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SCHEME SpecificationNew. 6497.01 2  
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SPECIFICATION) MARKS SCHEME 1 (a)  
Explanation of one purpose of a Job  
Description: defines the main duties and  
responsibilities of a job acts as a  
reference document in the event of  
...MARK SCHEME - XtremeBusiness  
Studies - AQA GCE Mark Scheme 2010  
January series 4 1 Total for this question:

40 marks 1 (a) Explain two possible  
reasons why The Authentic Food  
Company Ltd has a policy of developing  
new products. (5 marks) Content 2  
marks Application 3 marks Level 3 3  
marks Good application of knowledge to  
AFC Ltd™'s situation. Level 2 2  
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6 of 22 1 2 A business is deciding

whether or not to increase its annual expenditure on TV advertising. Referring to Figure 1 below, use calculations to advise the business on whether or not it should increase its annual TV advertising expenditure. [5 marks] Mark scheme (AS) : Paper 1 Business 1 - June 2016 GCSE Business Studies (5BS03) Paper 01. ... the mark scheme to a candidate's response, the team leader must be consulted. ... mark) and the unit costs will increase (1 mark). This answer would gain three marks since there are at least two linked strands that build the Mark Scheme (Results) June 2011 - Schudio Mark scheme - The business environment Unit 01 - PDF 319KB Combined feedback - The business environment Unit 01 - This document combines the question paper, mark

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SCHEME SpecificationNew. 6497.01 2  
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SPECIFICATION) MARKS SCHEME 1 (a)  
Explanation of one purpose of a Job  
Description: defines the main duties and  
responsibilities of a job acts as a  
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MARK SCHEME – AS BUSINESS STUDIES –  
7131/1 – JUNE 2016 6 of 22 1 2 A  
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possible reasons why The Authentic Food  
Company Ltd has a policy of developing  
new products. (5 marks) Content 2  
marks Application 3 marks Level 3 3

marks Good application of knowledge to  
AFC Ltd™'s situation. Level 2 2 marks  
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