

ANGLIA EXAMINATION SYNDICATE

Advanced Business Plus Level 4 – Paper A – Key and mark scheme

Part One (15 marks)

Title: Comparison of Group and Supermarket Profits..... 3

The graph should be plotted around these points:

| | |
|-------------------------------------|---|
| 2000 - £500 million..... | 1 |
| 2001 - £450 million..... | 1 |
| 2002 - £475 million..... | 1 |
| 2003 - £550 million..... | 1 |
| 2004 - £525 million..... | 1 |
| + 2 marks for presentation of graph | |

Supermarket turnover (£m)

| | |
|---------------------|---|
| 2000 - 17,416 | 1 |
| 2001 - 18,440 | 1 |
| 2002 - 18,206 | 1 |
| 2003 - 18,135 | 1 |
| 2004 - 18,239 | 1 |

Part Two (25 marks)

A 15 marks (one per word)

| | |
|-------------------------|---|
| 1. rather than | 2 |
| 2. process | 1 |
| 3. increase sales | 2 |
| 4. 12.5% | 1 |
| 5. restrict | 1 |
| 6. help section | 2 |
| 7. attracting | 1 |
| 8. new markets | 2 |
| 9. boost | 1 |
| 10. run out of | 2 |

B 10 marks

For full marks, summary should include:

| | |
|---|---|
| keep website simple and accessible by: | 1 |
| - not using jargon and excess information | 1 |
| - using conventions from other successful websites | 1 |
| - don't use fancy graphics and animations and pop-up adverts too much..... | 1 |
| make sure the help pages actually address the problems customers have | 2 |
| advertise your site..... | 2 |
| be prepared for an increase in orders when you have improved your site..... | 2 |

Part Three
(20 marks)

For full marks, candidates must re-order the information to structure it.
Suggested model answer:

Introduction

what is a virtual office ?- total office experience, without buying/leasing one etc.

Main part

advantages:

better than answering machine- calls can filtered, human voice more attractive than machine, better company image
can take phone orders,
gives business opportunity to experiment with new ventures
cheaper
less risky

Conclusion

Useful, but think about level of service you require: just an answering service? full time secretary? one assigned staff member?

Part Four
(20 marks)

Usual writing criteria apply plus:

for full marks there must be adequate evidence of planned structure to the report either around compare, then contrast, or around specific areas such as size of rooms or location.

Recitation of the features of each centre one by one without any other ordering should get no more than 12 marks maximum

Part Five
(1 mark each)

WRITE YOUR ANSWERS HERE.

Match the number of the headline to the letter of the article:

| A | B | C | D | E | F | G | H | I | J |
|---|---|---|---|---|---|---|---|----|---|
| 5 | 7 | 1 | 3 | 4 | 8 | 6 | 2 | 10 | 9 |

Part Six
(10 marks)

1. or
2. According
3. have/ought
4. on
5. which/that
6. about/of
7. order
8. it
9. to
10. when/if/as