

Moderator's Report/  
Principal Moderator Feedback

January 2012

GCE Applied Business (6917)  
Paper 01

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## **GCE Applied Business: Unit 6917**

### **Principal Moderator's Report, January 2012**

The candidate is required to investigate planning starting a business. Candidates should not investigate an existing business as this will not allow them to cover the assessment criteria. All centres seen correctly investigated setting up a new business, none investigated existing businesses.

Most centres assessed the criteria appropriately. Some of the work appeared to be re-submissions from earlier series but was still found to be have been marked leniently as in previous series where work had been submitted. Centre assessors are reminded to take on board feedback given in their E9 Moderator Reports when preparing for future series.

For this unit little reference was made to QWC by centre assessors. Where this was present it was not separately identified within the allotted strand.

Overall the standard of work across the four strands was much as in previous windows.

#### **Strand A:**

This strand covers AO1, 2 & 3. It also is the strand in which QWC is assessed. This results in the strand's content being marked out of 12 and up to 3 marks for QWC.

Candidates should cover the key planning factors associated with starting a business. The candidate is required to investigate aims and objectives, legal aspects of starting a business, stakeholders and research the market.

#### **Strand B:**

The candidate is required to show knowledge and understanding of physical, human and financial resources plus show how quality will be managed within the business.

#### **Strand C:**

This section covers financial monitoring and management with candidates required to produce start up and running costs, break even and cash flows. The advantages and limitations of using these statements in financial monitoring and management. Other financial statements are produced to show how these are used in financial management.

#### **Strand D:**

Often seen as an add on, this strand covers business software. Generic applications are initially covered and dedicated packages covered to move into higher mark bands. Candidates must look at how these packages improve efficiency in the business.

The completion of the mark record sheets was, generally, accurate although in a number of instances there was a mis-match between totals on the work and what was shown on the OPTEMS.

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