

# Examiners' Report/ Principal Examiner Feedback

January 2011

GCE

GCE Applied Business(6927)  
Paper 01 Dimensions Of Business

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## General Comments

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 126 to 127 ). 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, in relation to the Unit specifications (p123 to p134) 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.
- 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.
- QWC is assessed within strand (a).

For strand (a), Two businesses should be identified, they should be of a complementary nature and have differing international/global activity (one EU and the other Global is suggested in the unit specification) this would provide variety, comparison and variation. It should be noted, that the appropriateness of the businesses selected is significant for the potential achievement of the higher band. QWC marks awarded for this unit (out of three) should be identified within the assessment of this strand.

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 those used in strand (a).

The selection of International Organisation (IO) and the effect they can have on a business are generally covered although rather generically, for MB2/3 candidates need to show clearly the link and in particular the relevance, between specific IOs and the business under discussion.

Candidates demonstrated a general understanding of the issues relating to the growth in Global/Multi National Corporations(MNC), in terms of GDP and consumer impact, further consideration of the wider socio-economic and environmental aspects on the Host country could have been included..

## **Authentication**

Centres should include evidence to confirm originality of learner work, the counter signature of the Assessment Marking Forms by tutors is critical in this process.

## **Standardisation**

Consistent marking was evident however, in assessing higher grade performance, assessors need to consider the depth, scope and quality of examples and quality of the material used and its application in context to award the higher MB3 marks.

## **Enhancing Assessment**

The clear identification of QWC should be included within the assessment of strand (a) where the three marks maximum should be identified out of the total of 15 marks available.

It would be of value to encourage candidates to select the chosen business for strand (b) from those used in strand (a), this would provide a base for material research, and be supplemental to that collected for stand (a).

Centres should ensure, when assessing for the higher mark bands across these strands that clear evidence of explanation, critique and analysis of how/why the businesses would consider have or having global activity, with good examples in support.

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, The choice of IOs to discuss should be such that key IOs in the business area or sector are included.

Strand (d), candidates should consider looking beyond the financial and consumer/customer impact, to the wider socio-economic, suppliers, distribution and environmental aspects on the Host country.

## Grade Boundaries

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