

Principal Moderator Feedback

Summer 2014

GCE Applied Business (6920)

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Moderation Process

The external moderation process for this Series was deemed to be straightforward. Centres forwarded samples on time with the correct number of sample portfolios requested including the highest and lowest grade. There were some occasional discrepancies on the OPTEMS that were identified but were corrected during the moderation process.

Assessment Objectives and Mark Band Evidence

Evidence submitted this series supported the requirements of the assessment objectives. There was better evidence seen for the unit assessment requirements in that majority of learners included a presentation, witness statement and written report.

Strand A, Learners presented a description/explanation of internal and external customers and their needs and expectations well this series. Majority of evidence submitted for this strand, included research, descriptions and explanations of customer service for contrasting businesses. This enabled learners to better analyse the evidence obtained. Needs and expectations of customers were identified. Evidence for how the organisations met customer needs and expectations was better researched and evidenced this series. It was particularly pleasing to see that there was much more understanding about the aspects of internal customer needs and wants and less emphasis on what was supplied.

Strand B, Evidence of strengths and weaknesses of customer service activities were better evidenced this series. Requirements of the strand were better evidenced. However, supporting evidence for suggestions for improvements was limited in some of the works seen this series.

Strand C, for this strand Learners are required to described/ explained how the chosen business maintains, monitors and improves customer service. In some portfolios lack of research how the organisation maintains customer service was limited. Learners often concentrated on how customer service was monitored and but research and application of how customer service is maintained limited.

QWC marks were better indicated on the Candidate Mark Record form for this strand.

Strand D, There were better attempts made to investigate the evidence requirements for this strand. However, evidence lacked focus when researching charters or codes of practice and customer policies. Better research of UK legislation and EU legislation was seen this series.

Assessment

Overall, there was better evidence of annotation of mark bands against the evidence submitted within portfolios.

Unit Guidance

It is recommended that centres do not select Shopping Malls or Retail Parks as this may limit scope for developing evidence for higher mark bands.

Centres need to encourage Learners to research fully (Primary and secondary) in order to support the evidence requirements for the higher mark bands for each strand. Analysis of primary research should be included as evidence, together with secondary research.

It is recommended that centres encourage Learners to produce written work and then extract the presentation from the written work; this will enable Learners to submit detailed evidence towards the assessment objectives and higher mark bands. Learners should submit both elements of evidence for this unit. A presentation supported by a detailed witness statement and a written report as this is a requirement of the unit specification.

Evidence for UK and EU legislation should reflect the changes in Consumer Protection Legislation.

Grade boundaries

At the E/U boundary Learners demonstrated basic knowledge and understanding of key customer service concepts. At this grade boundary, Learners presented limited evidence of application, analysis and evaluation. For strand A, Learners showed a basic understanding of different types of customers and their needs and expectations for two organisations. Research for this strand was limited. For strand B basic/limited application of knowledge and understanding was demonstrated for strengths, weaknesses and recommendations of customer service activities. Strand C Evidence of research was basic at this grade boundary. For strand D at this grade boundary, evidence of Charter and codes was limited.

At the A/B boundary Learners were able to demonstrate in depth knowledge and understanding of key customer service concepts. Evidence was supported by good research, clear application, analysis and evaluation. For strand A Learners demonstrated good knowledge and understanding of different types of customers and their needs and expectations for two organisations. Analysis and evaluation was effective for this strand. For Strand B strengths and weaknesses of customer service activities were analysed and evidenced, better attempts were made for suggestions for improvements were recommended. For Strand C Learners evidenced relevant up to date research to demonstrate how customer service is monitored and maintained within the organisation. For Strand D at this grade boundary, Learners were able to apply and evaluate UK and UK customer service legislation effectively.

Grade Boundaries

Grade boundaries for this, and all other papers, can be found on the website on this link:

<http://www.edexcel.com/iwant to/Pages/grade-boundaries.aspx>

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