Mark Scheme (Results)

Summer 2026

Pearson Edexcel International GCSE Business
4BS1/02R

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Q. No.	Which **one** of the following is a method of gathering secondary research? Answer	Mark
1 (a)(i)	**AO1 – 1 mark** **The only correct answer is B Government report** ***A*** *is not the correct answer as an observation is a method of primary research* ***C*** *is not the correct answer as a focus group is a method of primary research* ***D*** *is not the correct answer as test marketing is a method of primary research*	**(1)**

Q. No.	Which **one** of the following is an example of a service? Answer	Mark
1 (a)(ii)	**AO1 – 1 mark** **The only correct answer is B A train ride** ***A*** *is not the correct answer as a hairbrush is a product not a service* ***C*** *is not the correct answer as a table is a product not a service* ***D*** *is not the correct answer as a bed is a product not a service*	**(1)**

Q. No.	Which **one** of the following is the total revenue for the sale of large cakes on 1 January? Answer	Mark
1 (a)(iii)	**AO2 – 1 mark** **The only correct answer is C £700** ***A*** *is not the correct answer as £100 is the revenue for small cakes* ***B*** *is not the correct answer as £600 is the revenue for large cakes minus the revenue for small cakes* ***D*** *is not the correct answer as £800 is the revenue for small plus large cakes*	**(1)**

Q. No.	Which **one** of the following is a threat of globalisation to a business? Answer	Mark
1 (a)(iv)	**AO1 – 1 mark** **The only correct answer is B Increased competition** ***A*** *is not the correct answer as increased sales is an opportunity of globalisation for a business* ***C*** *is not the correct answer as access to new customers is an opportunity of globalisation for a business* ***D*** *is not the correct answer as the potential to increase brand awareness is an opportunity of globalisation for a business*	**(1)**

Q. No.	Which one of the following represents the break-even point? Answer	Mark
1 (a)(v)	**AO2 – 1 mark** **The only correct answer is C 10 000 units** **A** is not the correct answer as 2 000 units is below the break-even point ***C*** *is not the correct answer as 8 000 units is the intersection of fixed costs and revenue* ***D*** *is not the correct answer as 18 000 units is above the break-even point*	**(1)**

Q. No.	Which **one** of the following is a financial method of motivation? Answer	Mark
1 (a)(vi)	**AO1 – 1 mark** **The only correct answer is B Commission** ***A*** *is not the correct answer as job rotation is a non-financial method of motivation* ***C*** *is not the correct answer as job enrichment is a non-financial method of motivation* ***D*** *is not the correct answer as autonomy is a non-financial method of motivation*	**(1)**

Q. No.	Define the term **business objective**. Answer	Mark
1 (b)	**AO1 – 1 mark** Award 1 mark for a correct definition of **business objective**. • An aim/goal of the business **(1)**	**(1)**

Q. No.	Define the term **franchise**. **Answer**	Mark
1 (c)	**AO1 – 1 mark** Award 1 mark for a correct definition of **franchise**. • A business that allows a third party to use its brand/name **(1)**	**(1)**

Q. No.	State **one** task that an employee of Apple might do in the marketing functional area. Answer	Mark
1 (d)	**AO2 – 1 mark** Award 1 mark for a job that an employee of Apple may do in the marketing department. • An Apple employee may produce an advertisement for a new smartwatch **NB** Do not accept a response that is not in the context of Apple. **Accept any appropriate response.**	**(1)**

Q. No.	Using Figure 3, calculate the closing balance for the business. You are advised to show your working. Answer	Mark
1 (e)	**A02 – 2 marks** Award 2 marks for the correct response of 7 000 **(2)** **OR** Award 1 mark for correctly substituting numbers into formula 8 000 + 12 000 –13 000 **(1)** or 20 000 –13 000 **(1)**	**(2)**

Q. No.	Explain **one** advantage for a shareholder of having limited liability. Answer	Mark
1 (f)	**A01 – 3 marks** Award 1 mark for identification of an advantage for a shareholder of having limited liability, plus 2 further marks for explaining the advantage, for a maximum of 3 marks. • Less risk to the shareholder **(1)** as they only stand to lose the amount invested in the business **(1)** which means they will not lose their personal assets **(1)** **NB** No marks are awarded for a definition. Answers that list three reasons with no explanation will get 1 mark only. **Accept any appropriate response.**	**(3)**

