

Edexcel GCSE

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

Controlled Assessment

Valid from September 2012 to May 2013

Paper Reference

5BS02/01

You do not need any other materials.

These controlled assessment tasks are valid from September 2012 to May 2013. Centres must submit their moderation sample(s) by 15 May 2013.

Please note that these controlled assessment tasks will **ONLY** be valid for assessment in Summer 2013. 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 six 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 three 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 must choose **one** task from the list on pages 3 and 4. 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) – a maximum of three 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.

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** from Tasks 1 to 5.

Task 1 (1.1)

How useful is market mapping in helping the business you have chosen to identify the key features of its market?

You could:

- investigate a business that provides goods or services
- conduct primary and/or secondary research into this business
- use this primary and/or secondary research to identify the key features of the good or service provided by this business. You might consider factors such as price and quality
- produce a market map for this business showing its position in relation to its competitors
- present useful information/data to support the points you are making
- analyse how the market map could be useful to this business in identifying key features of the market
- using your analysis, arrive at a supported judgement which states the usefulness of market mapping to this business.

Task 2 (1.2)

To what extent is thinking creatively important to the success of the business you have chosen?

You could:

- investigate a business for which thinking creatively is an important aspect
- identify the way(s) in which the owner of this business thinks creatively
- research how thinking creatively contributes to this business gaining a competitive advantage in its market
- research at least one factor – other than thinking creatively – that also contributes to the success of this business
- present useful information/data to support the points you are making
- analyse the presented information/data
- using your analysis, arrive at a supported judgement that considers the importance of thinking creatively to this business.

Task 3 (1.3)

What is the most appropriate method for the business you have chosen to increase its profits?

You could:

- investigate a business which provides a good or a service
- use primary research to briefly outline the current methods this business uses to ensure it is profitable
- use primary and/or secondary research to identify 2–3 other appropriate methods this business could use to increase its profits
- present useful information/data to support the points you are making
- analyse these different methods this business could use to increase its profit
- make supported recommendations for how this business might increase its profit
- using your analysis, arrive at a supported judgement that states the most appropriate method by which this business can increase its profits.

Task 4 (1.4)

How might the business you have chosen improve its recruitment process?

You could:

- choose a business which will allow you to investigate how it recruits employees
- use primary research to briefly outline the current recruitment process
- identify 2–3 techniques this business could use to improve its recruitment process
- present useful information/data to support the points you are making
- analyse how these techniques would improve the recruitment process of this business
- using your analysis, arrive at a supported judgement which states the most appropriate technique this business can use to improve its recruitment process.

Task 5 (1.5)

To what extent have changes in interest rates affected small businesses in the UK in recent years?

You could:

- conduct secondary research into how interest rates have changed over the last five years
- use primary and/or secondary research to investigate the impact of these changes on either a real business or small businesses in general
- present useful information/data to support the points you are making
- analyse the extent to which changes in interest rates have affected the business you have chosen or small businesses in general
- using your analysis, arrive at a supported judgement on how this business, or small businesses in general, have been affected by interest rate changes.