

Principal Examiner Feedback

Summer 2010

Principal Learning

Principal Learning - Business, Administration &
Finance - BA308 Responding to Change

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Contents

1.	General Comments	p.3
2.	Question Analysis	p.3
3.	Statistics	p.4

BA308 - Responding to Change

Introduction

This is the second time this externally assessed unit has been examined and this time round most learners were able to make a better attempt at answering the questions. Centres are once again reminded that examination papers will test a learner's knowledge about a specific change theory. In this series the theory was Lewin. Learners who fail to use the specific theory requested will find their marks limited to mark band 1.

Responses to questions

In this series, candidates attaining a grade E were expected to be able to answer, correctly, questions 1 to 5, 6, 7, 8a and 9. Learners around this boundary were not expected to do well on questions 8b, and 10. At the A*/A boundary, questions 8b and 10 provided evidence of good understanding and analysis of the data provided.

Q6a Many learners were able to identify a number of ways EMI could reduce the deficit, and many made good use of the stimulus material.

Q6b At the E/D level, there was very little analysis in the learners' answers. For example many learners suggested a switch to internet downloads had contributed to the loss, but failed to further develop their answer by suggesting the extent to which this, rather than an alternate factor, was to blame.

Q8a Most learners were able to identify ways to overcome resistance to change. However some learners did not read the question correctly and discussed reasons for resistance rather than ways to overcome the resistance.

Q8b A number of learners struggled to show an understanding of Lewin. Answers using other theorists were restricted to mark band 1. A*/A level learners however were able to develop their work to analyse why knowledge of Lewin could be used. They used the stimulus material well and also made evaluative comments about the likelihood of success in using this theory.

Statistics

BA308

Grade	Max Mark	A*	A	B	C	D	E	U
Raw mark boundary	50	45	39	33	28	23	18	0
Uniform mark scale boundary	7	6	5	4	3	2	1	0

Notes

Maximum Mark (raw): the mark corresponding to the sum total of the marks shown on the Mark Scheme or Marking Grids.

Raw boundary mark: the minimum mark required by a learner to qualify for a given grade.

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