A for A

Modern A-Level Exam Preparation

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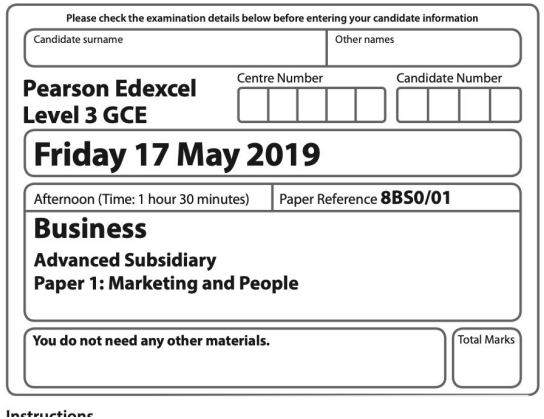
Innopolis University, 2024

Problem Formulation

- Hard to track progress due to lack of a systematic approach
- Unlike the structured Russian Unified State Exam (ЕГЭ), A-levels do not offer clarity on structure across topics
- Existing materials (PDFs) are static and do not support interactive learning



Please check the examination details below before entering your candidate information

Candidate surname | Other names

Pearson Edexcel Level 3 GCE

Centre Number | Candidate Number

Friday 17 May 2019

Afternoon (Time: 1 hour 30 minutes) | Paper Reference **8BS0/01**

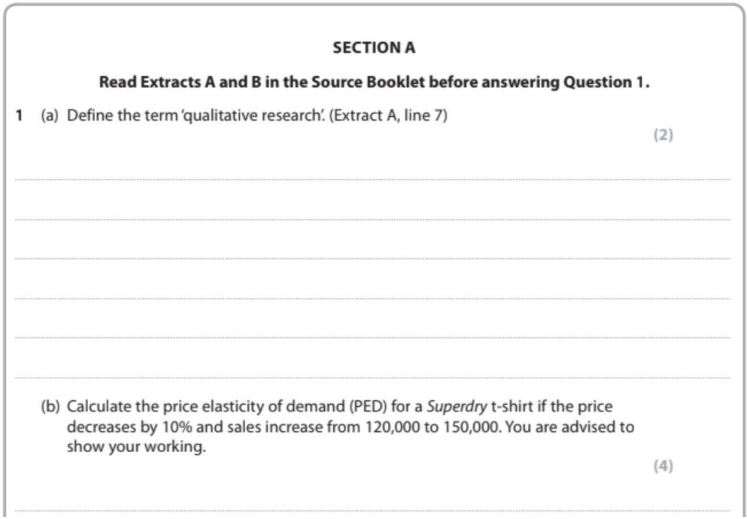
Business

Advanced Subsidiary

Paper 1: Marketing and People

You do not need any other materials. | Total Marks

Instructions



SECTION A

Read Extracts A and B in the Source Booklet before answering Question 1.

1 (a) Define the term 'qualitative research'. (Extract A, line 7)

(2)

(b) Calculate the price elasticity of demand (PED) for a *Superdry* t-shirt if the price decreases by 10% and sales increase from 120,000 to 150,000. You are advised to show your working.

(4)

P583

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1/1/1/1/1/1

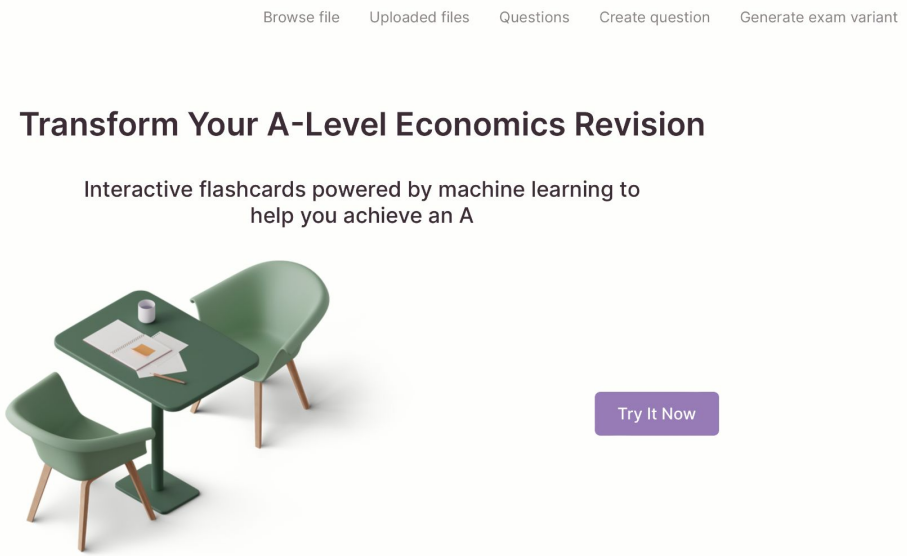
Product overview

Web Application:
Dynamic platform transforming static PDFs into interactive flashcards

Machine Learning Integration:
Uses ML models to categorize exam questions

Interactive Study Cards:
Converts questions into interactive cards with metadata

Streamlined Process:
Offers a structured approach to learning and reviewing content



