

Examiners' Report/ Principal Examiner Feedback

January 2010

GCE

GCE Applied Business (6927) Paper 01

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PM Report on coursework paper 6927/01 - International Dimensions of Business -
January 2010

General Comments

To successfully achieve in 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. 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.

In relation to the Unit learners should:

- Explain the impact and opportunities created for businesses in international context
- present relevant and up-to-date information, from a range of sources, on the factors influencing the establishment of an international presence
- perform an investigation into the chosen (international) businesses
- identify the advantages and disadvantages in the growth potential for a business supported by international organisations (WTO etc)
- prioritise evidence and show judgement in the selection and presentation of findings
- present exemplar material appropriate to support their conclusions
- explain the strengths and weaknesses in all aspects of creating/developing a presence as offered to a business within an international context
- examine the opportunities and challenges offered by global business
- explore and present conclusions and outcomes, reflecting the positive and negative aspects for Host countries, international organisations and businesses operating in an international environment.

It is recommended only two businesses be used in strand (a), with the appropriate research material being found, filtered and presented to explain the international activity of each, the use of other organisation to expand the discussion should be limited. Therefore, for strand (a), two businesses should be identified, they should be of a contrasting nature and spread of international/global coverage (EU and Global is suggested in the unit specification) as this would provide variety, comparison and variation in the way businesses address their objectives for an international presences. It should be noted, that the appropriateness of the businesses selected is significant for the potential achievement of the higher band.

The research material and examples of the factors that influence a business in creating an international presence should be sufficient in volume, quality and appropriateness to fulfil MB2/3. Candidates should be encouraged to select the

chosen business for strand (b) from one of those used in strand (a), this would provide a basis of material research collected for stand (a) activity.

For a Strand (c) higher grade performance, more detailed analysis and consideration of the wider range of influences, from a business perspective, offered by an International Organisations is required and should be relevant to the business of choice.

Strand (d), candidates need to demonstrate a general understand of the issues relating to the growth in Global/Multi National Corporations(MNC), not only in terms of GDP and consumer impact, but should look beyond the financial and consumer/customer impact, to the wider socio-economic, suppliers, distribution and environmental aspects on the Host country.

Grade Boundaries - January 2010

6927	Total	A*	A	B	C	D	E
Raw Mark	60	54	49	43	37	31	25
UMS	100	90	80	70	60	50	40

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