

Moderator's Report/
Principal Moderator Feedback

January 2012

GCE Applied Business (6929)
Paper 01

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Unit 6929 - External Influences on Business

To successfully achieve this unit, learners need to demonstrate an appropriate level of understanding and application of knowledge across the full range and scope of the unit outcomes, in particular the unit assessment outcomes/criteria, the specific AOs, and the mark band (MB) distributions (Applied Business Awards Specifications Pages 148 to 149). In as much as learners need to show a clear understanding of the subject and the practical application of the unit requirements from a balanced contribution across the four knowledge/applications Strands, the related AOs and marking criteria bands.

Therefore

- Provide clear coverage of the four issues influences on a business, with suitable exemplar material to support the discussion.
- Explain the positive and negative aspects of the key issues on a business.
- Show judgement in the selection and appropriate presentation of the findings in a suitable format.
- Evaluate the business external issues, the business influences and the wider organisational context, thus beings aware of the issues, problems and/or opportunities
- Show QWC in strand (d).

The work sampled indicated an adoption of the chair's reports suggested from previous reports and training material as the main format for presentation.

Internal Standardisation

Suitable marking by centres was evident however in assessing higher performance assessors need to consider the depth and scope of material in terms of quantity of examples and the quality of reasoning and evaluation in the candidates work to award the higher marks.

Enhancing Assessment

Candidates should be encouraged to select a business which is of sufficient size, structure and product and/or service range to allow all four influences to be examined to an appropriate depth.

Centres should encourage fuller/wider consideration of the range, value, up to date and appropriateness of the information being used and applied. For higher grade performance it is expected the most up to date and current references material should be used and considered, in line with the specification guidance.

The research data/material should be filtered and evaluated for appropriateness (covering AO2 and AO3) to the business of choice and the influence under discussion, this will enhance the quality of the documentation (as a balance between within the body of the document and appendices would be shown) and offer the opportunity for fuller consideration of the appropriateness of the material presented for each influence, as required for MB3.

For stand (d) a clear justification should be made for each influence/impact with a wider consideration of the chosen business context, beyond the descriptive/generic, which is required to go beyond lower MB2.

The marks for QWC should be clearly identified within the assessment of this strand.

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