Q. No.	Analyse the advantages for Steve Jobs and Steve Wozniak of starting the business as a partnership. Indicative content	Mark
1 (g)	**AO2 = 3 marks AO3 = 3 marks** **AO2** • It would have allowed Steve Jobs and Steve Wozniak to share their ideas on technology and work through solutions together • As the partners had dropped out of college and had to work from a garage, it is likely they had few funds to develop the technology **AO3** • The sharing of ideas will have allowed them to work together to combine their creative and technological minds to develop innovative products • Being a partnership would mean a sharing of funds/risk which gave them a better chance of success in the electronic market	**(6)**

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–2	• Limited application of knowledge and understanding of business concepts and issues to the business context (AO2). • Attempts to deconstruct business information and/or issues, finding limited connections between points (AO3).
Level 2	3–4	• Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies (AO2). • Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3).
Level 3	5–6	• Detailed application of knowledge and understanding of business concepts and issues to the business context throughout (AO2). • Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning (AO3).

Q. No.	State **one** reason why Apple would use total quality management (TQM). Answer	Mark
2 (a)	**AO2 – 1 mark** Award 1 mark for a valid reason why Apple would use TQM. • To ensure its laptops are defect free **(1)** **NB** Do not accept a reason that is not in the context of Apple. **Accept any appropriate response.**	(1)

Q. No.	State **one** reason why increased competition may be a problem for Apple. Answer	Mark
2 (b)	**AO2 – 1 mark** Award 1 mark for a valid reason why increased competition may be a problem for Apple. • Customers may buy cheaper products from competitors such as Huawei **(1)** **NB** Do not accept a reason that is not in the context of Apple. **Accept any appropriate response.**	**(1)**

Q. No.	Explain **one** advantage for a business of using temporary employees. Answer	Mark
2 (c)	**A01 – 3 marks** Award 1 mark for identification of **one** advantage to a business of using temporary employees, plus 2 further marks for explaining the advantage, for a maximum of 3 marks. • The business benefits from flexibility **(1)** because when the business has low demand it can decrease the number of workers **(1)** resulting in lower costs for the business **(1)** • Temporary employees can bring specialist/innovative skills **(1)** which means the business can resolve specific problems or challenges **(1)** which helps to maintain productivity and efficiency **(1)** **NB** No marks are awarded for a definition. Answers that list three advantages with no explanation will get 1 mark only. **Accept any appropriate response.**	**(3)**

Q. No.	Explain **one** advantage of on-the-job training for a business. Answer	Mark
2 (d)	**A01 – 3 marks** Award 1 mark for explaining one advantage of on-the-job training for a business, plus 2 further marks for explaining the limitations, for a maximum of 3 marks. • It is a relatively cheap form of training **(1)** as there are no travel costs/training is done by another employee **(1)** allowing the business to reduce costs/save money **(1)** • Employees can gain practical skills and knowledge more efficiently **(1)** because they learn while in the working environment **(1)** which may help to improve productivity in the workplace **(1)** **NB** No marks are awarded for a definition. Answers that list three advantages with no explanation will get 1 mark only. **Accept any appropriate response.**	**(3)**

<table>
<tr><th>Q. No.</th><th>Explain one disadvantage for an entrepreneur of using venture capital to start a business.

Answer</th><th>Mark</th></tr>
<tr><td>2 (e)</td><td>A01 – 3 marks

Award 1 mark for identification of one disadvantage for an entrepreneur of using venture capital to start their business, plus 2 further marks for explaining the benefit, for a maximum of 3 marks.

• The entrepreneur may lose some control of the business (1) because they give a share of the business away (1) so they will have to consult others before making decisions (1).
• The entrepreneur will have to share future profits with the venture capitalist (1) which means that the entrepreneur keeps a smaller proportion of profits (1) so they will receive less personal income (1).

NB No marks are awarded for a definition.

Answers that list three disadvantages with no explanation will get 1 mark only.

