

Examiners' Report/ Principal Examiner Feedback

Summer 2010

GCE

GCE Applied Business (6920) Paper 01

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PM report on unit 6920/01

Moderation Process

Overall, centres forwarded samples on time and an accurate number of sample portfolios were provided.

Assessment Objectives and Mark Band Evidence

Overall, the assessment objectives for this unit were met adequately, however some centres submitted only written reports. Centres are reminded that the evidence requirements for this unit include a presentation, detailed witness statement and a written report. Where only a Power Point presentation and witness statement were submitted as evidence, learners only accessed marks in Mark Band one, this was due to lack of detail in the presentation and the witness statements.

Strand A, Learners presented a description/explanation of internal and external customers and their needs and expectations. However, in some cases learners only focused on one business. Centres should encourage learners to select contrasting businesses. The needs and expectations of customers were identified however, in some cases customer needs and expectations were very similar or generic as a result of selecting similar organisations i.e. Virgin and Easy Jet. Evidence for how the organisations met customer needs and expectations was weak or not addressed.

Strand B, Strengths and weaknesses of customer service activities were implied in some portfolios. In main the evidence for this particular assessment objective was weak, as Learners focused on strengths and weaknesses of the organisation and not customer service activities. Learners should be encouraged to elaborate on the strengths and weakness, stating why they felt this was a strength or weakness for each activity this evidence should then be developed further by making suggestions for improvements for identified weaknesses.

Strand C, Attempts were made by learners to describe/ explain how the chosen business maintains, monitors and improves customer service. In some cases lack of research limited learners in generating the evidence required for this assessment objective and mark bands. In this moderation series learners often concentrated on how customer service was monitored and application of maintaining customer service was often omitted or implied.

Strand D Learners identified and described UK legislation well. However, centres are reminded to apply current legislation to the chosen business. The choice of business in some cases limited learners in applying EU legislation. Evidence of working procedures was limited. Learners should be encouraged to use the research gathered on working practices. Useful information on EU legislation can be found on the following websites.

<http://www.dti.gov.uk/ccp/topics.htm>

<http://www.dti.gov.uk/ccp/topics1/pdf1/bencheu.pdf>

<http://www.dti.gov.uk/er/emar/wtr.pdf>

Assessment

Assessors should be encouraged to annotate achievement of assessment objectives and mark bands against the evidence.

Unit Guidance

Centres should ensure learners select contrasting businesses as per unit specification; this will enable learners to generate evidence requirements for the higher mark bands. It is recommended that centres do not select shopping malls or retail parks as this may limit scope for developing evidence for higher mark bands.

Centres need to encourage learners to research fully (primary and secondary) in order to support the evidence requirements for the higher mark bands for each strand. Analysis of primary research should be included as evidence, together with secondary research.

It is recommended that centres encourage learners to produce written work and then extract the presentation from the written work, this will enable learners to submit detailed evidence towards the assessment objectives and higher mark bands. Learners should submit both elements of evidence for this unit. A presentation supported by a detailed witness statement and a written report as this is a requirement of the unit specification.

It is recommended that a school/college is only used to provide evidence for strand A. Centres should encourage learners to investigate the same organisation for strands B, C, and D where possible.

Evidence for UK and EU legislation should reflect the changes in Consumer Protection Legislation.

Grade Boundaries

At the E/U boundary learners demonstrated basic knowledge and understanding of key customer service concepts. At this grade boundary, learners presented limited evidence of application, analysis and evaluation. For strand A, learners showed a basic understanding of different types of customers and their needs and expectations for two organisations. Research for this strand was limited or implied. For strand B basic/limited application of knowledge and understanding was demonstrated for strengths, weaknesses and recommendations of customer service activities. Strand C Evidence of research was implied/limited at this grade boundary. Strand D For strand D at this grade boundary, evidence of Legislation was limited in particular, EU legislation. Legislation links to the organisation's product/service was limited.

At the A/B boundary learners were able to demonstrate in depth knowledge and understanding of key customer service concepts. Evidence was supported by good research, clear application, analysis and evaluation. For strand A learners demonstrated good knowledge and understanding of different types of customers and their needs and expectations for two organisations. Analysis and evaluation was effective for this strand. For Strand B strengths and weaknesses of customer service

activities were analysed and evidenced, suggestions for improvements were recommended based on research. For Strand C learners evidenced relevant up to date research to demonstrate how customer service is monitored and maintained within the organisation. For Strand D at this grade boundary, learners were able to apply and evaluate UK customer service legislation effectively. Evaluation of EU legislation was limited.

Grade Boundaries - June 2010

6920	Total	A	B	C	D	E
Raw Mark	60	48	42	36	30	24
UMS	100	80	70	60	50	40

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