Oxford Cambridge and RSA Examinations

OCR
RECOGNISING ACHIEVEMENT

OCR GCSE (SHORT COURSE) IN BUSINESS STUDIES **1051**

TEACHER SUPPORT: TEACHERS' GUIDE INCORPORATING COURSEWORK ADMINISTRATION PACK

CONTENTS

1 INTRODUCTION

The purpose of this Teachers' Guide is to assist teachers and candidates in the preparation and assessment of coursework assignments for OCR GCSE Business Studies Short Course (1051). The booklet contains guidance on choosing and marking a coursework task. It includes three pieces of marked coursework, with a commentary on each piece of work. The commentaries should be studied alongside the assignment marking guidelines.

Commentary is given on a selection of titles covering a range of assignments. Not all potential titles are covered in this booklet. Centres must choose which assignment title to use. The choices are as follows:

- A title from the prescribed list in the specification.

- A Centre devised title, agreed by OCR.

- The supported coursework title.
  (Note: for the 2002 - 2004 examinations the supported coursework title will be sponsored by Paynes Poppets.)

Further details about each of these options is given in Section 2.

Coursework must be marked against the marking criteria given in Section 4. Amplification of the marking criteria is given in Section 3. Marks should be recorded on the Coursework Cover Sheet given in Section 6.

1.1 RELATIONSHIP WITH THE FULL COURSE

The GCSE Business Studies Short Course is based on OCR's GCSE Business Studies A (1951) Full Course specification. The selection of assignment titles available is the same for both specifications, as are the assessment criteria against which the work is marked. However, careful judgement must be made regarding the standard and length of work submitted for the Short Course compared with the Full Course. The advised number of words, and length of time taken to complete the assignment for the Short Course are half that of the Full Course. Also, for the Short Course, the subject content from which Centre devised investigations can be carried out is narrower, reflecting the reduced specification content.

2   CHOOSING A COURSEWORK TITLE

Centres must choose an assignment title from the following options.

2.1   SELECTING FROM THE PRESCRIBED LIST

- Evaluate the marketing strategy of a familiar product or service, making recommendations on whether the market mix should be changed in any way.

- Evaluate the recruitment methods used by different businesses, making recommendations on how they may be developed.

- With reference to the local area, would the opening of a new fast food restaurant (or other business) represent a sound business decision?

The prescribed list above has been developed to reflect specification areas which enable candidates to meet all of the assessment criteria.

Candidates may choose their own products or services in title 1, and in title 3 candidates may choose a business other than fast food.

In all cases, care should be taken when choosing a title to ensure that there is sufficient data available to give width and depth to the assignment.

2.2   DEVELOPING A CENTRE BASED TITLE

Centres may develop their own coursework title, which should relate to a business situation or decision.

If developing a Centre based title, teachers should bear in mind the following points:

- If the title chosen for is, for example, to investigate the pricing strategy of a sole trader, this could lead to an informative but very short piece of work. An investigation based on how the sole trader's marketing strategy as a whole may be changed would be more appropriate. If a narrow area of the specification is chosen, compensation could be made by investigating a number of different businesses. This will give the opportunity of analysing and evaluating a greater variety of data.

- A title based on why a decision has been made may be descriptive. However, a title based on a decision which has yet to be made will enable candidates to gather a variety of evidence and make appropriate recommendations.

- The title should be within the capability of the candidate, who should be able to complete the assignment within the recommended 5 hours. A suggested topic area may be too big for investigation and may need to be reduced.

- Some of the investigations may require sensitive and/or confidential information for completion (e.g. marketing strategies). Care should be taken to ensure that, wherever possible, sufficient information is available to the candidate for the successful completion of the work. A number of businesses do produce student packs which may be of some general use, though these will need to be supplemented with individual primary research.

Centres wishing to develop their own title should seek approval from OCR, by submitting a Coursework Enquiry Form, giving an outline of their proposal. The form should be sent to the Birmingham office at least four weeks before starting the work. A Coursework Enquiry Form is provided in the Coursework Administration Pack (Section 6).

2.3   FOLLOWING THE SUPPORTED COURSEWORK TITLE

A specific area of investigation is supported by OCR. Centres devise and use a common questionnaire to develop a nation-wide database for analysis by individual candidates.

Centres wishing to participate in the scheme are invited to contribute to a joint questionnaire. Candidates then use the agreed questionnaire with 10 consumers. The data from each candidate is merged at the Centre and is sent to the co-ordinating school. The collected data is then finally merged and returned to each Centre. It should be noted that although the collection of the data is on a joint basis, the use and analysis of the final database must be conducted by candidates individually.

