

Examiners' Report/ Principal Examiner Feedback

January 2011

GCE

GCE Applied Business(6929)
Paper 01 External Influences On Business

Edexcel is one of the leading examining and awarding bodies in the UK and throughout the world. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers.

Through a network of UK and overseas offices, Edexcel's centres receive the support they need to help them deliver their education and training programmes to learners.

For further information, please call our GCE line on 0844 576 0025, our GCSE team on 0844 576 0027, or visit our website at www.edexcel.com.

If you have any subject specific questions about the content of this Examiners' Report 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 Edexcel on our dedicated Business and Commerce telephone line: 0844 372 2187

January 2011

Publications Code UA026069

All the material in this publication is copyright

© Edexcel Ltd 2011

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 AOs, and the mark band (MB) distributions (Applied Business Awards Specifications Pages 148 to 149). 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 AOs and marking criteria bands.

Therefore, in relation to the Unit specifications (p145 to p157) learners should:

- Provide clear coverage of the four issues influences on a business, with suitable exemplar material to support the discussion.
- Include relevant and up-to-date information, from a suitable range of sources and examples with appropriate materials presented in support of the final issue conclusions
- Use appropriate techniques and methods on the collection of information and analysis, showing awareness of the selection and relevance of information, issues, problems or opportunities.
- Explain the positive and negative aspects of the key issues on a business.
- Show judgement in the selection and appropriate presentation of the findings in a suitable format.
- Evaluate the business external issues, the business influences and the wider organisational context, thus being aware of the issues, problems and/or opportunities
- QWC in strand (d).

The work sampled indicated an adoption of the chair's reports suggested from previous reports and training material. The report should be supported by supplementary documentation that explains and highlighting the external issue (including evidence of research) that the company may/is facing over the next years.

It should be noted that the unit has four prescribed issues to address and each strand focuses specifically on an individual AOs and performance descriptors, with QWC identified within strand (d). Therefore, the business selection is important for the candidates to research and explore the external impacts associated with that business.

Candidates demonstrated a generally good understanding of the overall external factors (strand a)), with substantial amount of research data generated in some cases, however, this material needs to be filtered, evaluated and used as appropriate to the business and influence under discussion, thus enhancing the overall quality of the report as required for MB2/3 in strands (b), (C) and (d).

Authentication

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

Standardisation

Suitable marking by centres was evident however in assessing higher performance assessors need to consider the depth and scope of material in terms of quantity of examples and the quality of reasoning and evaluation in the learner's work to award the higher marks.

Enhancing Assessment

An appropriate Chair's report must be produced, although no specific structure is suggested, it would be advisable for candidates to present their findings in a form as previously described in unit reports and training material. Candidates should be encouraged to select a business which is of sufficient size, structure and product and/or service range to allow all four influences to be examined to an appropriate depth.

Where candidates select a Non-UK based organisation, the influences should still be addressed primarily from a UK perspective, (as outlined in the unit content specification), therefore the legal and economic influences should be described and where necessary alternative country legislation and economic situation be explained and compared to that of the UK to show equability or difference in influences.

Centres should encourage fuller/wider consideration of the range, value, up to date and appropriateness of the information being used and applied. Guidance on currency of material is given within the specifications (last 5 to 10 years) however, for higher grade performance, the most up to date and current references should be used and considered.

Substantial amount of research data is being generated, this material needs to be filtered and evaluated for appropriateness (covering AO2 and AO3) to the business of choice and the influence under discussion, this will enhance the quality of the documentation and ensure fuller consideration of the range, value, up to date (see above for currency) and appropriateness of the information presented for each influence, especially for MB3.

For strand (d) clear justifications made about the impacts of each of the four influences is required. Consideration of the wider business context beyond descriptive/generic is required for all four influences. In addition, the marks for QWC (out of three) should be clearly identified within the assessment of this strand.

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>

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

Telephone 01623 467467
Fax 01623 450481

Email publications@linneydirect.com

Order Code UA026069 January 2011

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

Edexcel Limited. Registered in England and Wales no.4496750
Registered Office: One90 High Holborn, London, WC1V 7BH

