

## Unit 1 Extended Response Questions

### Question 20 – 6 Marks

NCFE Level 1/2 Technical Award in Business and Enterprise: Unit 1			
<b>First Name:</b>		<b>Surname:</b>	

Question
<p>Isabel runs a small business producing personalised mobile phone cases. Customers can choose their own designs by uploading images onto her website. She also produces a range of ten standard cases, each with a different design that she has produced herself.</p> <p>Discuss whether Isabel should use job or batch production in her business. [6 marks]</p>

Band 3 Learner Response
<p>Isabel should use job production in her mobile phone business, this is because she takes personalised orders so she can make them one at a time. This means that each phone case she makes will have her full attention and therefore be of a very high quality. This high quality will lead to satisfied customers who will be more likely to purchase again or refer their friends/family to Isabel's business as they are really happy the case has been produced specifically to their requirements.</p> <p>However, Isabel also produces a range of standard cases and needs to make these in advance and for this batch production would be a better option. This is because she can make more of the product at once, this means that it would lower her production costs as they are made quicker and also with fewer but more specialised staff. This would lead to her being able to produce more cases in less time and therefore use the saved time to work on another part of her business like sales or designing more cases.</p> <p>To conclude, Isabel should use job production, as even though it is a slower and therefore costs more to produce, the personalised cases is what makes her different from all the other phone case companies (her competitors). However, she should work out sales figures and if the standard cases bring more sales in than the personalised cases, she should switch to batch production and focus on selling these in order for her business to grow. Overall she may have to use both if she carries on selling both types of cases.</p>
Mark Scheme Commentary for Band 3 Allocation
<p>There is clearly a wide range of relevant knowledge and understanding shown, which is accurate and detailed.</p> <p>Subject specific terminology is used consistently throughout and the answer is applied to the question with clear relevance to the context of this small business.</p>

Analysis and evaluation is present and very effective. The conclusions drawn are fully supported by judgements and link to the question form a valid argument.

### Band 2 Learner Response

Isabel should use job production in her mobile phone business, this is because she takes personalised orders so she can make them one at a time, this means each case will be good quality which makes customers happy and buy more.

But she can only make one at a time with job and as Isabel also makes a range of standard case so batch production would be a better option. This is because she can make more of the product at once rather than one by one like in job.

To conclude, Isabel should use job production to make sure that all the cases are made to what the customer wants and are good quality as batch is when they are all the same.

### Mark Scheme Commentary for Band 2 Allocation

There is range of relevant knowledge and understanding is shown, but does lack sufficient detail. They know what job and batch are and that is clear.

Subject specific terminology is used, but not always consistently.

Application of knowledge and understanding is mostly appropriate, but sometimes lacks clarity - why would customers buy more? Why is it good to make more at once?

Analysis and evaluation is present and is effective, but again lacks appropriate development. There is an attempt to draw a conclusion and supported by a judgement, but the last part is irrelevant and does not add to the judgement as it merely a repeat of knowledge.

### Band 1 Learner Response

Isobel should use job production, so she can make each case to order as they are personalised for each customer.

Isobel could use batch production to make the standard cases so she can make more at once, so it's quicker to make and sell.

To conclude she should use job production.

### Mark Scheme Commentary for Band 1 Allocation

A limited range of relevant knowledge and understanding is shown, they have some knowledge of job and batch production.

There is little subject specific terminology used, they say make and not produce for example. They attempt to use the information about the business.

Analysis and evaluation is limited and the attempt to draw conclusions lacks any development or judgement.

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