

Examiners' Report/ Principal Examiner Feedback

January 2010

GCE

GCE Applied Business (6929) Paper 01

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PM Report on coursework paper 6929/01 - External Influences on Business -
January 2010

General Comments

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. 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.

In relation to the Unit learners 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 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

The report should be supported by supplementary documentation that explains and highlighting the external issue (including evidence of research) that the company may/is facing over the next years.

It should be noted that the unit has four prescribed issues to address and each strand focuses specifically on an individual AO and performance descriptor. Therefore, 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. Where candidates select a non-UK based organisation, the influences should still be addressed primarily from a UK perspective, (as outline 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.

Candidates demonstrated a generally good understanding of the overall external factors (strand (a)), with a substantial amount of research data generated in some cases. However, this material needs to be filtered, evaluated and used as appropriate to the business and influence under discussion, thus enhancing the overall quality of the report, for MB2/3 in strands (b) and (C). Centres should encourage a fuller and wider consideration of the range, value, currency and appropriateness of the information being used and applied. Although guidance on currency of material is given within the specifications, where appropriate new material e.g. legislation, which has been introduced subsequently then this should be referenced as appropriate.

For stand (d) a clear justification should be made about each of the four influences on the business and some consideration of the wider business context beyond descriptive/generic.

Grade Boundaries - January 2010

| 6929 | Total | A* | A | B | C | D | E |
|----------|-------|----|----|----|----|----|----|
| Raw Mark | 60 | 54 | 49 | 43 | 37 | 32 | 27 |
| UMS | 100 | 90 | 80 | 70 | 60 | 50 | 40 |

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