

**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. 1. rather    than    **2**

2. 2. process    **1**

3. 3. increase    sales    **2**

4. 4. 12.5.%    **1**

5. 5. restrict    **1**

6. 6. help    section    **2**

7. 7. attracting    **1**

8. 8. new    markets    **2**

9. 9. boost    **1**

10. 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