

Head of Business

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Dear Head of Business

IMPORTANT

Notification of change to examination papers from June 2009

I am writing to inform you of the changes to the following Applied GCE Business examination papers with effect from the Summer 2009 examination series.

- **6916/01- Investigating Business**
- **6916/01W - Investigating Business**
- **6921/01 - Investigating Promotion**
- **6921/01W - Investigating Promotion**
- **6925/01 - Marketing Decisions**
- **6925/01W - Marketing Decisions**

As part of a regular review programme QCA undertook a full scrutiny of the GCE Applied Business qualification in 2007. QCA indicated that there should be further opportunities within the examination papers for extended writing.

Extended writing questions are predominately more open questions that encourage candidates to demonstrate what they know, understand and can do. These questions typically require a more developed response, although the questions will be accessible to candidates of all levels.

The changes will take effect from the Summer 2009 examination series and will be applicable to the above papers until the end of the lifecycle of the current specification.

The content and standard of each unit of the specification remain unaffected by these changes. The papers will continue to be a total of 90 marks and 1 hour 30 minutes. An outline of the changes is provided in this letter. A full exemplar paper, together with a mark scheme and commentary for the extended writing questions can be found on the Edexcel website: <http://www.edexcel.com/quals/gce/gce-leg/business/applied/Pages/default.aspx>



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Outline of the changes:

The structure of the papers will remain the same as previous examination series. However, some short answer questions will be removed to provide greater opportunity for extended writing. Below is an overview of the structure of each paper. Changes are indicated by the asterisks (*).

6916/01 - Investigating Business

6916/01W - Investigating Business

- 1 hour 30 mins
- total 90 marks
- short answer questions will still feature in the paper as in previous examinations
- *there will be 2 or 3 extended writing questions worth a total of 10-12 mark each**
- the last two parts of questions 1, 2 and 3 will continue to ask candidates to refer to a business that they have studied. There will be no change to the format or marks for these parts

6921/01 - Investigating Promotion

6921/01W - Investigating Promotion

- 1 hour 30 mins
- total 90 marks
- short answer questions will still feature in the paper as in previous examinations
- *there will be 2 or 3 extended writing questions worth a total of 10-12 mark each**
- Questions 8-10 will still ask candidates to refer to a business that they have studied. There will be no change to the format or marks for these questions

6925/01 - Marketing Decisions

6925/01W - Marketing Decisions

- 1 hour 30 mins
- total 90 marks
- some short answer questions will still feature in the paper as in previous examinations
- *there will be 2 or 3 extended writing questions worth a total of 10-12 mark each**
- Questions 7-8 will still ask candidates to refer to a business that they have studied. There will be no change to the format or marks for these questions

Candidates should be advised of the changes outlined in this document in order to prepare for this type of question in the examination series in Summer 2009 and onwards.

Should you have any further queries about this please do not hesitate to contact Edexcel on the numbers provided at the end of this letter.

Yours sincerely

Olive McEntagart

Applied & International Operations Manager

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Subject specific questions for our senior examiners can be emailed to:

gceappliedbusiness@edexcel.org.uk (please allow up to 48 hours for a response to your query)

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