Key features

PDF uploading and parsing

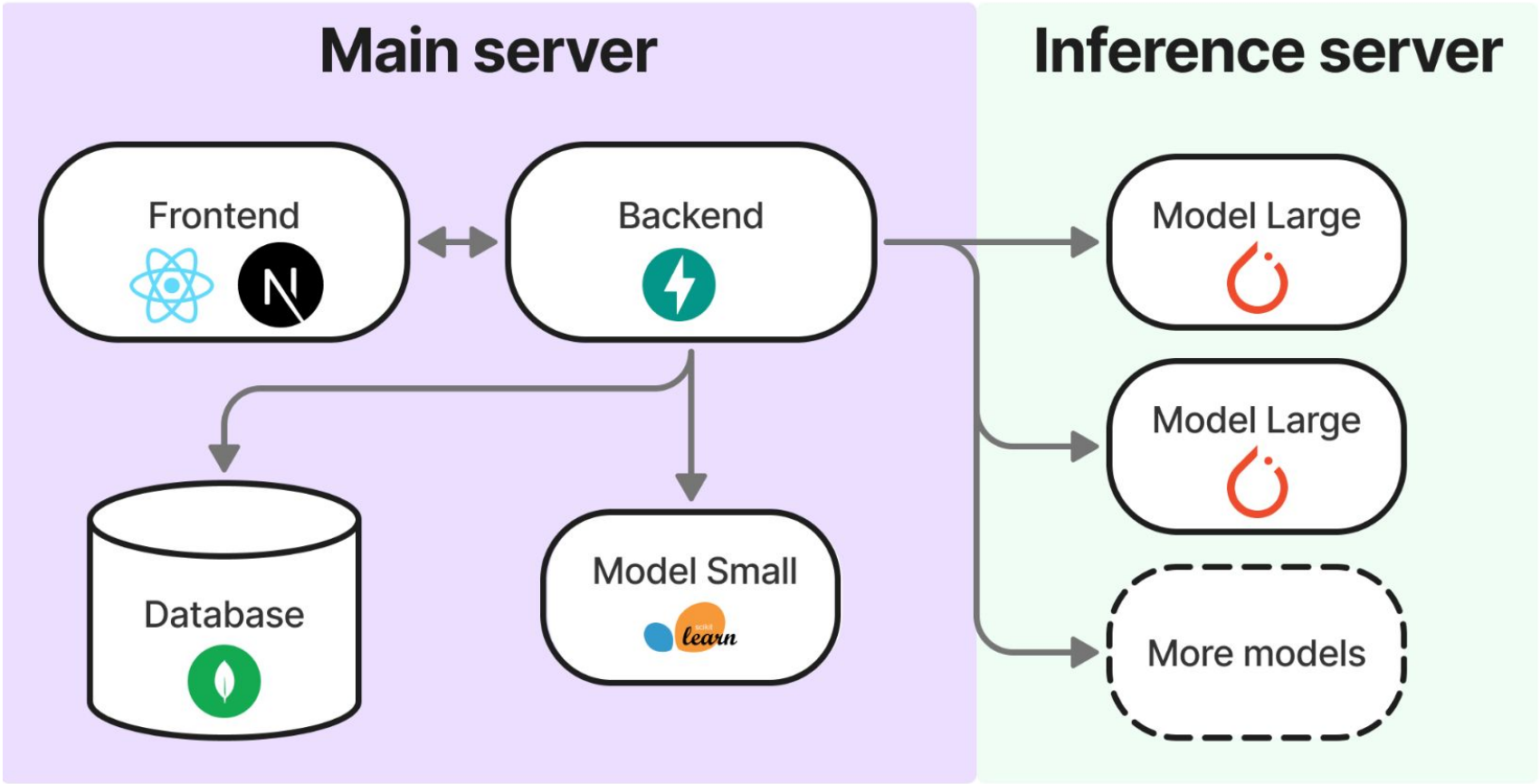
Interactive question cards

Automatic topic detection

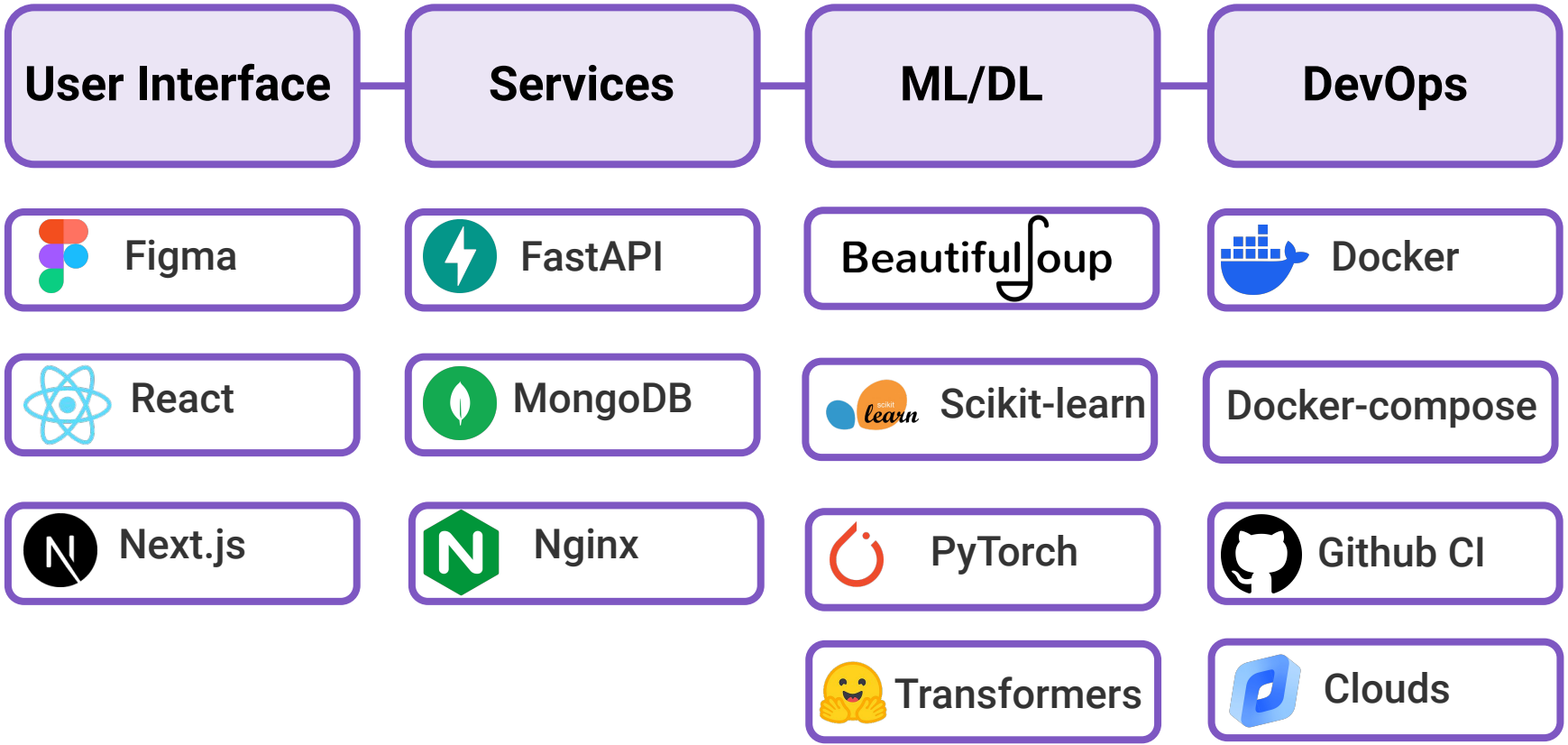
Mock exam generation

Question browsing

Product Architecture Overview