Support materials are available for the scheme, together with advice on general procedure.

The area for investigation will change approximately every three years. Previous studies have been centred on BT plc and Pizza Hut. For the examinations in 2002 - 2004, the supported scheme will be based on Paynes Poppets. Centres wishing to participate in the scheme are required to register an interest with the Birmingham Office, from where further information is available.

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3   COURSEWORK GUIDANCE

3.1   THE ROLE OF THE TEACHER

Business Studies coursework should be investigative, involving the collection of primary and secondary data. The gathered data should then be analysed, and recommendations made which are supported by findings from the data.

Candidates will require guidance on assignment writing. This may be in the form of a general plan of approach, together with a time scale of when particular sections should be completed. The collection, analysis and evaluation of data can be practiced on a minor scale in the usual course of classroom/home work activities. It is advisable to plan a suitable exercise prior to the start of the assignment work.

Candidates may require advice on how and where to obtain data and the amount needed. Presentation methods should be covered in class exercises, with choice of methods to use in the assignment being left to the candidate.

Teachers involved in the planning, delivery and marking of assignments should be fully aware of the rationale behind each assignment criterion. This will allow suitable guidance to be given at the planning stage, and correct standards to be applied when finally marking the work. Similarly, candidates should understand what the teacher is looking for in an assignment, in order to achieve their full potential when their work is marked.

3.2   GUIDANCE ON THE ASSESSMENT CRITERIA

The following guidance indicates the rationale behind each of the assessment criteria given in Section 4.

Criterion 1 (4 marks)
Setting of an aim appropriate to the investigation:
Candidates should ensure that the aims of their investigation are clearly stated at the outset of the work.

An explanation of the methodology to be used to achieve the aim should also be given, e.g. how and where data will be collected, which aspects and techniques of Business Studies work are to be used and how data will be presented.

Criterion 2 (11 marks)
Collection of information:
Sufficient information should be presented to achieve the stated aims of the assignment. Consideration should be given to both width and depth. In a marketing assignment based on the 4 Ps, it would clearly be inappropriate to cover only 3 Ps. When considering pricing, thought should be given to the number of pricing strategies that should be included in the study. This will depend on the business situation under investigation, with larger organisations often using a variety of strategies.

When conducting primary research in the form of interviews or questionnaires, candidates should collect enough information to allow reasoned analysis and recommendations to be made. The number of questionnaires to be used cannot be prescribed, though clearly a candidate should not suggest sweeping changes to a business based on the results from 10 interviews.

Candidates can gather data jointly in order to obtain a wider, and more meaningful database (as used in the supported assignment). Subsequent analysis and evaluation must be on an individual basis.

The guidance figures of 1 250 words and 5 hours for the assignment should also be an on-going consideration. Candidates should not feel under pressure to produce volumes of information in order to succeed at the higher mark levels. Concise and relevant information is required, rather than, for example, large amounts of business produced literature.

Criterion 3 (7 marks)
Presentation of information:
Business Studies students should be able to communicate information in a variety of ways, maintaining a clear, logical approach to their work. There are a number of ways in which information can be effectively presented. Choice of methods will be influenced by the context of the investigation, and may include the following:

Text:
The obvious choice for the majority of information which is being presented.

Maps:
When investigating location in any context, maps are essential. They may show the site and the wider area surrounding the business. Annotation of maps to highlight the importance of various features would also be beneficial.

Photographs:
These can be used to present a lot of information for which text may be unsuitable, e.g. indicating competitors around a particular business, showing the layout of a business. In all cases, suitable annotation should be used to indicate which aspects of the assignment the photograph is presenting.

Graphs:
Graphs are clearly suitable for the presentation of numerical data. The style of graph used should be chosen carefully, in order to ensure data is presented clearly. Computer generated graphs are clear and precise, though hand drawn examples will certainly not be penalised, providing they display the relevant data clearly.

Charts and diagrams:
These can often show information more clearly than text. Organisation charts and flow diagrams indicating a sequence of events can be used to good effect.

Business generated material:
This should be used sparingly. Including, for example, entire sales brochures in an assignment should be avoided. Candidates should be encouraged to select carefully parts of the material which illustrate the point they wish to make.

Criterion 4 (11 marks)
Use of business language, techniques and concepts:
Candidates should use business language throughout their assignment, displaying understanding and the ability to apply techniques and concepts in the context of the study. The language used will be governed by the assignment title. For example, marketing based work will require use of concepts such as the product life cycle, segmentation, market research techniques, promotion methods etc. In all cases, candidates should ensure that the language, techniques and concepts are applied to the business under investigation, and not simply described.

