

Examiners' Report/ Principal Moderator Feedback

Summer 2010

GCE

GCE Applied Business Coursework (6927) Paper 01

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PM report on unit 6927/01

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 AO's, and the mark band (MB) distributions (Applied Business Awards Specifications Pages 109 to 114). 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 AO's and marking criteria bands.

Therefore, in relation to the Unit specifications (p109 and 110) learners should:

- Explain the impact and opportunities created for businesses in international context.
- Present relevant and up-to-date information, from a range of sources, on the factors influencing the establishment of an international presence.
- Perform an investigation into the chosen (international) businesses.
- Identify the advantages and disadvantages in the growth potential for a business supported by international organisations (WTO etc).

- Prioritise evidence and show judgement in the selection and presentation of findings
- Present exemplar material appropriate to support their conclusions
- Explain the strengths and weaknesses in all aspects of creating/developing a presence as offered to a business within an international context.
- Examine the opportunities and challenges offered by global business
- Explore and present conclusions and outcomes, reflecting the positive and negative aspects for Host countries, international organisations and businesses operating in an international environment.

For strand (a), Two businesses should be identified, they should be of a contrasting nature and spread of international/global coverage (EU and Global is suggested in the unit specification) as this would provide variety, comparison and variation. It should be noted, that the appropriateness of the businesses selected is significant for the potential achievement of the higher band.

The research material and examples of the factors that influence a business in creating an international presence should be sufficient in volume, quality and appropriateness to fulfil MB2/3. Candidates should be encouraged to select the chosen business for strand (b) from those used in strand (a).

The selection of International Organisation (IO) and the effect they can have on a business are generally covered although rather generically, for MB3 candidates need

to show clearly the link and relevance between the IOs and the business under discussion.

Candidates demonstrated a general understand of the issues relating to the growth in Global/Multi National Corporations(MNC), in terms of GDP and consumer impact, further consideration of the wider socio-economic and environmental aspects on the Host country could have been included.

Authentication

Centres should include evidence to confirm originality of learner work, the counter signature of the Assessment Marking Forms by tutors is critical in this process.

Standardisation

Consistent marking was evident however, in assessing higher grade performance, assessors need to consider the depth, scope and quality of examples and quality the material used and its application in context to award the higher MB3 marks.

Enhancing Assessment

It would be of value to encourage candidates to select the chosen business for strand (b) from those used in strand (a), this would provide a base for material research, and be supplemental to that collected for stand (a).

Centres should ensure, when assessing especially in relation to the higher mark bands across all stands that clear evidence of explanation, critique and analysis of how/why the two businesses would consider and/or have a global activity, with good examples to support the MB2/MB3 marks.

For a **Strand (c)** higher grade performance, more detailed analysis and consideration of the wider range of influences, from a business perspective, offered by an International Organisations is required and should be relevant to the business of choice.

Strand (d), candidates should consider looking beyond the financial and consumer/customer impact, to the wider socio-economic, suppliers, distribution and environmental aspects on the Host country.

Grade Boundaries - June 2010

6927	Total	A*	A	B	C	D	E
Raw Mark	60	55	50	44	38	32	26
UMS	100	90	80	70	60	50	40

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