

Pearson Edexcel GCSE

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

Controlled Assessment

Valid from September 2015 to May 2016

Paper Reference

5BS02/01

You do not need any other materials.

These controlled assessment tasks are valid from September 2015 to May 2016. Centres must submit their moderation sample(s) by 15 May 2016.

Please note that these controlled assessment tasks will **ONLY** be valid for assessment in Summer 2016. 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 around 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 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 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)

To what extent is the business you have chosen successful in meeting its customers' needs?

You could:

- choose a small business
- use primary and/or secondary research to identify customer needs for this business
- identify at least 2 methods the business uses to meet the needs of its customers
- present useful information/data to support the points you are making
- analyse the different methods the business uses to meet its customers' needs
- using your analysis, arrive at a supported conclusion that indicates the extent to which the business meets its customers' needs.

Task 2 (1.2)

Which enterprise skill has been most important for the entrepreneur you are investigating?

You could:

- investigate what is meant by enterprise skills
- choose a small business owned by an entrepreneur, where the owner will allow you to carry out an interview
- interview the owner to identify specific examples of the different enterprise skills they have demonstrated
- 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 which enterprise skill has been most important for this entrepreneur.

Task 3 (1.3)

Which is the most appropriate method to increase revenue for the business you have chosen?

You could:

- choose a small business
- investigate what is meant by revenue
- conduct primary research to identify at least 2-3 different methods the business uses to increase revenue and how effective these methods are
- present useful information/data to support the points you are making
- analyse the different methods the business uses
- using your analysis, arrive at a supported judgement that states the most appropriate method the business uses to increase revenue.

Task 4 (1.4)

Which is the most important element of the marketing mix for the small business you have chosen?

You could:

- choose a small business
- using primary research and/or secondary research, investigate the four different elements of the marketing mix - Price, Product, Promotion and Place – used by the business
- identify how the elements of the marketing mix are used in this business
- present useful information/data to support the points you are making
- analyse the different ways in which the elements of the marketing mix are important for the business
- using your analysis, arrive at a supported judgement that states the most important element of the marketing mix for this business.

Task 5 (1.5)

Oil is an important commodity. To what extent have demand factors been more important than supply factors in explaining the change in the price of oil over the last 12 months?

You could:

- conduct secondary research to find out what has happened to the price of oil over the last 12 months
- research 2-3 different causes of the fluctuation in the price of oil and categorise these into demand and supply factors
- present useful information/data to support the points you are making
- analyse the impact of supply and demand factors and their impact on the price of oil
- using your analysis, arrive at a supported judgement that states the extent to which demand factors have influenced the price of oil, and how far these factors have been more or less important than supply factors.