GradeMax

Pearson

Mark Scheme (Results)

Summer 2026

Pearson Edexcel International GCSE in Business
4BS1/01

GradeMax

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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.

Question Number	Which **one** of the following is a task carried out by the human resources (HR) functional area of a business? Answer	Mark
1 (a) (i)	**AO1 - 1 mark** **The only correct answer is C Workforce planning** ***A*** *is not the correct answer as quality control is done by the production function* ***B*** *is not the correct answer as cashflow forecasting is done by the finance function* ***D*** *is not the correct answer as sales promotion is done by the marketing function*	**(1)**

Question Number	Which **one** of the following is an internal source of finance? Answer	Mark
1 (a)(ii)	**AO1 - 1 mark** **The only correct answer is B Selling assets** ***A*** *An overdraft is an external source of finance* ***C*** *Venture capital is an external source of finance* ***D*** *Crowdfunding is an external source of finance*	**(1)**

Question Number	Which **one** of the following pricing strategies describes price skimming? Answer	Mark
1 (a) (iii)	**AO1 - 1 mark** **The only correct answer is D A high price charged when the product is first introduced into the market** ***A*** *is not the correct answer as this is competition pricing* ***B*** *is not the correct answer as this is promotional pricing* ***C*** *is not the correct answer as this is penetration pricing*	**(1)**

Question Number	Which **one** of the following represents qualitative research data collected by a car retailer? Answer	Mark
1 (a)(iv)	**AO1 - 1 mark** **The only correct answer is C The opinions of customers who have bought an electric car** ***A*** is not the correct answer as this is quantitative research data ***B*** is not the correct answer as this is quantitative research data ***D*** is not the correct answer as this is quantitative research data	**(1)**

Question Number	Using Figure 1, which **one** of the following is the discount received by the customer if they buy a sandwich on a Monday? Answer	Mark
1 (a)(v)	**AO2 - 1 mark** **The only correct answer is A £1.70** **B** *is not the correct answer as £2.20 is the price of the coffee before the discount* **C** *is not the correct answer as £5.10 is the price paid by the customer* **D** *is not the correct answer as £9.00 is the price of the coffee and the sandwich*	**(1)**

Question Number	Which **one** of the following is the number of job applicants who were shortlisted and invited to an interview? Answer	Mark
1 (a) (vi)	**AO2 - 1 mark** **The only correct answer is A 3** **B** *is not the correct answer as 6 is 60 × 10%* **C** *is not the correct answer as 9 is 60 × 15%* **D** is *not the correct answer as 15 is 60 × 25%*	**(1)**

Question Number	Define the term **primary sector**. Answer	Mark
1 (b)	**AO1 - 1 mark** Award 1 mark for a correct definition of **primary sector** • Businesses involved in the extraction of raw materials **(1)**	**(1)**

Question Number	Define the term **remuneration**. Answer	Mark
1 (c)	**AO1 - 1 mark** Award 1 mark for a correct definition of a **remuneration** • Money paid for work or service **(1)**	**(1)**

Question Number	State **one** variable cost that Violet Cakes is likely to have. Answer	Mark
1 (d)	**A02 - 1 mark** Award 1 mark for a variable cost that Violet Cakes may have. • The ingredients to make the products **(1)** • The boxes to hold the cookies **(1)** **NB** Do not accept a variable cost that is not in the context of Violet Cakes. **Accept any other appropriate response.**	**(1)**

Question Number	Calculate Violet Cakes' total revenue from the sale of small wedding cakes in 2025. You are advised to show your working. Answer	Mark
1 (e)	**A02 - 2 marks** Award **2** marks for the correct response of **£25,920** **OR** Award **1** mark for correctly substituting numbers into formula 9 × 240 = 2160 **(1)** **OR** 2160 × 12 **(1)**	**(2)**

Question Number	Explain **one** disadvantage for a business of having a long chain of command. Answer	Mark
1 (f)	**A01 - 3 marks** Award 1 mark for a disadvantage to a business of having a long chain of command plus 2 further marks for explaining the disadvantage, for a maximum of 3 marks. • This may cause communication problems **(1)** because there are many layers in the organisation **(1)**. This means employees may not get the right instructions **(1)** **NB** No marks are awarded for a definition. Answers that list three disadvantages to a business of having a long chain of command with no explanation will get a maximum of 1 mark. **Accept any other appropriate response**	**(3)**

