

# Oxford Revise | Edexcel GCSE Business | Answers

## Chapter 3 Customer needs

**3.1** Award 1 mark for each correct answer. The correct answers are: **B** Delivery options and **D** Payment options.

**A, C and E** are not correct because they are all elements of convenience relevant to physical stores.

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

*Quality is a customer need (1). Identifying and understanding customer needs is essential for generating sales and for business survival (1). A 'quality' product must be fit for purpose and complete the task required for the right price (1).*

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

### Relevant points that could be included

- Changes in technology can have a positive impact on a business. They can lead to new business ideas.
- Changes in technology can have a negative impact on a business. They can cause products to become obsolete if they are not adapted.