Criterion 5 (12 marks)
Analysis and interpretation of data:
Within an assignment, candidates should fully analyse the data collected, recognising the importance of the results in the context of the study. When using graphs as part of the analysis, candidates should not simply repeat in words that which the graph has already shown. Figures, and percentages where appropriate, should be used to add clarity to the analysis. Vague statements such as 'a lot of people said ....' should be avoided. The results of the analysis should provide a basis for the later recommendations in the assignment.

Criterion 6 (11 marks)
Evaluation and recommendations:
This section would normally appear at the end of an assignment, bringing together the data collected and its analysis, in an organised and justified argument.

Figures should once again be used to add clarity to the work, and to give weight to the recommendations being made. It is of little help to suggest that a business should reduce its prices without offering evidence from the data which supports such a view. Evaluation and recommendations should be balanced, taking into account the width of the information collected and not just a particular section which suits the writer.

Quality of Written Communication (4 marks):
Candidates should be made aware that their work will be given a mark based on the quality of their written communication. The need for checks, for example, on the clarity of expression, spelling, punctuation and grammar should be emphasised, especially where business terminology is used.

4 MARKING CRITERIA FOR INTERNALLY ASSESSED WORK

Criterion 1	A clear aim appropriate to the investigation	Max 4
	A clear aim is stated, with appropriate understanding of methodology to achieve the aim.	3-4
	An aim is stated with some appreciation of methodology.	1-2
Criterion 2	**Collection of information**	**Max 11**
	Detailed primary/secondary information showing clear understanding of the aims. The information is sufficient to pursue the investigation.	9-11
	Information gathered is clearly relevant to the investigation.	6-8
	Information collected has relevance to the investigation but is insufficient in some respects.	3-5
	Some primary/secondary information has been collected showing limited understanding of the aim.	1-2
Criterion 3	**Presentation of information**	**Max 7**
	Information is presented in an accurate, effective and logical manner in relation to its nature and the aims of the investigation.	7
	Information is presented well but in some ways it lacks accuracy, logic, effectiveness or relevance to the investigation.	5-6
	The information presented shows weaknesses in accuracy and effectiveness.	3-4
	The presentation is at times inappropriate but there is evidence of attempts to present the data.	1-2
Criterion 4	**Use of business language, techniques and concepts**	**Max 11**
	Clear use and application of language, techniques and concepts appropriate to the investigation.	9-11
	Some gaps in use and application of language, techniques or concepts or limited understanding in some cases within an otherwise good approach.	6-8
	Language, techniques and concepts are not always understood or applied to the investigation.	3-5
	Use and application of business language is inappropriate and/or absent.	1-2

Criterion 5	Analysis and interpretation of information	Max 12
	Good organisation, interpretation and analysis of them information in the light of the investigation, the information collected and subject content.	10-12
	The analysis or interpretation is good but incomplete in the light of the investigation, information collected and subject content.	7-9
	There are significant weaknesses in the analysis and interpretation but there is evidence of understanding.	4-6
	There is an attempt to organise and analyse the data.	1-3
Criterion 6	**Evaluation and recommendations**	**Max 11**
	The work consistently shows evidence of effective evaluation and reasoning in line with the investigation.	9-11
	Evaluation is good but incomplete or not in line with the aims of the investigation.	6-8
	The evaluation or reasoning is sufficient in some respects but incomplete or inaccurate in others.	3-5
	There is some evidence of evaluation or reasoning in the work.	1-2
Quality of Written Communication		**Max 4**
	Ideas are expressed clearly, fluently, legibly and in an appropriate way. There are few errors in spelling, punctuation and grammar.	3-4
	Straightforward ideas are expressed relatively clearly, legibly and appropriately. There may be some errors of spelling, punctuation and grammar, but these do not obscure the meaning of the answer.	1-2
	Candidate fails to reach the threshold standard in all respects.	0
		Total 60

5   EXEMPLAR MATERIAL

CANDIDATE A

General Comments

This assignment is derived from prescribed title 1 in the specification. An attempt is made at developing an aim, and detail is given on the industry under investigation. There is evidence of data collection, but the candidate fails to analyse the information and does not develop any recommendations.