Technology Stack Overview



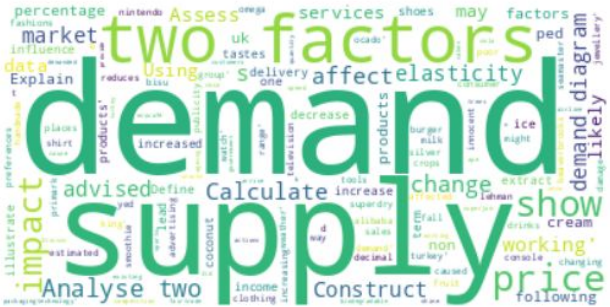
Machine Learning Part

ML: Task example

ML: Exploratory Data Analysis

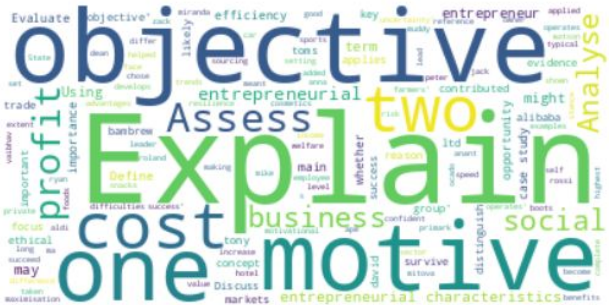
Marketing mix and strategy

Market



Managing people