Question Number	Analyse why Violet Cakes may request a curriculum vitae (CV) from job applicants. Indicative content	Mark
1 (g)	**AO2 = 3 marks AO3 = 3 marks** **<u>AO2</u>** • Violet Cakes can assess whether the potential recruits have worked in the food industry before • The CV can be used to shortlist potential candidates who have experience of baking cakes **<u>AO3</u>** • This allows Violet Cakes to select people who are likely to have some experience of working in a cafe environment/dealing with customers • This will help Violet Cakes save time and money on interviewing people who do not have the required skills and experience	**(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)

Question Number	State **one** reason why building customer relationships is important for Violet Cakes. Answer	Mark
2 (a)	**A02 - 1 mark** Award 1 mark for a reason why building customer relationships is important for Violet Cakes in the context of the business. • To ensure customers speak positively to friends about the cafe **(1)** • To encourage customers to repeat buy the cakes and cookies **(1)** **NB** Do not accept a reason that is not in the context of Violet Cakes. **Accept any other appropriate response.**	**(1)**

Question Number	State **one** reason why Violet Cakes may employ part-time workers. Answer	Mark
2 (b)	**A02 - 1 mark** Award 1 mark for a valid reason why Violet Cakes employs part-time workers, in the context of the business. • Employees will work the hours when the cafe is at its busiest **(1)** **NB** Do not accept a reason that is not in the context of Violet Cakes. **Accept any other appropriate response.**	**(1)**

Question Number	Explain **one** reason why business aims and objectives may change over time. Answer	Mark
2 (c)	**A01 - 3 marks** Award 1 mark for one reason why business aims and objectives may change over time, plus 2 further marks for explaining the reason, for a maximum of 3 marks. • In response to market conditions **(1)** competitors may start to lower their prices **(1)** the business may need to focus on improving its competitive advantage **(1)** • In response to business performance **(1)** as sales/profits/revenue may have increased **(1)** so objectives may change from survival to increasing market share **(1)** **NB** No marks are awarded for a definition. Answers that list three reasons why business aims and objectives change over time with no explanation will get 1 mark only. **Accept any other appropriate response.**	**(3)**

Question Number	Explain **one** reason why a business may benefit from economies of scale. Answer	Mark
2 (d)	**A01 - 3 marks** Award 1 mark for a reason why a business may benefit from economies of scale, plus 2 further marks for explaining this reason, for a maximum of 3 marks. • The average unit costs of the business will decrease **(1)** which will enable the business to reduce the price of its products **(1)** leading to increased competitiveness in the market **(1)** • The business can benefit from bulk buying **(1)** leading to a reduction in cost of production per unit **(1)** which means that the business may increase its profits **(1)** **NB** No marks are awarded for a definition. Answers that list three reasons why a business may benefit from economies of scale with no explanation will get 1 mark only. **Accept any other appropriate response.**	**(3)**

Question Number	Explain **one** reason why business failure may be caused by poor cash flow. Answer	Mark
2 (e)	**A01 - 3 marks** Award 1 mark for a reason why business failure may be caused by poor cash flow, plus 2 further marks for explaining the reason, for a maximum of 3 marks. • A business may run out of cash **(1)** resulting in the inability to pay suppliers on time **(1)** which may lead to the lack of materials to produce goods **(1)** **NB** No marks are awarded for a definition. Answers that list three reasons why business failure may be caused by poor cash flow with no explanation will get a maximum of 1 mark. **Accept any other appropriate response.**	**(3)**

Question Number	Claire wants to increase the revenue of Violet Cakes. She is considering two options: Option 1: Write and sell a new recipe cookbook Option 2: Introduce a range of vegan products Justify which **one** of these two options Claire should choose to increase revenue. Indicative content	Mark
2 (f)	**AO2 = 3 marks AO3 = 3 marks** **AO4 = 3 marks** **<u>AO2</u>** • **Option 1** – Customers who bought the last book, Love is a Pink Cake, may be encouraged to buy the latest book • **Option 2** – Violet Cakes may respond to changing food trends and preferences by providing cakes suitable for vegans **<u>AO3</u>** • **Option 1** – This may encourage loyal customers who enjoy the cakes and cookies to buy the book to bake the cookies themselves at home • **Option 2** – This may enable Violet Cakes to attract a new group of customers, who have special dietary requirements **<u>AO4</u>** • **Option 1** – However, it is possible that if customers start to make their own cookies and buns, they will buy less from Violet Cakes which may result in a decrease in sales • **Option 2** – However, the cost of researching and producing a variety of vegan cakes may be high, leading to high prices/low demand for the new range of cakes	**(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)

Question Number	Define the term **exporter**. Answer	Mark
3 (a)	**A01 - 1 mark** Award 1 mark for a correct definition of **exporter**. • A business/person who sells goods to another country **(1)**	**(1)**

