

Let's Do Business – Summer Exam Marking Scheme

Question 1 (compulsory)

Drobey

(90 marks)

(a) 15 marks

Identify and explain: 5 marks each = 10 marks **[10 MARKS 2@5M]**

Conflicting interests: 2 marks + 3 marks = 5 marks

(See textbook pp. 21–26)

(b) (i) Explain advantage: 5 marks

(ii) Outline ownership structures; advantage and disadvantage of each:
20 marks (2 × 10 marks (2 + 3, 2 + 3))

(See textbook pp. 42–50)

(c) 15 marks

Name strategy: 2 marks each = 4 marks

Explain: 3 + 3 = 6 marks; 3 + 2 = 5 marks

(See textbook p. 139)

(d) 10 marks

2 points @ 5 marks each

(See textbook pp. 179–182)

(e) 15 marks

Name indicator: 2 marks each = 4 marks

Explain (2 points): 2 + 3 marks; 3 + 3 marks = 11 marks

(See textbook pp. 69–78)

(f) 10 marks

State: 2 marks each

Explain: 3 marks each

(See textbook p. 186)

Question 2: Bellamianta

(a) 5 marks

(See textbook p. 139)

(b) 10 marks

2 qualities @ 5 marks each

(See textbook p. 144)

(c) 15 marks

2 opportunities + 1 challenge @ 5 marks each (2 + 3)

(See textbook p. 119)

(d) 10 marks

2 points @ 5 marks each (2 + 3) P63

(See textbook p. 63)

- (e) 10 marks
2 points @ 5 marks each
(See textbook pp. 24–25)
- (f) 15 marks
Name: 2 marks each = 4 marks
Describe: 6 marks (3+3) + 5 marks (3+2)
(See textbook pp. 147–151)
- (g) 5 marks
(See textbook pp. 141–144)

Question 3: Boojum

(70 marks)

- (a) 10 marks
Importance: 5 marks
Example: 5 marks
(See textbook pp. 61–63)
- (b) 15 marks
Three reasons @ 5 marks (2+3)
(See textbook p. 167)
- (c) 15 marks
Explain: 5 marks
Two reasons @ 5 marks (2+3)
(See textbook p. 66)
- (d) (i) 5 marks
(ii) 5 marks
(See textbook p. 170)
- (e) 20 marks
Two benefits @ 5 marks each = 10 marks
Two challenges @ 5 marks each = 10 marks
(See textbook pp. 118–119)