Entrepreneurs and leaders



Meeting customer needs

ML: Experiments

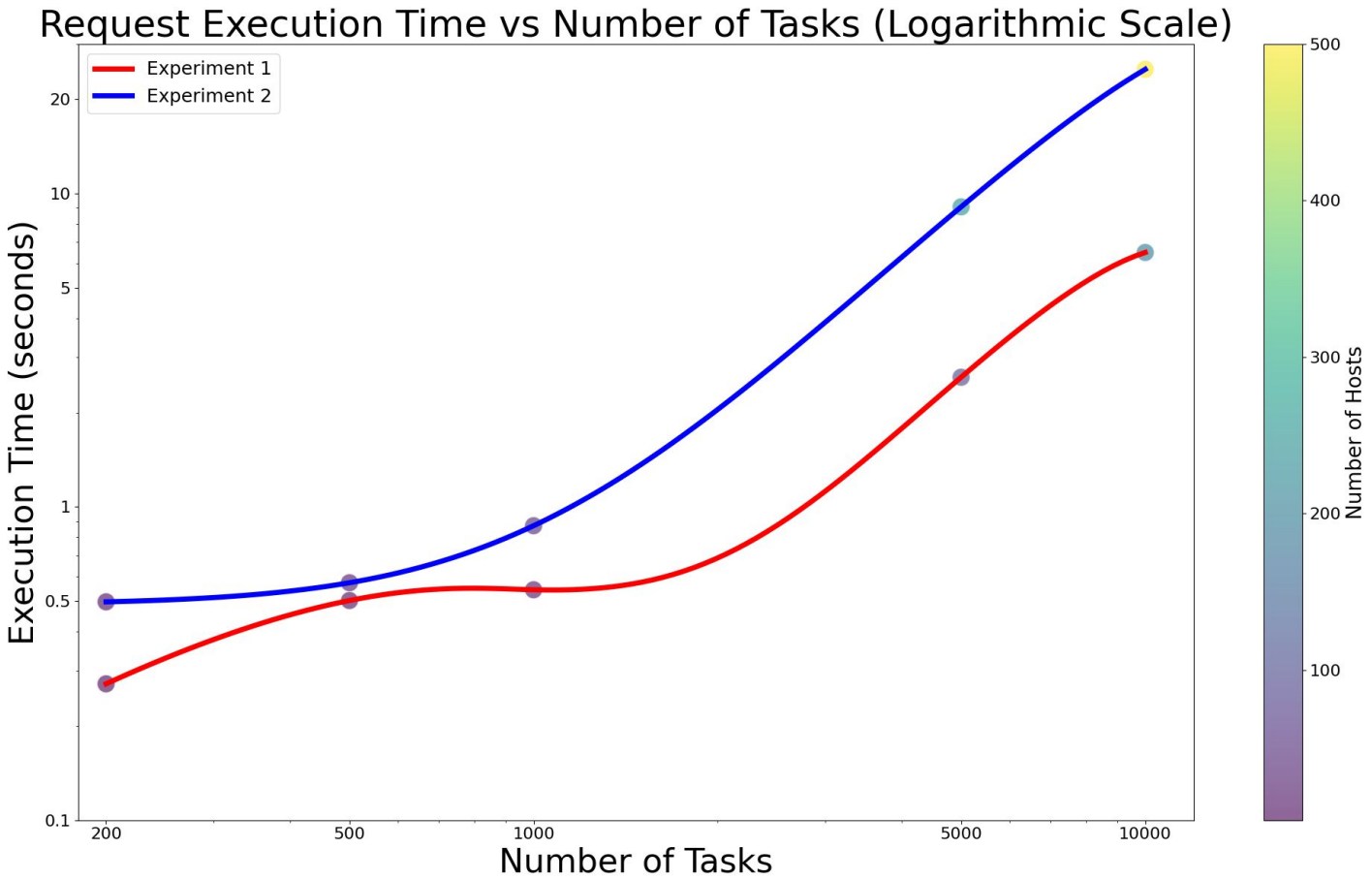
Tested models:

- YandexGPT
- Word2Vec + SVC
- TF-IDF + MNB classifier
- Distill-RoBERTa + Fully connected layers
- Distill-RoBERTa + KAN layers

