

Edexcel GCSE

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

Controlled Assessment

Valid from September 2011 to May 2012

Paper Reference

5BS02/01

You do not need any other materials.

These controlled assessment tasks are valid from September 2011 to May 2012. Centres must submit their moderation sample(s) by 15 May 2012.

Please note that these controlled assessment tasks will **ONLY** be valid for assessment in Summer 2012. 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).

Turn over ►

W40513A

©2011 Edexcel Limited.

5/5



edexcel 
advancing learning, changing lives

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 which can be undertaken both in and outside the classroom.

Students will be allowed to use their research folders in the writing up of their task. It is not permitted for students to have plans, pre prepared answers, writing frames, etc. as part of their research folder.

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 1 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).

Students should choose **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.

In choosing their own task students should also be encouraged to identify an appropriate small business on which to base their investigation if appropriate to the task. Centres may provide guidance to candidates where appropriate in finding a small business 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 by the teacher prior to external moderation. Where more than one teacher is assessing the work of a cohort, internal standardisation should be carried out.

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 (1.1)

What is the most important way that the business you have chosen could improve its collection of market research data?

You could:

- Look at this in the context of a business start-up or an existing small business.
- Briefly outline the type of market research data the business currently collects, for example primary and secondary data.
- Conduct research to identify around three other methods of market research which would be appropriate for the small business you have chosen.
- Analyse and evaluate these different ways the business could collect or improve its collection of market research data.
- Make supported suggestions for improvement in the collection of market research data.
- Present useful information/data to support the points you are making.
- Arrive at a supported judgment which directly relates to the question.

Task 2 (1.2)

To what extent is innovation and/or invention important to the success of the business you have chosen?

You could:

- Investigate using primary and/or secondary research. It is acceptable to only use secondary research.
- Briefly outline the way(s) in which the business uses innovation and/or invention.
- Research how innovation and/or invention contributes to the success of the business.
- Research at least one factor - other than innovation and/or invention - that contributes to the success of the business.
- Present useful information/data to support the points you are making.
- Analyse and evaluate the presented information/data.
- Arrive at a supported judgment which directly relates to the question.

Task 3 (1.3)

To what extent is cash flow forecasting important to the survival of the business you have chosen?

You could:

- Briefly outline the type of cash inflows and outflows at the business you have chosen.
- Briefly outline the use of cash flow forecasting at the business you have chosen.
- Analyse and evaluate how the business uses cash flow forecasting.
- Consider at least one other factor which is important to the survival of the business.
- Present useful information/data to support the points you are making.
- Arrive at a supported judgment which directly relates to the question.

Task 4 (1.4)

What is the most important way in which the business you have chosen could improve the promotion element of its marketing mix?

You could:

- Briefly outline up to three methods of promotion used by the business you have chosen.
- Briefly analyse the success of its methods of promotion.
- Conduct research to identify up to two other methods of promotion which would be appropriate for the small business you have chosen.
- Analyse and evaluate these different methods.
- Make supported suggestions for improvement to the methods of promotion if, or where, appropriate.
- Present useful information/data to support the points you are making.
- Arrive at a supported judgment which directly relates to the question.

Task 5 (1.5)

To what extent have recent changes in the level of economic activity affected the business you have chosen?

You could:

- Briefly outline the recent changes in the level of economic activity.
- Identify up to three effects of these changes on the business you have chosen.
- Analyse and evaluate the effect of these changes on the business you have chosen.
- Present useful information/data to support the points you are making.
- Arrive at a supported judgment which directly relates to the question.