

Edexcel GCSE

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

Controlled Assessment

Valid from September 2013 to May 2014

Paper Reference

5BS02/01

You do not need any other materials.

These controlled assessment tasks are valid from September 2013 to May 2014. Centres must submit their moderation sample(s) by 15 May 2014.

Please note that these controlled assessment tasks will **ONLY** be valid for assessment in Summer 2014. 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 a small business on which to base their investigation if appropriate to the task. Centres may provide guidance to students 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)

What would be the most suitable location for a small business to start-up in your local area?

You could:

- choose a specific small business such as a takeaway or florist
- use primary and/or secondary research to identify positive and negative factors which might affect the success of this new business
- investigate your local area as a possible location for the start-up of this new business
- use primary and/or secondary research to identify at least 2–3 possible locations that might be suitable for this new business
- present useful information/data to support the points you are making
- analyse the advantages and disadvantages of each identified location
- using your analysis, arrive at a supported judgement that identifies the most suitable location in your local area for this new business.

Task 2 (1.2)

What has been the most important enterprise skill required by the owner of a local business?

You could:

- research how enterprise skills might contribute to the success of the business
- investigate a business where the owner will allow you to carry out an interview
- interview the owner to identify examples of different enterprise skills used when setting up the business
- investigate the different enterprise skills used by the owner, finding examples of each
- 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 explains the most important enterprise skill required by the owner of this business.

Task 3 (1.3)

To what extent are financial objectives more important than non-financial objectives for people who choose to start their own business?

You could:

- investigate the difference between financial and non-financial objectives
- conduct primary and/or secondary research to identify the different objectives of the owners of businesses
- present useful information/data to support the points you are making
- analyse the different objectives owners of businesses have, identifying any patterns
- using your analysis, arrive at a supported judgement that states the extent to which financial objectives are more important than non-financial objectives for people who choose to start their own business.

Task 4 (1.4)

What is the most important way the small business you have chosen meets customer needs?

You could:

- choose a small business that meets the needs of its customers
- using primary research, investigate at least three different ways in which the small business meets the needs of its customers
- present useful information/data to support the points you are making
- analyse the different ways in which the small business meets the needs of its customers
- using your analysis, arrive at a supported judgement that states the most important way in which the small business meets customer needs.

Task 5 (1.5)

To what extent have changes in the exchange rate in recent years affected the business you have chosen?

You could:

- choose a business for which exchange rates are important
- conduct secondary research to find out what has happened to the exchange rate of the pound (£) against other currencies in recent years
- interview the owner(s) to investigate how recent changes in the exchange rate have affected the business
- present useful information/data to support the points you are making
- analyse the extent to which recent changes in the exchange rate have affected the business
- using your analysis, arrive at a supported judgement that states the extent to which changes in the exchange rate in recent years have affected your chosen business.