

# Moderators' Report/ Principal Moderator Feedback

June 2011

GCE Applied Business (6928)  
Paper 01

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## ORGANISING AN EVENT

This is a popular option for those centres doing the double Award. The candidate is required to take part in organising an event. The work is carried out in groups but the report is written up individually. The choice of the event and group size is vital to success. The event must be complex enough and the group small enough to allow each candidate to have a significant input into the planning and running of the event. Charity events, school fairs, trips and evening events for learners in other school years continue to be popular choices. The weakest submissions included a one off selling refreshments one lunch time and providing support at parents' evenings.

**Strand A:** Candidates are required to show evidence of research into the feasibility of the event and to give aims and objectives. They provide evidence of primary and secondary research which includes qualitative and quantitative data from a range of sources.

Lower marks were achieved where there were omissions/imbalance in coverage of factors, e.g. only aims, objectives and outcomes with no mention of financial constraints.

The highest scoring candidates provided detailed research into all aspects of viability of the event, all sources were referenced and clear application of research to the event and justified conclusions to appropriate resources were made.

**Strand B:** This strand has the assessment of QWC in it. Candidates plan the event and cover a range of constraints. A risk assessment and contingency plan is produced. Candidates also cover insurance needs.

In this band the lowest scoring candidates had an imbalance of coverage, but at least two constraints were usually considered, e.g. physical constraints were described superficially and without much thought as to how they might be dealt with. Time constraints were put in a simple time line, but with no attempt to explain the planning. There was some deeper coverage of the legal constraints but this looked selectively at relevant contract, negligence and health and safety law, with accurate but not derivative information and application to the event.

The candidates who scored highly covered all constraints in equal detail. Explanation and application related specifically to the event. There was clear application of the physical requirements to the funding required. There was evidence of a projection of likely costs that were compared with actual costs in the evaluative part of the work. The physical constraints were described in detail. A simple time line and critical path analysis of the project were included. There was an accurate descriptive summary of the legal principles relating to contract negligence and health and safety law in the context of the project. The description of the law was selective and with clear application. The risk assessment was often a standard form with some justification for the assessed levels of risk of different aspects of the project.

There was identification of essential and some non-essential insurance requirements with some explanation of the reasons for inclusion and likely costs.

**Strand C:** This strand covers the contribution of the candidate to the staging of the event. This requires a witness statement to support evidence produced by the candidate. Witness statements were often missing. Candidates explain their own role and provide a self-evaluation.

The lowest scoring candidates produced evidence that was superficial, with major aspects of the event omitted. For example, there was list-like coverage of how well some aspects of the event went in the report, without any critical comments, contingency plans or adjustments made or the reasons they were needed. The evaluation of own performance was very subjective and superficial.

The highest scoring portfolios included detailed information on significant participation in the staging of the event, with in-depth objective explanation of own role and justified conclusions.

**Strand D:** For this strand, candidates evaluate the success of the event. Viability will be covered.

At the lower end of the mark range, candidates gave a basic evaluation of the successes and failures in the project as well as simple recommendations for improvements. This was brief, simplistic and often superficial, with limited connection between the evidence of success or failure and the recommendations. There were submissions where there was no attempt to evaluate either success or failure.

At the higher end of the mark range there was a judgement (evaluation) of the successes and failures in the project as well as recommendations for improvements. There was a sound and detailed connection between the evidence of success or failure and the recommendations.

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