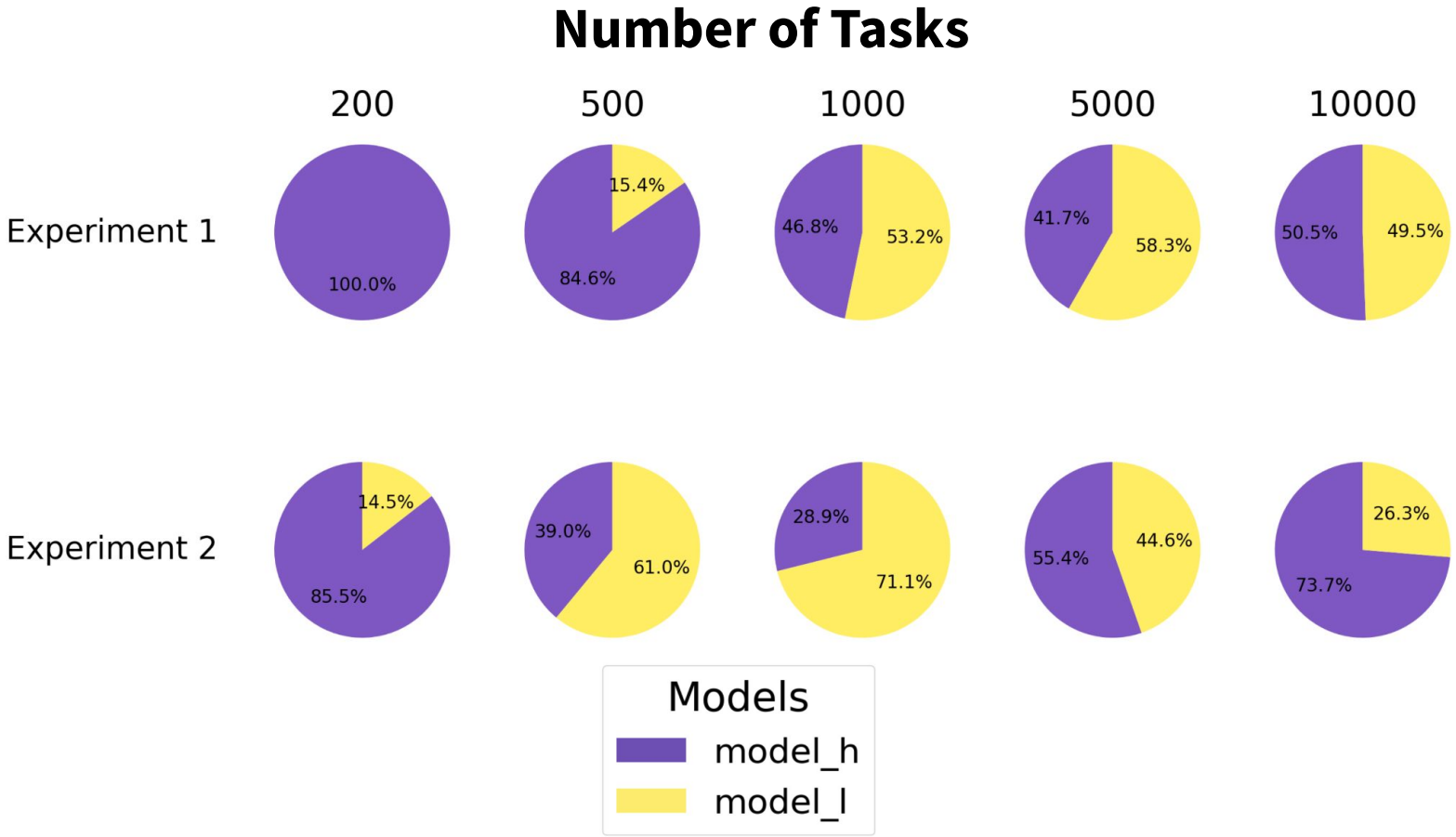
Production models:

- Model L:
  Distill-RoBERTa + KAN layers
  Accuracy and F1: 0.92
- Model S:
  TF-IDF + MN Bayes classifier
  Accuracy and F1: 0.87

ML: Service Performance



ML: Balancer


Number of Tasks
200
500
1000
5000
10000
Experiment 1
100.0%
15.4%
84.6%
46.8%
53.2%
41.7%
58.3%
50.5%
49.5%
Experiment 2
14.5%
85.5%
39.0%
61.0%
28.9%
71.1%
55.4%
44.6%
26.3%
73.7%
Models
model_h
model_l

Product Functionality

Upload the PDF with exam questions

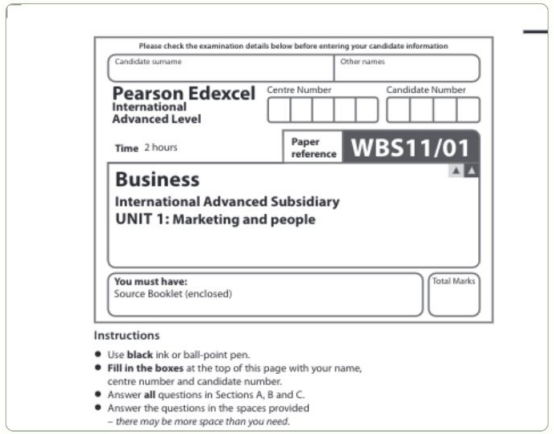
A for A

Browse file | Uploaded files | Questions | Create question | Generate exam variant

PDF

WBS11_01_que_20210422.pdf

Upload complete



Please check the examination details below before entering your candidate information

Candidate surname | Other names

Pearson Edexcel
International Advanced Level

Centre Number | Candidate Number

Time 2 hours

Paper reference **WBS11/01**

Business

International Advanced Subsidiary
UNIT 1: Marketing and people

You must have:
Source Booklet (enclosed)