Question Number	Outline **one** way Violet Cakes could motivate its employees. Answer	Mark
3 (b)	**A02 - 2 marks** Award 2 marks for 2 linked points explaining one way Violet Cakes could motivate its employees. Award 1 mark if the points are not linked or the answer is lacking context. • Violet Cakes may provide a bonus for the number of cakes sold by an employee **(1)** to encourage them to work harder **(1)** • Violet Cakes could use job rotation for its bakers **(1)** which would stop employees from becoming bored **(1)** **NB** For the full 2 marks the points must be linked **AND** include context of Violet Cakes. **Accept any other appropriate response.**	**(2)**

Question Number	Using Figure 2 calculate, to **two** decimal places, the percentage change in the price of a cookie between 2025 and 2026. You are advised to show your working. Answer	**Mark**
3 (c)	**A02 - 2 marks** Award **2** marks for the correct response of **10.17%** Award **1** mark for correctly substituting numbers into formula 3.25 − 2.95 = 0.3 **(1)** **OR** 0.3 / 2.95 × 100 **(1)**	**(2)**

Question Number	Analyse the advantages to Violet Cakes of using focus groups when making decisions. Indicative content	Mark
3 (d)	**AO2 = 3 marks AO3 = 3 marks** **<u>AO2</u>** • Violet Cakes can gather opinions about the customer service in the cafe from the people selected for the focus groups • Violet Cakes could provide different flavours of cookies to the focus groups and ask for their feedback **<u>AO3</u>** • This may allow the business to improve its level of service to attract more customers • This could lead to honest feedback given by the focus groups to help Violet Cakes improve the flavour/taste of its cookies	**(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)

Question Number	Claire Ptak, the owner of Violet Cakes, is planning to expand the business and open a second cafe in London. Claire is considering two sources of finance for the new cafe: **Option 1:** Personal savings **Option 2:** A loan Justify which **one** of these two options Claire should choose. Indicative content	Mark
3 (e)	**AO2 = 3 marks AO3 = 3 marks AO4 = 3 marks** **AO2** • **Option 1** – Using personal savings means that Claire has immediate access to pay for the rent and marketing of the second cafe in London • **Option 2** – Claire may be able to secure the loan with a low fixed rate of interest due to being an established successful business since 2010 **AO3** • **Option 1** – This would give Claire the ability to open the new cafe quickly to enable her to gain market share in this competitive market • **Option 2** – This will allow Claire to plan the cash outflow of the business as she will know exactly what she has to repay the bank on a monthly basis **AO4** • **Option 1** – However, the cost of opening a new cafe will be high and it may be that Claire does not have enough saved to finance the opening of a second cafe • **Option 2** – However, borrowing money from the bank will incur interest, increasing costs, which may lead to increasing prices/low levels of profit	**(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)

Question Number	Using Figure 3 calculate, to **two** decimal places, the acid test ratio for the business. You are advised to show your working. Answer	Mark
4 (a)	**A02 - 2 marks** Award **2** marks for the correct response of **0.82** **OR** Award **1** mark for correctly substituting numbers into formula 6.5 – 2.3 = 4.2 **(1)** **OR** 4.2 / 5.1 **(1)**	**(2)**

Question Number	Analyse the benefits to Violet Cakes of using job production for some of its products. Indicative content	Mark
4 (b)	**AO2 – 3 marks AO3 – 3 marks** **<u>AO2</u>** • Violet Cakes can use job production to make wedding cakes specific to the requirements of its customers • The chefs at Violet Cakes may be motivated by working on unique cake designs for special occasions **<u>AO3</u>** • This may result in a high level of customer satisfaction and lead to loyal customers who will recommend the cakes to other potential customers • This may lead to employees enjoying their jobs and remaining in the business rather than looking for alternative employment with competitors	**(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)

Question Number	Evaluate the extent to which quality will give Violet Cakes a competitive advantage. 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** • High-quality goods should meet/exceed customers' expectations/be without defects • High quality can be achieved in a business using high-quality materials and/or quality control/TQM **AO2** • If the food is high quality this should attract consumers to the cafe • If the cookies and cakes are of a high quality this should lead to word-of-mouth recommendations **AO3** • This may improve the reputation of Violet Cakes to enable it to stay competitive against businesses such as Gail's Bakery • This may lead to more high-profile orders such as the cakes supplied for the wedding of Harry and Meghan, resulting in increased market share/increased publicity **AO4** • However, other factors such as location of the cafe and the price of the cakes may be more important to potential customers of Violet Cakes • However, the cost of high-quality ingredients such as chocolate from France may increase the cost of the cakes, making them uncompetitive against other businesses such as Flour Cafe	**(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)