

Moderators' Report/ Principal Moderator Feedback

June 2011

GCE Applied Business (6920)
Paper 01

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INVESTIGATING CUSTOMER SERVICE

Moderation Process

Centres forwarded samples on time and an accurate number of sample portfolios were provided i.e. ten portfolios with the highest and lowest grade included. Statements of authentication were present in the samples moderated for this series.

Assessment Objectives and Mark Band Evidence

Assessment objectives for this unit were evidenced adequately, through written reports, presentation and a detailed witness statement. However, where centres submitted a power point presentation and witness statement, learners only accessed marks in Mark Band one, this was due to lack of detail in the presentation and the witness statements. Centres are reminded to encourage learners to submit all three elements – written report, presentation and detailed witness statement in order to access the depth required for marks in higher mark band.

Strand A, Learners presented clear evidence of internal and external customers and their needs and expectations. Needs and expectations of customers were identified however, in some cases customer needs and expectations were very similar or generic as a result of selecting similar organisations. Evidence of how organisations meet the needs and expectations of customers was better evidence this series.

Strand B, Evidence for research for this strand was limited this series centres should encourage learners to include supporting research of the evidence requirement. Where evidence was included strengths and weaknesses of customer service activities were better evidenced. However, learners could further improve the evidence by elaborating on the strengths and weakness, stating why they felt this was a strength or weakness for each activity. This evidence should then be developed further by making suggestions for improvements for identified weaknesses.

Strand C, Learners submitted clear evidence of how the organisation monitors and improves customer service. However, in some cases lack of research of how the organisation maintains customer service was often limited. Centres should encourage learners to research the later aspect fully in order to generate the full evidence required for this strand.

Strand D, Overall, learners identified and described UK and EU legislation well this series .Application of UK and EU legislation to the chosen business was better evidenced. Better evidence of working procedures was seen this series.

Assessment

Annotation of evidence was comprehensive this series for each strand.

Unit Guidance

Centres are reminded to encourage learners to carry out both primary and secondary in order to generate the depth of evidence required for each strand. Learners select contrasting businesses as per unit specification; this will enable Learners to generate evidence requirements for the higher mark bands. Centres need to encourage learners to research fully. In order to access marks in high mark band it is recommended that centres encourage learners to produce written work and then extract the presentation from the written work; this will enable learners to submit detailed evidence. Learners should submit both elements of evidence for this unit. A presentation supported by a detailed witness statement and a written report is a requirement of the unit specification.

It is recommended that a school/college is only used as a chosen organisation to provide evidence of strand A. Centres should encourage learners to investigate the same organisation for strand B, C, and D where possible.

Grade boundaries

For the EU boundary learners demonstrated basic knowledge and understanding of key customer service concepts. At this grade boundary, learners presented limited evidence of application, analysis and evaluation, and only submitted a brief presentation supported by a witness statement. For strand A, Learners showed a basic understanding of different types of customers and their needs and expectations for two organisations. Research for this strand was limited or implied. For strand B basic/limited application of knowledge and understanding was demonstrated for strengths, weaknesses and recommendations of customer service activities. Strand C Evidence of research was implied/limited at this grade boundary. Strand D For strand D at this grade boundary, evidence of Legislation was limited in particular, EU legislation. Legislation links to the organisation's product/service was limited.

At the A/B boundary learners were able to demonstrate in depth knowledge and understanding of key customer service concepts. Evidence was supported by good research, clear application, analysis and evaluation. For strand A, learners demonstrated good knowledge and understanding of different types of customers and their needs and expectations for two organisations. Analysis and evaluation was effective for this strand. For Strand B strengths and weaknesses of customer service activities were analysed and evidenced, suggestions for improvements were recommended based on research. For Strand C Learners evidenced relevant up to date research to demonstrate how customer service is monitored and maintained within the organisation. For Strand D at this grade boundary, learners were able to apply and evaluate UK customer service legislation effectively. Evaluation of EU legislation was limited in the evidence seen this series.

Grade Boundaries

Grade boundaries for this and all other papers can be found on the website on this link:

<http://www.edexcel.com/iwantto/pages/grade-boundaries.aspx>

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