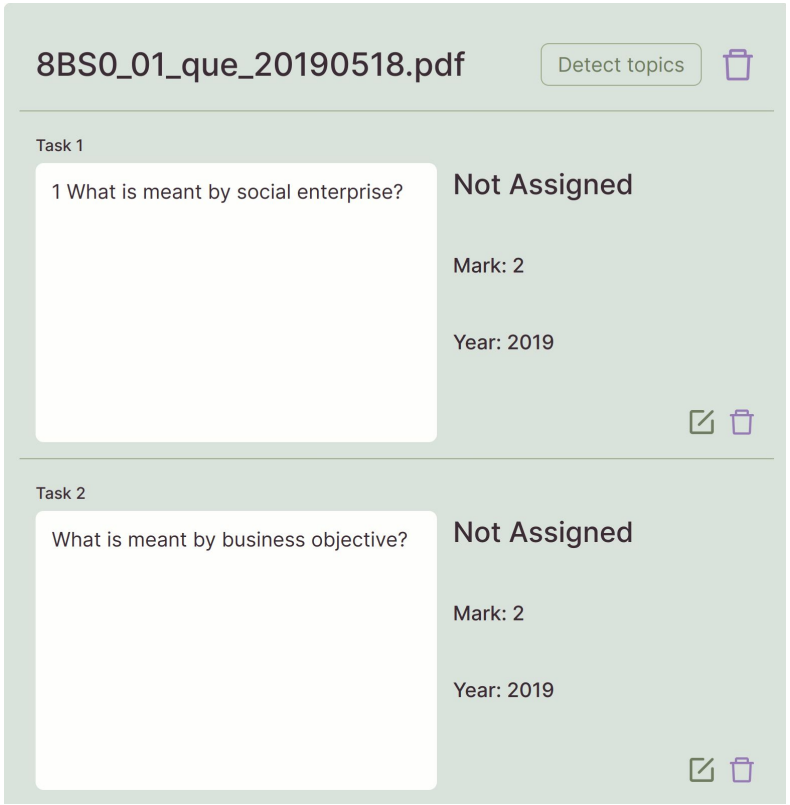
Total Marks

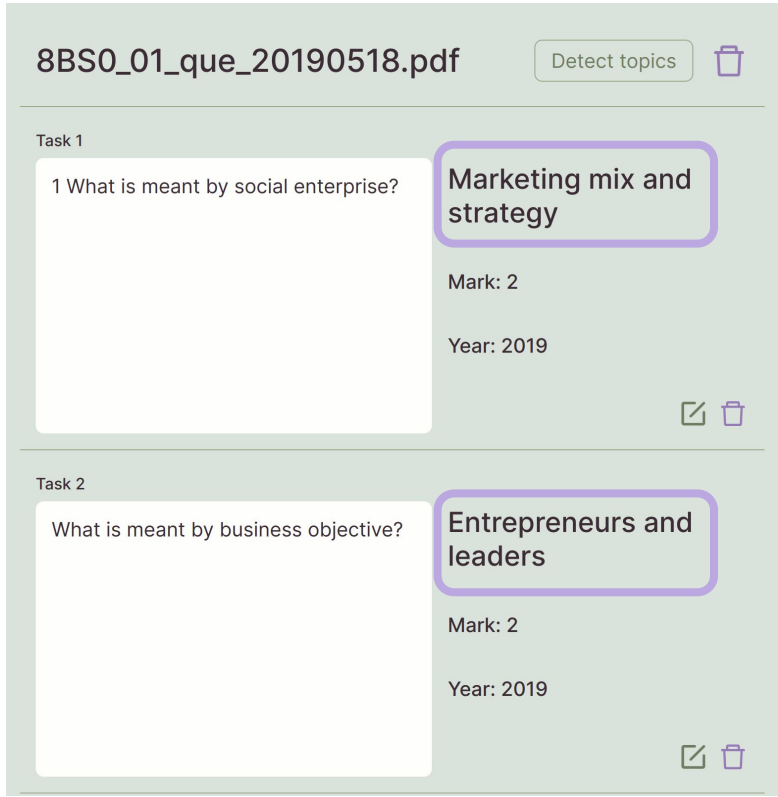
Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions in Sections A, B and C.
- Answer the questions in the spaces provided
  – *there may be more space than you need.*

