

Examiners' Report/
Principal Examiner Feedback

Summer 2012

GCE Applied Business (6928)
Paper 01

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The candidate is required to take part in organising an event. The work is carried out in groups but the report is written up individually.

There were a variety of examples of events including fashion shows, trips, Battle of the Bands, entertainment evenings and charity coffee mornings, were seen.

Little reference was made to QWC by centre assessors with the majority of centres not separately identifying QWC marks within the allotted strand.

Strand A: Candidates are required to show evidence of research into the feasibility of the event and to give aims and objectives. They will provide evidence of primary and secondary research which will include qualitative and quantitative data from a range of sources. Lower marks were achieved where there were omissions/imbalance in coverage of factors, e.g. only aims, objectives and outcomes with no mention of financial constraints.

Higher marks were achieved where there was detailed research into all aspects of viability of the event, all sources were referenced and clear application of research to the event and justified conclusions to appropriate resources were made.

Strand B: This strand has the assessment of QWC in it. Candidates plan the event and cover a range of constraints. A risk assessment and contingency plan will be produced. Candidates will also cover insurance needs.

In this band at the lower range of marks, there was an imbalance of treatment, but at least two constraints were considered, e.g. physical constraints were described superficially and without much thought as to how they might be dealt with. Time constraints were often put in a simple time line, but with no attempt to introduce critical path analysis of the project. The legal constraints looked selectively at relevant contract, negligence and health and safety law, with accurate but not derivative information and application to the event.

At the top of this band, all constraints were covered in equal detail. Explanation and application were related specifically to the event. There was clear application of the physical requirements to the funding required. Evidence of a projection of likely costs that can be compared with actual costs in the evaluative part of the work was seen. The physical constraints were described in detail. Often there was a simple time line and critical path analysis of the project. There were accurate descriptive summaries of the legal principles relating to contract, negligence and health and safety law in the context of the project. The description of the law was selective and with clear application. Risk assessments were produced that were of a standard form with some justification for the assessed levels of risk of different aspects of the project. There was identification of essential and some non-essential insurance requirements with some explanation of the reasons for inclusion and likely costs.

Strand C: This strand covers the contribution of the candidate to the staging of the event. This requires a witness statement to support evidence produced by the candidate. A number of centres did not include witness testimonies.

Candidates must explain their own role and provide a self-evaluation.

At the lower end the evidence produced was often superficial, with major aspects of the event omitted. Some candidates did not explain their role in the event or the activities they carried out. The evaluation of own performance was often very subjective and superficial.

At the top end of the mark range there was detailed information on significant participation in the staging of the event, with in-depth objective explanation of own role and a justified conclusion.

Strand D: For this strand, candidates evaluate the success of the event. Viability will be covered.

At the lower end of the mark band, a basic evaluation of the successes and failures in the project as well as simple recommendations for improvements was produced. This was brief, simplistic and superficial, with limited connection between the evidence of success or failure and the recommendations. Also, at the lower end of the band there was list-like coverage of how well some aspects of the event went in the report, without any critical comments, contingency plans or adjustments made or the reasons given as to why they were needed. At the lower end of the scale there was little attempt to evaluate either success or failure.

At the top end there were sound and detailed connections between the evidence of success or failure and the recommendations.

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