Accept any appropriate response.</td><td>(3)</td></tr>
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Q. No.	**Option 1:** increase its spending on TV advertisements **Option 2:** offer university students free AirPods (wireless headphones) when purchasing a MacBook laptop Justify which **one** of these two options Apple should choose to increase sales in India. Indicative content	Mark
2 (f)	**AO2 = 3 marks, AO3 = 3 marks, AO4 = 3 marks** **AO2** • **Option 1** – A TV advert promoting Apple phones and laptops will target a large audience • **Option 2** – The free headphones may encourage some young people to buy a laptop **AO3** • **Option 1** – This may create awareness of Apple products/brand throughout India and encourage people to buy an Apple product • **Option 2** – Some consumers are influenced by promotional offers such as free gifts which may persuade some students to buy an Apple laptop rather than one from a competitor **AO4** • **Option 1** – However, many people, especially young people, no longer listen to/have any interest in TV advertisements. The TV campaign therefore may not be cost effective and reach Apple's target audience • **Option 2** – However, students may not be interested in promotional products, and the offer may not be a sufficiently good deal to persuade them to buy Apple products/they may prefer to buy cheaper products from businesses such as Huawei	**(9)**

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–3	• Limited application of knowledge and understanding of business concepts and issues to the business context (AO2). • Attempts to deconstruct business information and/or issues, finding limited connections between points (AO3). • Makes a judgement, providing a simple justification based on limited evaluation of business information and issues relevant to the choice made (AO4).
Level 2	4–6	• Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies (AO2). • Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3). • Makes a judgement, providing a justification based on sound evaluation of business information and issues relevant to the choice made (AO4).
Level 3	7–9	• Detailed application of knowledge and understanding of business concepts and issues to the business context throughout (AO2). • Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning (AO3). • Makes a judgement, providing a clear justification based on a thorough evaluation of business information and issues relevant to the choice made (AO4).

Q. No.	Define the term **tariff**. Answer	Mark
3 (a)	**AO1 – 1 mark** Award 1 mark for a correct definition of **tariff**. • A government tax on imports	**(1)**

Q. No.	Outline **one** reason why shareholder satisfaction is important to Apple. Answer	Mark
3 (b)	**A02 – 2 marks** Award 2 marks for linked points outlining a reason why Apple might be concerned with shareholder satisfaction. Award a maximum of 1 mark if points are not linked. Shareholders may continue to invest in Apple **(1)** allowing Apple to design/release new iPhones **(1)** **NB** To award 2 marks there must be linked points **and** evidence of application. **Accept any other appropriate response.**	**(2)**

Q. No.	Using Figure 4, calculate the percentage increase in the price of the smartphone between 2024 and 2025. You are advised to show your working. Answer	Mark
3 (c)	**A02 – 2 marks** Award 2 marks for the correct response of 15% **(2)** **OR** Award 1 mark for correctly substituting numbers into formula 150/1000 × 100 **(1)**	**(2)**

Q. No.	Analyse the advantages for Apple of being a multinational company (MNC). Indicative content	Mark
3 (d)	**AO2 = 3 marks AO3 = 3 marks** **AO2** • Apple may have access to lower labour/production costs in China and Vietnam to manufacture its laptops • Apple will have a larger consumer market to sell its smartphones and smartwatches to **AO3** • Manufacturing its products in Vietnam rather than the US is likely to help Apple maintain a high level of profit, to enable the business to reinvest funds into the updating of its products/innovation • High levels of sales will help Apple to mass produce the iPhones which will enable it to benefit from economies of scale/reduce the unit costs of the iPhone	**(6)**

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–2	• Limited application of knowledge and understanding of business concepts and issues to the business context (AO2). • Attempts to deconstruct business information and/or issues, finding limited connections between points (AO3).
Level 2	3–4	• Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies (AO2). • Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3).
Level 3	5–6	• Detailed application of knowledge and understanding of business concepts and issues to the business context throughout (AO2). • Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning (AO3).

Q. No.	**Option 1:** open more retail stores in these countries **Option 2:** improve its e-commerce in these countries Justify which **one** of these two options Apple should choose to increase its market share. Indicative content	Mark
3 (e)	**AO2 = 3 marks, AO3 = 3 marks, AO4 = 3 marks** **AO2** • **Option 1** – More customers can visit the stores to view the smartwatches • **Option 2** – Online purchases provide convenience for customers wishing to buy a laptop **AO3** • **Option 1** – This may help create improved customer loyalty as customers can ask questions about the products/receive advice on the apps/technology • **Option 2** – An improved website may encourage people who have busy lives to shop online rather than going to a store **AO4** • **Option 1** – However, it is costly to have/build stores and pay for sales staff within the stores, which may increase the price of the goods/reduce demand • **Option 2** – However, people may want to hold/look at the smartphone/smartwatch and may not feel at ease buying an expensive product online without seeing it first	**(9)**

