



Pearson



Mark Scheme (Results)

Summer 2017

BTEC Level 3 National in Music Tech  
Unit 7: Music Technology Enterprise  
Opportunities (31809H)



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# Unit 7: Music Technology Enterprise Opportunities - Sample marking grid

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## General Marking Guidance

- All learners must receive the same treatment. Examiners must mark the first learner in exactly the same way as they mark the last.
  - Marking grids should be applied positively. Learners must be rewarded for what they have shown they can do rather than penalised for omissions.
  - Examiners should mark according to the marking grid not according to their perception of where the grade boundaries may lie.
  - All marks on the marking grid should be used appropriately.
  - All the marks on the marking grid are designed to be awarded. Examiners should always award full marks if deserved. Examiners should also be prepared to award zero marks if the learner's response is not rewardable according to the marking grid.
  - Where judgment is required, a marking grid will provide the principles by which marks will be awarded.
  - When examiners are in doubt regarding the application of the marking grid to a learner's response, a senior examiner should be consulted.
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## Specific Marking guidance

The marking grids have been designed to assess learner work holistically.

Rows within the grids identify the assessment focus/outcome being targeted. When using a marking grid, the 'best fit' approach should be used.

- Examiners should first make a holistic judgement on which band most closely matches the learner response and place it within that band. Learners will be placed in the band that best describes their answer.
- The mark awarded within the band will be decided based on the quality of the answer in response to the assessment focus/outcome and will be modified according to how securely all bullet points are displayed at that band.
- Marks will be awarded towards the top or bottom of that band depending on how they have evidenced each of the descriptor bullet points.

Business case creative vision - 15 marks				
0	1-4	5-8	9-12	13-15
No rewardable material	<ul style="list-style-type: none"> <li>ideas are of limited relevance within the context of the enterprise</li> <li>refers to resourcing issues without creative solutions</li> <li>limited connections made between creative vision and the requirements of the enterprise</li> </ul>	<ul style="list-style-type: none"> <li>ideas are relevant, sometimes creative and deliverable within the context of the enterprise</li> <li>some appropriate creative solutions provided to address resourcing issues</li> <li>clear connections made between creative vision and the requirements of the enterprise</li> </ul>	<ul style="list-style-type: none"> <li>ideas are relevant, creative and mostly deliverable within the context of the enterprise</li> <li>mostly valid creative solutions provided to address resourcing issues</li> <li>clear and mostly detailed connections made between creative vision and the requirements of the enterprise</li> </ul>	<ul style="list-style-type: none"> <li>ideas are relevant, creative and fully deliverable within the context of the enterprise</li> <li>consistently valid creative solutions provided to address resourcing issues</li> <li>clear and detailed connections made between creative vision and the requirements of the enterprise</li> </ul>

Business case - 15 marks				
0	1-4	5-8	9-12	13-15
No rewardable material	<ul style="list-style-type: none"> <li>limited understanding of the practical/technical considerations with little relation to the enterprise</li> <li>limited understanding of business needs with ideas lacking in relevance to the business case</li> <li>supporting evidence is limited to broad headings and generalisations</li> </ul>	<ul style="list-style-type: none"> <li>secure understanding of the practical/technical considerations mostly relating to the enterprise</li> <li>analysis of business needs attempted with some evidence of a strategy partially supporting the business case</li> <li>supporting evidence informs the business case with some inconsistencies</li> </ul>	<ul style="list-style-type: none"> <li>effective evaluation of the practical/technical considerations fully relating to the enterprise</li> <li>analysis of business needs with a mostly coherent strategy supporting the business case with occasional lapses</li> <li>supporting evidence is applied and mostly supports the business case</li> </ul>	<ul style="list-style-type: none"> <li>in-depth evaluation of the practical/technical considerations fully relating to the enterprise</li> <li>analysis of business needs with a coherent strategy successfully supporting the business case</li> <li>supporting evidence is applied and referenced, and fully supports the business case</li> </ul>

Pitching and/or presentation - 20 marks				
0	1-6	7-11	12-15	16-20
No rewardable material	<ul style="list-style-type: none"> <li>pitch/presentation demonstrates limited understanding of the issues presented in the scenario</li> <li>pitch/presentation is delivered with limited use of occasionally appropriate presentational devices</li> <li>pitch is unstructured and arguments lost or not followed through</li> <li>pitch/presentation supported only with isolated examples from the music technology industry</li> </ul>	<ul style="list-style-type: none"> <li>pitch/presentation demonstrates some understanding of the issues presented in the scenario</li> <li>pitch/presentation is delivered with relevant use of some appropriate presentational devices</li> <li>pitch is structured and arguments followed although gaps and inaccuracies are evident</li> <li>pitch/presentation sometimes supported with some relevant examples from the music technology industry</li> </ul>	<ul style="list-style-type: none"> <li>pitch/presentation demonstrates secure understanding of the issues presented in the scenario</li> <li>pitch/presentation is delivered effectively using presentational devices mostly appropriate to context</li> <li>pitch is structured and arguments followed through and largely accurate</li> <li>pitch/presentation mostly supported with clear and fully relevant examples from the music technology industry</li> </ul>	<ul style="list-style-type: none"> <li>pitch/presentation demonstrates comprehensive understanding of the issues presented in the scenario</li> <li>pitch/presentation is creatively delivered using presentational devices fully appropriate to context</li> <li>pitch is well structured and arguments fully developed and coherent</li> <li>pitch/presentation consistently supported with appropriately selected and fully relevant examples from the music technology industry</li> </ul>

Resource costing plan - 15 marks (electronic template provided)				
0	1-4	5-8	9-12	13-15
No rewardable material	<ul style="list-style-type: none"> <li>• partial breakdown of costs for funding the project evident with occasionally correct costings</li> <li>• costing requirements are occasionally realistic with simple comment</li> <li>• occasionally relevant costings, reinforcing the aims of the business case to a limited extent</li> </ul>	<ul style="list-style-type: none"> <li>• complete breakdown of costs for funding the project, with some inaccuracies</li> <li>• costing requirements are realistic with some supporting evidence</li> <li>• costings are mostly relevant and reinforce the aims of the business case</li> </ul>	<ul style="list-style-type: none"> <li>• complete and accurate breakdown of costs for funding the project</li> <li>• costing requirements are realistic with mostly effective use of supporting evidence</li> <li>• costings are relevant and reinforce the aims of the business case</li> </ul>	<ul style="list-style-type: none"> <li>• thorough, accurate and credible breakdown of costs for funding the project</li> <li>• costing requirements are consistently realistic with convincing supporting evidence throughout</li> <li>• costings are detailed and relevant and fully reinforce the aims of the business case</li> </ul>