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General Certifi cate of Secondary Education  
2023  
Economics  
Paper 1  
[G9281]  
WEDNESDAY 17 MAY, AFTERNOON  
MARK  
SCHEME  
13572.01 F

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General Marking Instructions  
Introduction  
Mark schemes are intended to ensure that the GCSE examinations are marked consistently and fairly.  
The mark schemes provide markers with an indication of the nature and range of candidates’ responses  
likely to be worthy of credit. They also set out the criteria which they should apply in allocating marks to  
candidates’ responses.  
Assessment objectives  
Below are the assessment objectives for Economics.  
Candidates must:  
AO1 recall, select and communicate their knowledge and understanding of concepts, issues and  
terminology;  
AO2 apply skills, knowledge and understanding in a variety of contexts; and  
AO3 analyse and evaluate evidence, make reasoned judgements and present appropriate  
conclusions.  
Quality of candidates’ responses  
In marking the examination papers, examiners should be looking for a quality of response refl ecting  
the level of maturity which may reasonably be expected of a 16-year-old which is the age at which the  
majority of candidates sit their GCSE examinations.  
Flexibility in marking  
Mark schemes are not intended to be totally prescriptive. No mark scheme can cover all the responses  
which candidates may produce. In the event of unanticipated answers, examiners are expected to use  
their professional judgement to assess the validity of answers. If an answer is particularly problematic,  
then examiners should seek the guidance of the Supervising Examiner.  
Positive marking  
Examiners are encouraged to be positive in their marking, giving appropriate credit for what candidates  
know, understand and can do rather than penalising candidates for errors or omissions. Examiners  
should make use of the whole of the available mark range for any particular question and be prepared  
to award full marks for a response which is as good as might reasonably be expected of a 16-year-old  
GCSE candidate.  
Awarding zero marks  
Marks should only be awarded for valid responses and no marks should be awarded for an answer  
which is completely incorrect or inappropriate.  
Marking Calculations  
In marking answers involving calculations, examiners should apply the ‘own fi gure rule’ so that  
candidates are not penalised more than once for a computational error.  
Types of mark schemes  
Mark schemes for tasks or questions which require candidates to respond in extended written form are  
marked on the basis of levels of response which take account of the quality of written communication.  
Other questions which require only short answers are marked on a point for point basis with marks  
awarded for each valid piece of information provided.  
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Levels of response  
Tasks and questions requiring candidates to respond in extended writing are marked in terms of levels of  
response. In deciding which level of response to award, examiners should look for the ‘best fi t’ bearing  
in mind that weakness in one area may be compensated for by strength in another. In deciding which  
mark within a particular level to award to any response, examiners are expected to use their professional  
judgement. The following guidance is provided to assist examiners.  
• Threshold performance: Response which just merits inclusion in the level and should be  
awarded a mark at or near the bottom of the range.  
• Intermediate performance: Response which clearly merits inclusion in the level and should be  
awarded a mark at or near the middle of the range.  
• High performance: Response which fully satisfi es the level description and should be awarded  
a mark at or near the top of the range.  
Quality of written communication  
Quality of written communication is taken into account in assessing candidates’ responses to all tasks  
and questions that require them to respond in extended written form. These tasks and questions are  
marked on the basis of levels of response. The description for each level of response includes reference  
to the quality of written communication.  
For conciseness, quality of written communication is distinguished within levels of response as follows:  
Level 1: Quality of written communication is limited.  
Level 2: Quality of written communication is satisfactory.  
Level 3: Quality of written communication is of a high standard.  
In interpreting these level descriptions, examiners should refer to the more detailed guidance provided  
below:  
Level 1 (Limited): The candidate makes only a limited selection and use of an appropriate form and  
style of writing. The organisation of material may lack clarity and coherence. There is little use of  
specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended  
meaning is not clear.  
Level 2 (Satisfactory): The candidate makes a reasonable selection and use of an appropriate form  
and style of writing. Relevant material is organised with some clarity and coherence. There is some use  
of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are suffi ciently  
competent to make meaning clear.  
Level 3 (High Standard): The candidate successfully selects and uses the most appropriate form and  
style of writing. Relevant material is organised with a high degree of clarity and coherence. There is  
widespread and accurate use of appropriate specialist vocabulary. Presentation, spelling, punctuation  
and grammar are of a suffi ciently high standard to make meaning clear.  
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Section A  
AVAILABLE  
MARKS  
1 (a) Explain one factor of production other than enterprise, used by Jaguar Land  
Rover.  
Factors of production may include:  
Land – In the form of the land for the factory owned by Jaguar Land Rover.  
Labour – Jaguar Land Rover will have workers who are involved in  
producing its vehicles.  
Capital – Manufactured items used to aid production. For example, Jaguar  
Land Rover will use a range of machines and equipment to aid production.  
Allow [1] for identifying a factor of production and a further [1] for developing  
it in context.  
(AO1: [1], AO2: [1]) [2]  
(b) Explain two types of internal economies of scale Jaguar Land Rover is likely  
to benefi t from.  
Internal economies of scale include:  
• Technical economies that occur when Jaguar Land Rover purchase a  
specialist piece of machinery to increase production and this helps to  
lower average costs  
• Managerial economies that occur when Jaguar Land Rover take on  
specialist workers such as senior production managers  
• Purchasing economies that occur when Jaguar Land Rover buy in bulk  
and obtain units of raw materials or components at a lower average cost  
• Marketing economies that occur when Jaguar Land Rover implement  
a specialist marketing strategy and it gains the benefi ts across a wide  
spectrum of its operation, e.g. Jaguar Land Rover television advertising  
• Financial economies that occur as Jaguar Land Rover operate on a  
large scale so it is able to borrow at lower rates of interest  
• Risk bearing economies of scale where Jaguar Land Rover can sell  
a range of different vehicles across a range of different markets, e.g.  
luxury cars, sports cars, saloon cars and SUVs across several different  
markets  
Award [1] for identifying an internal economy of scale,  
Award [1] for explaining, in context, an internal economy of scale.  
(AO1: [2]; AO2: [2]) [4] 6  
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