



Examiners' Report Principal Examiner Feedback

October 2019

Pearson Edexcel International Advanced
Subsidiary in Business (WBS11)

Unit 1: Marketing and people

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Introduction

Question 1a This was generally well answered with a significant number of candidates gaining the full 2 marks. Some student however wrote simply that distribution channels are 'where a product is sold' and scored no marks.

Question 1b Many students were able to provide the formula for income elasticity of demand and calculate the percentage change in quantity demanded. However, many candidates did not show the answer as a percentage and were not able to access full marks.

Question 1c There were some very good answers with students showing knowledge of the benefits of branding and applying the theory well to Coca Cola. Many students simply quoted the evidence from the source booklet and did not use it to explain their points. Stand alone context will not be rewarded if it does not support the knowledge given.

Question 1d This question was not particularly well answered. Whilst many candidates showed basic understanding of financial incentives, they failed to show context and valid chains of reasoning. Too many responses failed to provide a counterargument for this question and the responses on the whole were generic and one-sided.

Question 1e Some candidates answered this well and were able to show a good understanding of face to face surveys and its importance to Coca Cola. Many candidates used the evidence from the source booklet to provide context to the answers. However, many responses simply focussed on the benefits of primary research rather than writing specifically about the benefits of face to face surveys. For this reason, it prevented students from achieving high level 3 or level 4 marks.

Question 2a This was well answered with a significant number of candidates gaining the full 2 marks. A limited number incorrectly wrote that competitive pricing is setting a low price to compete with rivals.

Question 2b Generally the question was answered well with students using the evidence well to explain the importance of 'product' to Emirates. Many students scored a maximum of 3 marks as they failed to develop their responses to provide analysis and the consequence to Emirates of providing a good quality product/service.

Question 2c Many good answers with a high number of students showing very good knowledge of social media. Some answers failed to use the context to support their knowledge and so gained just 4 marks for knowledge and analysis. As with 1c students were simply copying data from the source booklet but did not use this evidence to support their answers.

Question 2d A reasonable set of responses to this question, with many students showing good understanding of the topic and using the evidence well. However, many failed to provide a balanced argument and an awareness of competing arguments. A small number of students are still simply copying large amounts of text from the case study provided without using that information to analyse and evaluate. A high proportion of candidates achieved level 2.

Question 2e Generally this question was not answered well. It was evident that many students did not understand the topic of market mapping and I might suggest this needs to be reviewed in some centres. Whilst some attempted to draw a simple grid, they seemed unable to explain how mapping may be of use to Emirates. There were a limited number of good or reasonable answers although the counterbalance was generic in nature.

Question 3 There was no real evidence to suggest that candidates did not have enough time to complete the paper with most attempting to answer question 3. A wide range of answers were given, and it was encouraging that most students understood the topic and were able to demonstrate good understanding. However, most of the responses were disappointing as few used the evidence given. In the main the answers provided were generic in nature and simply listed advantages and disadvantages of a flat structure. Many answers failed to propose a solution or recommendation for Tata.

Summary

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

- Do use examples and evidence in the source booklet to illustrate your argument. However, do not simply copy evidence from the source booklet without using this information to explain your answer. Stand-alone evidence will not be rewarded if it does not support the points being made.
- Ensure percentage calculations show a percentage sign to gain full marks
- Do not simply list everything you know about a topic, read the question carefully to determine the specific area of the topic you are asked to write about.
- Do add a conclusion or recommendation for the longer questions

