

Edexcel GCSE

Business Studies, Business Communications, Business Studies and Economics, Business Studies (Short Course) Unit 2: Investigating Small Business

Controlled Assessment
Valid from September 2010 to May 2011

Paper Reference
5BS02/01

You do not need any other materials.

These controlled assessment tasks are valid from September 2010 to May 2011. Centres must submit their moderation sample(s) by 15 May 2011.

Please note that these controlled assessment tasks will **ONLY** be valid for assessment in Summer 2011. Teachers must ensure that students are completing the correct task for a particular year.

Further guidance can be found on the Edexcel website (www.edexcel.com).

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Controlled Assessment Tasks for Unit 2 GCSE Business Studies, GCSE Business Communications, GCSE Business Studies and Economics, and GCSE Business Studies (Short Course).

Unit 2 is assessed by Controlled Assessment (internal assessment).

Teachers will be responsible for supervising the students' research and will also be responsible for supervising the writing up of the tasks, together with the marking of the work.

It is suggested that the time allowed for **research is approximately two weeks of curriculum time (maximum of 6 hours)**. The research and information/data collection can be done under limited control.

Students will be allowed to use their research folders in the writing up of their task. It will be the responsibility of the teacher to keep the research folders securely between research sessions, and before the writing up session. The folders will be given to the students at the beginning of the **writing up** session, which should be **approximately one curriculum week of time (maximum of 3 hours)**.

The controlled assessment element of the qualification is centred round the encouragement of students to carry out research and investigation on an element of Unit 2 of the specification. They have to produce a piece of work based on the investigation carried out, and framed by a task that is designed to encourage the higher order skills of analysis and evaluation (AO3).

The students can choose any **one** task from the list below. It is appropriate for students from a centre to submit work from across the list of tasks. This list will change annually.

Students choose the task they wish and the centre will help guide candidates where appropriate to finding an appropriate business to research and on which to base their investigation. The business could be local and should be a small business. This allows the centre to contextualise the tasks set.

The results of the research and investigation carried out by the students will be collected together in a research folder and will be kept securely by the centre at all times. The folder will be given to the students and used in the writing up for submission.

The final writing up will be done under a high level of control. Students will have a designated session(s) – approximately 3 hours in total – in which to complete the writing up which will be subject to formal supervision and thus a high level of control. The students will submit their research folder with the writing up, for assessment.

ALL tasks will focus on the following key areas:

- Research information/data
- Present researched information/data
- Analyse presented information/data
- Evaluate the task using the analysis of the presented information/data.

List of tasks

Choose **one** of the tasks below.

Task 1

What is the most significant source of added value for the business you have chosen?

You could:

- Investigate the sources of added value for a local business of your choice
- Research the methods by which the business adds value to its goods/services (gather information/data)
- Collect useful information/data
- Present useful information/data
- Analyse the presented information/data
- Arrive at a supported judgement using your analysis.

Task 2

What is the most important enterprise skill needed by the owner of the business you have chosen?

You could:

- Interview the owner of a business to find out about how and why they started their own business
- Collect useful information/data to support your findings. For example, identify the main skills the owner of the business needs
- Present useful information/data
- Analyse the presented information/data
- Arrive at a supported judgement using your analysis.

Task 3

What is the most important reason why the owner started the business you have chosen?

You could:

- Interview the owner of a business to find out about what they took into consideration when starting the business
- Collect useful information/data on the reasons why the owner started the business
- Present useful information/data
- Analyse the presented information/data
- Arrive at a supported judgement using your analysis.

Task 4

What is the most important factor in generating repeat purchase in the business you have chosen?

You could:

- Investigate a local business to identify the strategies it uses to secure repeat purchases
- Collect useful information/data on the strategies used
- Present useful information/data
- Analyse the presented information/data
- Arrive at a supported judgement using your analysis.

Task 5

Choose a commodity. What was the most significant factor causing changes in the price of this commodity during the last 12 months?

You could:

- Investigate how the price of a commodity – for example, oil, cocoa, tin etc. – has changed over the past 12 months
- Use media/internet research to identify reasons for the changes in the price of the commodity
- Collect useful information/data
- Present useful information/data
- Analyse the presented information/data
- Arrive at a supported judgement using your analysis.