CRITERION 1
The aim of the assignment is stated, with some indication as to the strategy to be employed in achieving the aim. Greater reference to the need for analysis and evaluation may have reminded the candidate to cover these areas towards the end of the work.
Marks 1

CRITERION 2
Information has been collected on the broadcasting industry, although this could have been reduced in length. A limited amount of primary data has been collected, together with some information on services available on the satellite channels. Greater detail is needed on the variety and amount of information gathered.
Marks 3

CRITERION 3
The limited information available is generally presented well, although charts/graphs and diagrams could have been used much more. The work presented is in a logical order.
Marks 3

CRITERION 4
There is little use of business language in the assignment. The title is marketing driven, and so should have contained the language from that part of the specification. Comparisons on promotions, pricing, and product mix should be understood to some extent by all candidates. Business techniques of questionnaires and the use of data collected are started, though never really developed.
Marks 2

CRITERION 5
There is a very limited attempt at organising the data. No attempt is made at analysis.
Marks 1

CRITERION 6
The candidate has made no attempt at evaluation or recommendations.
Marks 0

QUALITY OF WRITTEN COMMUNICATION

The candidate expresses simple ideas relatively clearly, but fails to use the necessary subject specific language.

Marks 1

Total marks 11

This mark is at the F/G boundary.

Business studies with a look into Sky digital

For my business studies course work I looked into sky digital and TV's history evolving into digital technology and beyond. ✓

In my course work I have included a survey to find out why people like digital and what digital service they would choose. There is ✓ also a table of results from my survey, which clearly shows what services people prefer to ✓ use. My course work also shows in detail what channels you can get with ONdigital, and why you should choose ONdigital to Cable and satellite services. There is also a paragraph describing what digital TV is. ✓

understanding
of own +
loving material
q methods

- Survey
- Table of results
- The history of Television
- ONdigital channels
- What is digital TV
- Why people should choose ONdigital instead of Cable and satellite ✓

good organisation

1/1

A little History of British Television

1925

A Scottish TV inventor John Logie Baird holds the first public demonstration of TV pictures at Selfridges on London's Oxford street. His test subject is ventriloquist's dummy stocky Bill.

1930

Evan though there aren't any regular TV broadcasts yet 1,000 enthusiasts rush out and buy the 'Baird Televisor' at a cost of £18 to receive test transmissions from the BBC.

1936

The BBC launches a 'high definition' TV service from its Alexandra Palace studios in north London.

1937

The coronation of King George VI makes history by becoming BBC TV's first outside broadcast.

1953

Queen Elizabeth II's coronation becomes Britain's first mass-watched TV event.

1964

BBC2 launches in London.

1969

As Neil Armstrong becomes the first man to land on the moon BBC1 get their first sight of Captain James Tiberius Kirk boldly going where no man has gone before in Star Trek. Colour TV gets underway on ITV and BBC.

1982

Channel 4 launches.

1996

National Heritage Secretary Virginia Bottomley announces plans for digital terrestrial TV in the broadcasting Bill.

1997

Channel 5 launches.

1998

On 15 November ONdigital is launched, becoming the world's first digital terrestrial commercial broadcaster... and coronation Street is still running.

The future

Only time and technology will tell what happens with digital television. New services are being thought of every day. Widescreen TV's, flat panel TV's, computers capable of HDTV are here now. Television can only get better.

information why?

BUSINESS STUDIES COURSE WORK, A LOOK INTO ON DIGITAL WITH RESEARCH AND INFORMATION

For this course work I have researched into digital TV with it's various options like sky digital, sky, cable and on digital. Here is an index of my research;

- *What is digital TV*
- *Why people should choose on digital instead of cable or satellite*
- *What channels you can get with ONdigital?*

What is digital TV

Digital TV is a new way of getting better TV. Digital TV allows crystal clear pictures, sharper sound and many more channels, and all on your existing TV. This also means that for the first time you can get all of this thought your ordinary aerial.
This new technology means that in the near future you will be able to get digital services thought your TV enabling you to send emails.

Why people should choose ONdigital instead of cable or satellite.

Because it's the simplest and most modern way of getting multi-channel television. What's good is that it comes through an ordinary TV aerial so there are no problems and hassles setting up.

The channels can you get with ONdigital.

