

Oxford Revise | Edexcel GCSE Business | Answers

Chapter 27 Place

27.1 Award 1 mark for identifying one disadvantage, plus up to 2 further marks for explaining this disadvantage. Here is an example of a 3-mark answer:

- *Using e-commerce to distribute products often results in a higher number of returns (1).*
- *This increases operational costs (1).*
- *It happens most in the clothing industry where customers order multiple sizes intending to return some of them (1).*

27.2 Award 1 mark for identifying one benefit, plus up to 2 further marks for explaining this benefit. Here is an example of a 3-mark answer:

- *Using technology in promotion is cost-effective (1).*
- *A business can reach a large number of existing and potential customers quickly and cheaply (1).*
- *For example, businesses can use social media platforms to share promotional offers and product information with customers over the internet (1).*

27.3 Award up to 6 marks. First identify the correct level, and then decide whether the answer falls towards the bottom of the level or towards the top of the level and award marks accordingly.

Level	Marks	Explanation
1	1–2	<ul style="list-style-type: none"> • The answer demonstrates elements of knowledge and understanding of business concepts and issues. It contains limited business terminology. • The answer attempts to explore business information and/or issues. It contains limited connections between points.
2	3–4	<ul style="list-style-type: none"> • The answer demonstrates mostly accurate knowledge and understanding of business concepts and issues. It includes appropriate use of business terminology in places. • The answer explores business information and/or issues. It contains interconnected points with chains of reasoning, although some of the logic may be inconsistent.
3	5–6	<ul style="list-style-type: none"> • The answer demonstrates accurate knowledge and understanding of business concepts and issues throughout. It includes appropriate use of business terminology. • The answer explores business information and/or issues. It contains detailed interconnected points with logical chains of reasoning.

Relevant points that could be included

- Using both retail and e-tail gives a business the advantages of both methods of distribution and minimises the disadvantages. The face-to-face interaction with customers, which is a part of the retail experience, allows for the high level of customer service that is missing from the e-tail experience.
- Customers can visit a shop to see and touch a range of products, and they can also buy online, 24/7, when the retail store is closed. Businesses can use their retail store to showcase their products in one location, but still sell their products globally using e-commerce.