

Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications are awarded by Pearson, the UK's largest awarding body. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information visit our qualifications websites at www.edexcel.com or www.btec.co.uk. Alternatively, you can get in touch with us using the details on our contact us page at www.edexcel.com/contactus.

Pearson: helping people progress, everywhere

Pearson aspires to be the world's leading learning company. Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your students at: www.pearson.com/uk

Summer 2015

Publications Code UA040777

All the material in this publication is copyright

© Pearson Education Ltd 2015

GCE Applied Business (6929) June 2015

General Comments

To successfully achieve this unit, students 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 assessment objectives (AOs), and the mark band (MB) distributions. In as much as students 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, in relation to the Unit specifications (p145 and 157) students should:

- Provide clear coverage of the four issues influences on a business, with suitable exemplar material to support the discussion.
- Include relevant and up-to-date information, from a suitable range of sources and examples with appropriate materials presented in support of the final issue conclusions.
- Use appropriate techniques and methods on the collection of information and analysis, showing awareness of the selection and relevance of information, issues, problems or opportunities.
- Explain the positive and negative aspects of the key issues on a business.
- Show judgment 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 being aware of the issues, problems and/or opportunities.
- Quality of written communication (QWC) in strand (d).

It should be noted that the unit has four prescribed issues to address and each strand focuses specifically on an individual AOs and influence, and QWC is identified within strand (d).

The work sampled would indicate the styles of presentation of the chair's report that are being used are as suggested in previous moderation reports. Suitable supporting documentation provided to explain and highlighting the four external issues that the company may/is facing over the next years.

Candidates demonstrated a good understand of the four external factors, with suitable amount of research data generated which for the higher grades is filtered, evaluated and used as appropriate to the business and influence under discussion. It should be noted that all four influences should be covered to an equitable level.

Authentication

Evidence to confirm originality of student work is with the Assessment Marking Forms via counter signed tutors statements and must be completed for all students.

Standardisation

Samples provided would indicate centres were able to interpret the unit assessment criteria and marking scheme in a consistent fashion Centres are using the full range of marks available.

QWC assessment mark outcome could be more explicit within the mark tracking documentation

Suitable internal standardisation by centres was evident.

Enhancing Assessment

Centres are remaindered.

1. Chairman's reports must be produced, although no specific structure is suggested, an introductory/summary should be present to contextualise their findings.
2. Students should be encouraged to select a business, it is recommended to use a UK based company, which is of sufficient size, structure and product and/or service range to allow all four influences to be examined to an appropriate depth.
3. All influences should be from a UK perspective, (as outlined in the unit content specification), therefore the legal and economic influences should be described and where necessary alternative country legislation and economic situation be explained and compared to that of the UK to show equability or difference in influences.

Grade boundaries for this, and all other papers, can be found on the website on this link:

<http://www.edexcel.com/iwantto/Pages/grade-boundaries.aspx>

