

Please read the instructions printed at the end of this form. **One** of these sheets, suitably completed, should be attached to the assessed work of **each** candidate

Specification Code	1491	Unit Code	4863		Session	Jan / June	Year	2	0	0
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Centre Name		Centre Number				
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Candidate Name		Candidate Number			
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Evidence: a portfolio based on your investigation of two contrasting businesses.

Criteria			Teacher Comment	Location
<p>a1 Describe the following features of your two chosen businesses: Activity; Location; Ownership; Aims and objectives.</p> <p style="text-align: right;">0 1 2 3 4</p>	<p>a2 Compare the following features of your two chosen businesses and identify the main differences between them: Activity; Location; Ownership; Aims and objectives.</p> <p style="text-align: right;">5 6 7</p>	<p>a3 Having fully explored the following features of your two chosen businesses, suggest and justify changes that each could make to enable them to be more effective: Activity; Location; Ownership; Aims and objectives.</p> <p style="text-align: right;">8 9 10</p>	<p style="text-align: center;">Mark</p>	
<p>b1 Describe the type of work carried out by at least three functional areas of one of your chosen businesses.</p> <p style="text-align: right;">0 1 2 3 4 5 6</p>	<p>b2 Explain, using examples, how at least three functional areas of one of your chosen businesses work together to support the business activity.</p> <p style="text-align: right;">7 8 9 10</p>	<p>b3 Evaluate how effectively at least three functional areas of one of your chosen businesses work together to achieve the aims and objectives of the business.</p> <p style="text-align: right;">11 12 13</p>	<p style="text-align: center;">Mark</p>	

Criteria			Teacher Comment	Location
<p>c1 For one business describe the different methods of oral and written communication used and describe, with examples, how it uses ICT to communicate and operate.</p> <p>0 1 2 3 4 5 6 7</p>	<p>c2 For the business selected in c1 analyse the effectiveness of the communication methods used: inside functional areas; between functional areas; with people and organisations outside the business.</p> <p>8 9 10 11 12</p>	<p>c3 On the basis of their analysis, for the business investigated in c1 and c2, suggest and justify alternative or improved methods of communication: inside functional areas; between functional areas; with people and organisations outside the business.</p> <p>13 14 15</p>		
<p>d1 Identify the main external influences on your two chosen businesses including reference to competitors, economic conditions and environmental constraints.</p> <p>0 1 2 3 4 5</p>	<p>d2 Explain the impact on your two chosen businesses of changes in external influences, including reference to competitors, economic conditions and environmental constraints.</p> <p>6 7 8 9</p>	<p>d3 Having fully explored changes in external influences, including reference to competitors, economic conditions and environmental constraints, suggest and justify ways in which your two chosen businesses could respond to these changes.</p> <p>10 11 12</p>		
Total/50				

Guidance on Completion of this Form

- 1 **One** sheet should be used for each candidate.
- 2 Please ensure that the appropriate boxes at the top of the form are completed.
- 3 Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
- 4 Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.