which Dinobyte already was, which was not answering the question.

Popularity of Particular Questions:

Most questions were answered and there were very few blank pages.

Comments on Administrative Matters (if any)

The face to face standardisation was an excellent way of achieving standardisation and preferred by the majority of the team. It allowed for more discussion and deeper understanding and would be well received in the future. Only one of the 5 examiners would have preferred online standardisation.

