

# Principal Moderator Feedback

January 2013

GCE Applied Business (6929)  
Paper 01

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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 Assessment Objectives (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 and 157) learners should:**

- Provide clear coverage of the four 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 more appropriate contextualised report formats are being used to explain and highlight the four external issue (including evidence of research) that the company may face/is facing over the next years . The business selection should be of sufficient size, dimension and complexity to allow candidates to research and explore the external impacts associated with that business to help satisfy the MB3 marks.

It should be noted that the unit has four prescribed issues to address and each strand focuses specifically on an individual AO and influence, and QWC is identified within strand (d).

Candidates demonstrated a good understanding of the overall external factors (strand a), with substantial amounts 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 crucial in this process.

## Standardisation

Suitable marking by centres was mostly evident. It should be noted; for higher performance assessment the depth and scope of material in terms of types of examples and the quality of reasoning and evaluation should be considered.

## Enhancing Assessment

As noted in previous reports, a 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.

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.

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.

In addition, the marks for QWC (out of three) should be clearly identified within the assessment of this strand.

## **Grade Boundaries**

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