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–3	• Limited application of knowledge and understanding of business concepts and issues to the business context (AO2). • Attempts to deconstruct business information and/or issues, finding limited connections between points (AO3). • Makes a judgement, providing a simple justification based on limited evaluation of business information and issues relevant to the choice made (AO4).
Level 2	4–6	• Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies (AO2). • Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3). • Makes a judgement, providing a justification based on sound evaluation of business information and issues relevant to the choice made (AO4).
Level 3	7–9	• Detailed application of knowledge and understanding of business concepts and issues to the business context throughout (AO2). • Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning (AO3). • Makes a judgement, providing a clear justification based on a thorough evaluation of business information and issues relevant to the choice made (AO4).

Q. No.	Using Figure 5, calculate, to **two** decimal places, the current ratio. You are advised to show your working. Answer	Mark
4 (a)	**AO2 – 2 marks** Award 2 marks for the correct answer of 2.53 **(2)** **OR** Award 1 mark for substituting the correct figures into the formula 60 000 + 16 000 / 30 000 **(1)** **or** 76 000 / 30 000 **(1)**	**(2)**

Q. No.	Analyse the disadvantages for Apple of using flow production when manufacturing products. Indicative content	Mark
4 (b)	**AO2 = 3 marks AO3 = 3 marks** **AO2** • Machinery/robotics to make the laptops is expensive • This method of production may not be flexible enough due to the constant updating of its iPhones **AO3** • This may lead to an increase in the unit cost of the goods which would make it difficult for Apple to compete with businesses such as Oppo which are selling cheaper smartphones • This may lead to Apple regularly changing its machinery which may cause delays in production	**(6)**

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–2	• Limited application of knowledge and understanding of business concepts and issues to the business context (AO2). • Attempts to deconstruct business information and/or issues, finding limited connections between points (AO3).
Level 2	3–4	• Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies (AO2). • Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3).
Level 3	5–6	• Detailed application of knowledge and understanding of business concepts and issues to the business context throughout (AO2). • Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning (AO3).

Q. No.	Evaluate the importance of Apple responding to changes in the market. You should use the information provided as well as your own knowledge of business. Indicative content	Mark
4 (c)	**AO1 = 3 marks AO2 = 3 marks AO3 = 3 marks** **AO4 = 3 marks** **AO1** • A change in customer needs • A change in consumer spending patterns **AO2** • Apple should consider changing trends and preferences of customers when it designs a new smartphone • As more people are looking for cheaper smartphones Apple may need to consider the price that competitors such as Huawei are charging their customers **AO3** • Providing a wider range of devices such as foldable phones may help Apple to reach a new range of customers and help further increase its competitiveness in the smartphone market • Changing economic factors may lead to fewer people being able to afford the price of a smartphone and Apple may lose market share to competitors **AO4** • However, Apple is innovative and constantly updates its devices with the latest technology, and may be already responding to the needs of smartphone customers • However, Apple has many loyal customers who are willing to pay the high price for its smartphones, and manufacturing a lower-priced smartphone may not be advantageous for Apple	**(12)**

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–4	• Demonstrates elements of knowledge and understanding of business concepts and issues, with limited business terminology used (AO1). • Limited application of knowledge and understanding of business concepts and issues to the business context (AO2). • Attempts to deconstruct business information and/or issues, finding limited connections between points (AO3). • Makes a judgement, providing a simple justification based on limited evaluation of business information and issues relevant to the choice made (AO4).
Level 2	5–8	• Demonstrates mostly accurate knowledge and understanding of business concepts and issues including appropriate use of business terminology in places (AO1). • Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies (AO2). • Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3). • Makes a judgement, providing a justification based on sound evaluation of business information and issues relevant to the choice made (AO4).
Level 3	9–12	• Demonstrates accurate knowledge and understanding of business concepts and issues throughout, including appropriate use of business terminology (AO1). • Detailed application of knowledge and understanding of business concepts and issues to the business context throughout (AO2). • Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning (AO3). • Makes a judgement, providing a clear justification based on a thorough evaluation of business information and issues relevant to the choice made (AO4).