

Moderator's Report/
Principal Moderator Feedback

January 2012

GCE Applied Business (6919)
Paper 01

Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information, please call our GCE line on 0844 576 0025, our GCSE team on 0844 576 0027, or visit our qualifications website at www.edexcel.com. For information about our BTEC qualifications, please call 0844 576 0026, or visit our website at www.btec.co.uk.

If you have any subject specific questions about this specification that require the help of a subject specialist, you may find our Ask the Expert email service helpful.

Ask The Expert can be accessed online at the following link:

<http://www.edexcel.com/Aboutus/contact-us/>

Alternatively, you can speak directly to a subject specialist at Pearson about Edexcel qualifications on our dedicated Subject Advisor telephone line: 0844 372 2187

Pearson: helping people progress, everywhere

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for raising achievement through innovation in education. Find out more about how we can help you and your students at: www.pearson.com/uk

January 2012

Publications Code UA030092

All the material in this publication is copyright

© Pearson Education Ltd 2012

Unit 6919 - Investigating Electronic Business

To successfully achieve this unit, learners need to demonstrate an appropriate level of understanding and application of knowledge across the full range and scope of the unit outcomes, in particular the unit assessment outcomes/criteria, the specific AO's, and the mark band (MB) distributions (Applied Business Awards Specifications 2010 Pages (44 and 45).

In as much as learners need to show a clear understanding of the subject and the practical application of the unit requirements from a balanced contribution across the four knowledge/applications Strands, the related AO's and marking criteria bands.

Therefore,

- Show knowledge and understanding of a range of business situations and web based concepts.
- Use adequate techniques and methods on the collection of information, analysis and design of a business web site.
- Be awareness of the issues, problems or opportunities of website/online presence.
- Demonstrate the application of techniques and methods in the design and building of a website in an appropriate business context.
- Evaluate the business context and is aware of the issues, problems or opportunities poses by a web presence.
- Demonstrate QWC

By

- An appropriate selection of websites and linked to their associated businesses.
- More specific and realistic examples including those show the linkage between the website and the business objectives.

However, the level of evaluation on how a business can use a web presence to meet its objectives was still limited for MB3.

The introduction of QWC within the assessment for this unit falls within Strand (a).

The design and functionality of a website strand (d), being evidenced by clear examples of navigation, images, clips, page content outlines to support the construction against the plan.

For MB3 the assessor must confirm the operation of the site by, tutor witness statements and/or comments, signed screen/output documents and observation material.

Enhancing Assessment

For strand (a), centres should ensure, clear evidence of the analysis of what and how a business can use a web presence to meet its objectives should be included.. In addition an indication of the marks awarded for QWC out of 3 available within the total strand marks of 20.

For strand (b and c) detailed analysis and consideration of factors should be included. Candidates should be encouraged to explore and evaluate the influences on using a website and include appropriate examples.

For the design and operation of a website Strand (d), candidates should be encouraged to provide a working example of their designed website to achieve higher marks in MB3. Therefore, authenticated evidence/statements to support its construction and functionality should be included by tutors.

Further copies of this publication are available from
Edexcel Publications, Adamsway, Mansfield, Notts, NG18 4FN

Telephone 01623 467467

Fax 01623 450481

Email publication.orders@edexcel.com

Order Code UA030092 January 2012

For more information on Edexcel qualifications, please visit
www.edexcel.com/quals

Pearson Education Limited. Registered company number 872828
with its registered office at Edinburgh Gate, Harlow, Essex CM20 2JE

Ofqual




Llywodraeth Cynulliad Cymru
Welsh Assembly Government

