

Examiners' Report/
Principal Examiner Feedback

Summer 2012

GCE Applied Business (6917)
Paper 01

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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.

Centres correctly investigated setting up a new business rather than investigating existing businesses.

The majority of centres marked the work appropriately based on the assessment criteria for this unit.

Little reference was made to QWC by centre assessors with the majority of centres not separately identifying QWC marks within the allotted strand.

Overall the standard of work across the four strands was very similar to previous series.

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.

An increasing number of candidates are including a marketing mix in this strand. This is not required and no credit can be given to it.

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.

A number of candidates are covering financial resources first. This should be the final resource covered as the start up and running costs of the human and physical resources should determine how much finance is required and also the sources of finance to be considered.

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 mismatch between totals on the work and what was shown on the OPTEMS. Some centres sent the top copies of the OPTEMS to the moderator rather than to the Pearson Assessment address.

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