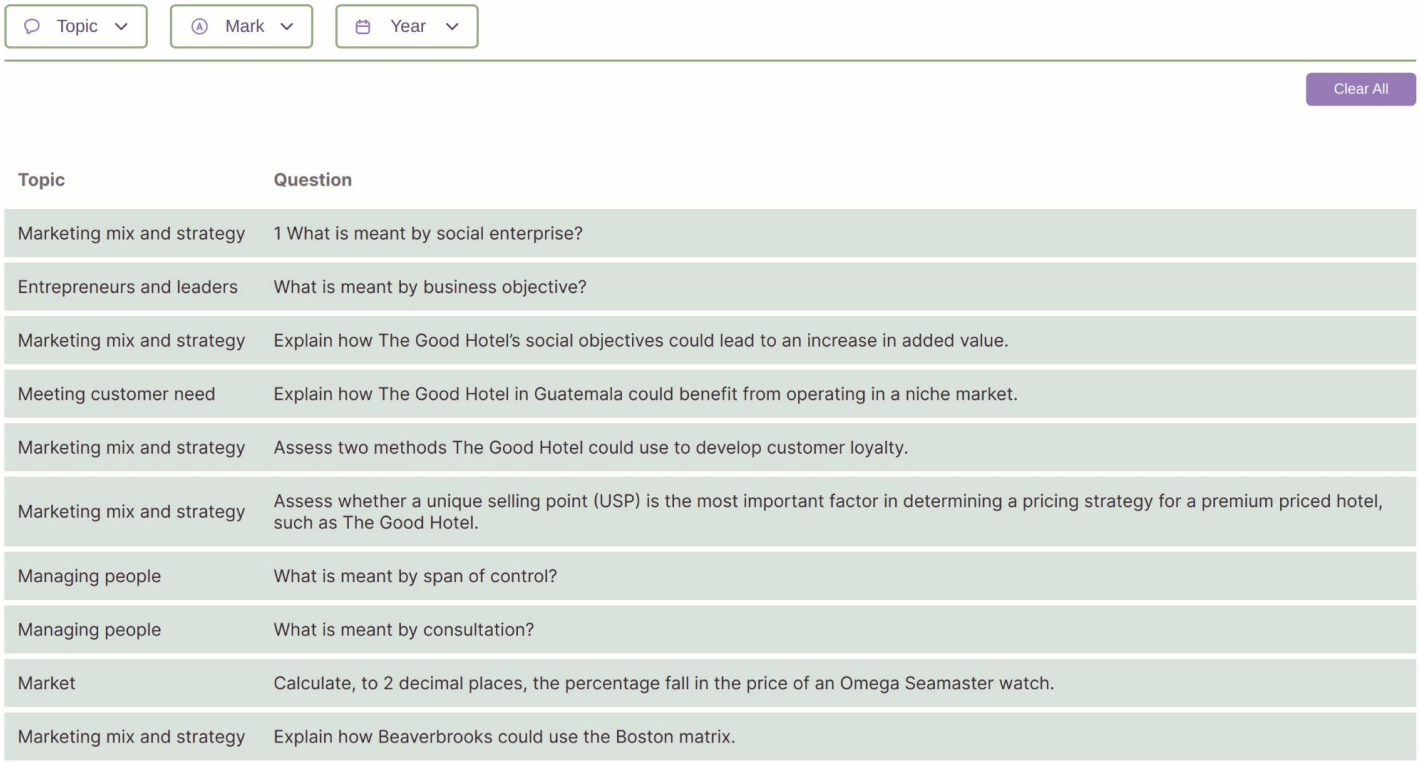
Submit

Browse the questions and detect topics



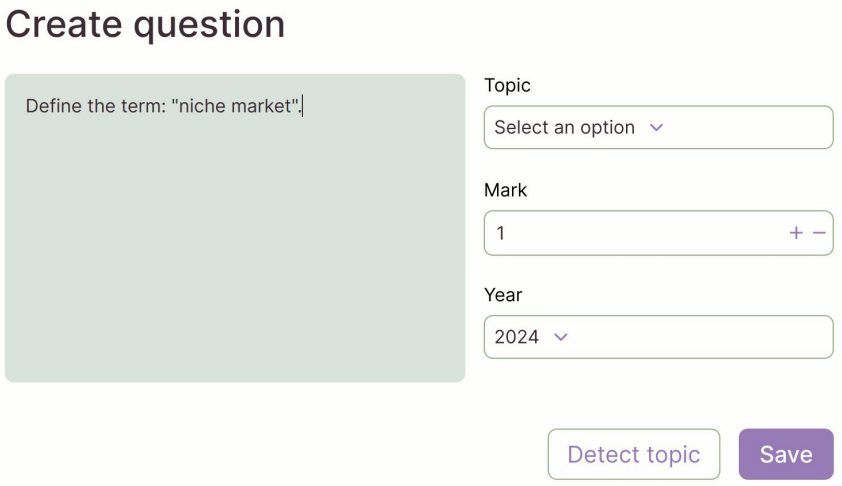


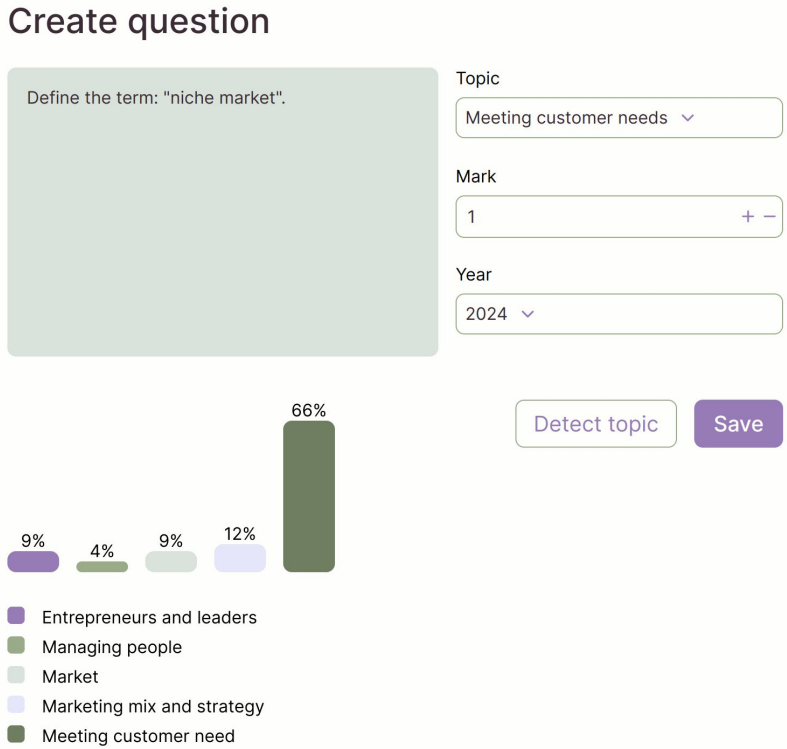
Review all questions or the specific ones



