

Examiners' Report/ Principal Moderator Feedback

Summer 2010

GCE

GCE Applied Business Coursework (6928) Paper 01

Edexcel is one of the leading examining and awarding bodies in the UK and throughout the world. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers.

Through a network of UK and overseas offices, Edexcel's centres receive the support they need to help them deliver their education and training programmes to learners.

For further information, please call our GCE line on 0844 576 0025, our GCSE team on 0844 576 0027, or visit our website at www.edexcel.com.

If you have any subject specific questions about the content of this Examiners' Report that require the help of a subject specialist, you may find our Ask the Expert email service helpful.

Ask the Expert can be accessed online at the following link:

<http://www.edexcel.com/Aboutus/contact-us/>

Alternatively, you can speak directly to a subject specialist at Edexcel on our dedicated Business and Economics telephone line: 0844 372 2187

Summer 2010

Publications Code UA023443

All the material in this publication is copyright

© Edexcel Ltd 2010

PM report on unit 6928/01

General Comments

A number of centres did not set/ organise suitable events. A number were too small, had too many pre-arranged or school arranged activities and did not leave sufficient work for the candidates to assess feasibility, plan and deliver the event. Examples of inappropriate activities seen included annual discos, annual tournaments, annual visits, small demonstrations to other candidates, visits lacking any real aim.

Where suitable size events happened then the approach was generally good although some candidates failed to actually describe their role in the event. This was often a reason why centres went out of tolerance with centre assessors awarding marks from their knowledge of the candidate's role/ participation in the event.

In a small number of centres the planned events did not happen. This caused problems as candidates could not access marks in mark band C and many of the marks in mark band D.

Witness statements &/or photographs to confirm that the event was held and the participation of the candidates are vital to this unit and these were often missing. Where included, these proved useful and supported the evidence of the group work, however, the use of photographs must be in line with the centre's policy on photographs and parental consent.

Most centres adopted a group work approach to the planning and delivery. There were a small number of centres that submitted group reports and these were not acceptable as each candidate must individually address the assessment criteria.

Many candidates performed less well on this unit compared to other units due to lack of participation. Where there was an active role undertaken candidates tended to score high marks.

Candidates tended to like the practical nature of the event and performed very well.

Areas of Specification

"Telling the story" rather than addressing the criteria is a problem with this unit. **Strand A:** Feasibility research was often limited, especially where the event was an annual one or where the event was not the required "substantial event". Primary research was usually questionnaires about choices of event or interviews with staff who had run the event in the previous year.

Results were not usually analysed. Secondary research was usually research into travel costs or costs of physical resources. There was little prioritisation or reasoned conclusions. Where centres divided groups up into smaller groups working on research and feasibility on various events but then did "other" events, problems were caused as candidates had not covered feasibility for the chosen event.

Strand B: Constraints were usually present however risk assessment was often poor but is improving. A number of candidates simply referred to the completion of their centre's risk assessment documentation by staff. These did not demonstrate knowledge or understanding of risk assessment. There is increasing amounts of prioritisation, ranking or rating of risks to probability of happening and severity of outcome.

Insurance needs again tended to be covered under the statement that the centre's insurance covered all risks. Some candidates did explain different types of insurance and apply them to the event. Planning tools were often missing or included and not explained. Candidates displayed a lack of understanding of CPA, Gantt charts, etc. The link between planning tools, constraints and contingency planning was often missing and generally not understood.

Strand C: As stated above: Witness statements &/or photographs to confirm that the event was held and the participation of the candidates are vital to this unit and these were often missing. Candidates often failed to fully explain their input or simply referred to "we". The better answers gave detailed accounts of the candidate's contribution through all stages of planning and holding the event. Where clear and detailed witness statements showing significant sustained participation were present, centres could move candidates into mark band 3. Some candidates failed to describe the event itself.

Strand D: Evaluation was often poor. Few candidates referred back to original aims and objectives. A small number of centres collected feedback questionnaires from participants and used these effectively. Increasing evidence of use of exit questionnaires for evaluation

Assessment was mixed, a number of centres assessed appropriately whilst others tended to be lenient.

There was little evidence of standardisation, however most centres only had one assessor per unit.

Most centres submitted their work before the deadline.

Grade Boundaries - June 2010

6928	Total	A*	A	B	C	D	E
Raw Mark	60	55	50	44	38	32	27
UMS	100	90	80	70	60	50	40

Further copies of this publication are available from
Edexcel Publications, Adamsway, Mansfield, Notts, NG18 4FN

Telephone 01623 467467

Fax 01623 450481

Email publications@linneydirect.com

Order Code UA023443 Summer 2010

For more information on Edexcel qualifications, please visit www.edexcel.com/quals

Edexcel Limited. Registered in England and Wales no.4496750
Registered Office: One90 High Holborn, London, WC1V 7BH