



Pearson

BTEC Level 3 Nationals in Business / Enterprise and Entrepreneurship



Last updated 22 November 2021

Changes to Unit 2 31489H assessment

The following qualifications are affected by changes to the assessment:

- Pearson BTEC Level 3 National Certificate in Business (180 GLH) 601/7155/8
- Pearson BTEC Level 3 National Extended Certificate in Business (360 GLH) 601/7159/5
- Pearson BTEC Level 3 National Foundation Diploma in Business (510 GLH) 601/7161/3
- Pearson BTEC Level 3 National Diploma in Business (720 GLH) 601/7157/1
- Pearson BTEC Level 3 National Extended Diploma in Business (1080 GLH) 601/7160/1
- Pearson BTEC Level 3 National Certificate in Enterprise and Entrepreneurship (180 GLH) 601/7413/4
- Pearson BTEC Level 3 National Extended Certificate in Enterprise and Entrepreneurship (360 GLH) 601/7414/6
- Pearson BTEC Level 3 National Foundation Diploma in Enterprise and Entrepreneurship (510 GLH) 603/0301/3
- Pearson BTEC Level 3 National Diploma in Enterprise and Entrepreneurship (720 GLH) 601/7528/X
- Pearson BTEC Level 3 National Extended Diploma in Enterprise and Entrepreneurship (1080 GLH) 603/0303/7.

This guidance includes the following topics:

- **Summary of changes to 31489H Unit 2**
- **Training Events**
- **Frequently Asked Questions**

Summary of changes to 31489H Unit 2 – Developing a Marketing Campaign Assessment

Changes to the assessment for Unit 2 - Developing a Marketing Campaign which will be implemented for first assessment in January 2022 series.

What has changed?

- There will no longer be a two-week PART A pre-release window. Instead, learners will be given a Pearson-set Research Pack with a 2-hour review period. Part A (Low control) will now be sat in the afternoon before Part B, which will be sat the following morning (these dates will be specified by Pearson).
- PART B will take place in the morning following PART A and there will be minimal change to the assessment and assessment grid.

Specifications have been updated to reflect the changes to unit 2 assessment and can be found on the BTEC website using the links below:

BTEC Nationals in Business (2016):

<https://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html>

BTEC Nationals in Enterprise and Entrepreneurship (2016):

<https://qualifications.pearson.com/en/qualifications/btec-nationals/enterprise-2016.html>

The changes are supported by a new Sample Assessment Materials (SAM) and Additional SAM.

Events for L3 Business+ Enterprise and Entrepreneurship (2016) – Unit 2

Customers should book on via the main training page link here, using the search and book tool - <https://qualifications.pearson.com/en/support/training-from-pearson-uk.html>

The events will take place on the following dates.:

- 6th Oct 4PM-6PM
- 11th Oct 4PM-6PM
- 13th Oct 4PM-6PM
- 20th Oct 4PM-6PM

Frequently Asked Questions

Will the Part B be the same as previous exam sessions in terms of marks, time and layout of the paper?

Yes. Part B will remain a total of 70 marks. Activity 1 will be worth a total of 34 marks and Activity 2 worth 36 marks.

The layout of the paper will be consistent i.e., Activity 1 will require the preparation of a rationale for a marketing campaign and Activity 2 will require candidates to produce a plan for the marketing campaign of a given business.

Why have you made these changes?

We have made these changes because of the problems centres faced planning and scheduling Part A. Centres have told us this format of assessment, is more manageable.

Have you made changes to the timetable to reflect the Unit 2 changes?

Yes. We have removed the Part A 10-day window for learners to complete the research and added a 2-hour review period on the afternoon before Part B assessment. The Part B set task is timetabled for the following morning.

Is there a new administration guide that we can refer to that takes into consideration the new arrangements of Unit 2?

Yes. We have issued an updated Administrative Support Guide to reflect the changes to the Part A document that is released before the start of the Part B examination.

Can you confirm the supervision and control for Unit 2 Part A and Part B?

Part A must be conducted under low-control and Part B must be conducted under medium-control supervision. Full details of high control supervision can be found in our Instructions for [Conducting External Assessments \(ICEA\) document](#).

What is permitted in the two-hour reading period in the Part A of the Unit 2 exam? Can students discuss and ask questions etc?

Learners are not allowed to discuss the Part A document and tutors/ teachers/ invigilators cannot give learners any support or guidance during the Part A period. The Part A reading period must be conducted under low-control.

Can students make notes during the Part A review period and bring these notes into Part B?

Students can bring handwritten annotated notes from their review of Part A materials into the Part B session but no other materials other than this should be present for Part B.

Can students keep their annotated copy of Part A?

Learners will be able to annotate their Part A Research Pack and prepare up to two sides of notes to take into Part B (Medium control) session. Annotated Part A materials can be taken home by learners and brought in at the start of the Part B session.

Should we retain Part A at our centre? If so, for how long?

Yes. Centres must retain each learner's Part A document and keep it securely until the end of the Review of Marking and Moderation period. The Part A document must not be returned to Pearson with the Part B document.