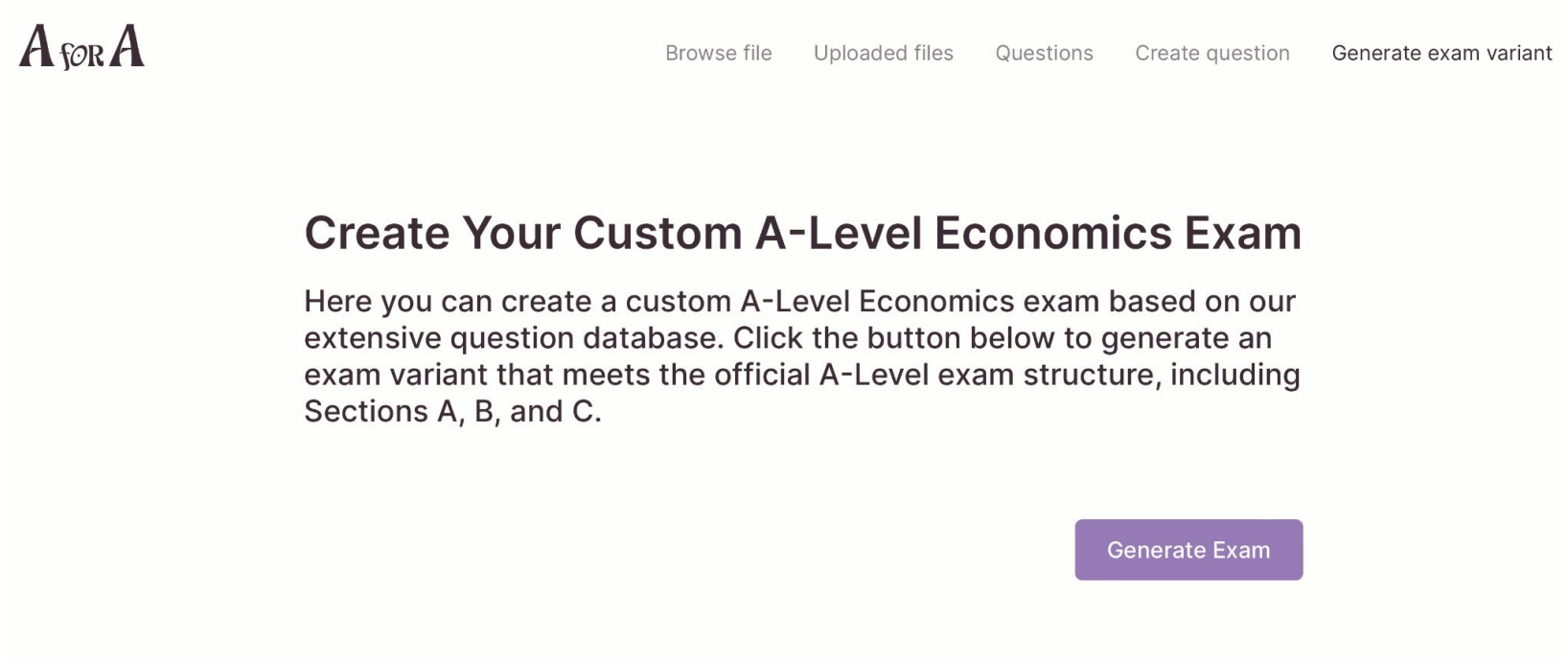
Topic	Question
Marketing mix and strategy	1 What is meant by social enterprise?
Entrepreneurs and leaders	What is meant by business objective?
Marketing mix and strategy	Explain how The Good Hotel's social objectives could lead to an increase in added value.
Meeting customer need	Explain how The Good Hotel in Guatemala could benefit from operating in a niche market.
Marketing mix and strategy	Assess two methods The Good Hotel could use to develop customer loyalty.
Marketing mix and strategy	Assess whether a unique selling point (USP) is the most important factor in determining a pricing strategy for a premium priced hotel, such as The Good Hotel.
Managing people	What is meant by span of control?
Managing people	What is meant by consultation?
Market	Calculate, to 2 decimal places, the percentage fall in the price of an Omega Seamaster watch.
Marketing mix and strategy	Explain how Beaverbrooks could use the Boston matrix.

Create your own questions and detect the topic





Generate your own exam variant



Demo

Make sure to use VPN

The End

Thank you for your attention. We are ready for questions.