The channels currently available are:
Free to-view channels: BBC 1; BBC 2; BBC choice; BBC knowledge; BBC news 24; BBC parliament, audio only (all BBC channels are included as part of your licence fee); ITV; ITV 2; (not available in Scotland or Northern Ireland); S2 (Scotland only); C4; Channel 5; Digital teletext and BBC text (both coming soon).
Primary channels: MTV; UK Gold; Sky One; Granada Breeze/Granada Men and Motors; CarltonSelect/Carlton Food Network; Cartoon Network; Carlton Kids/Carlton world; British Eurosport, UK Play; UK Style/UK horizons; Carlton Cinema, and Shop!, A bonus channel free to every subscriber.
Premium channels: Film Four; Sky Sports 1; Sky Sports 2 (Sky sports 3 comes as a bonus channel when you subscribe to Sky sports 1 or 2); Sky MovieMax; Sky Premier.

A pie chart to show the results of my survey

services	number of people
Sky Digital	2
Sky	3
Cable	1 ✓
ONdigital	2

Legend:
- A pie chart to show the results of my survey
- services number of people
- ☐ Sky Digital 2
- ☐ Sky 3
- ■ Cable 1
- ■ ONdigital 2
- ■
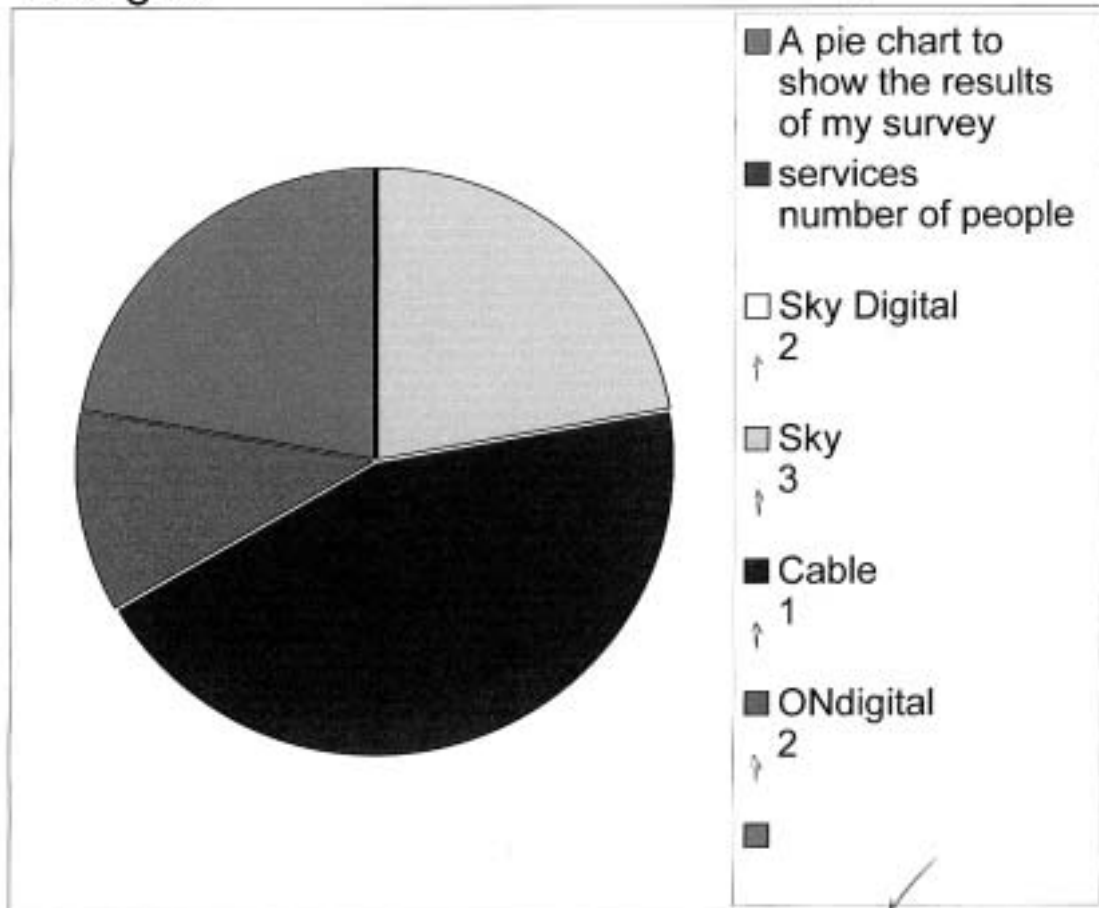
presentation of data. ✓

A TABLE OF RESULTS FROM MY SKY DIGITAL SURVEY

SATELLITE SERVICES	NUMBER OF PEOPLE OR REASON
sky digital	2
sky	3
cable	1
on digital	2
COSTOMERS REASON FOR SATELLITE SERVICES	
Range of programmes	2
Cost	3
others	3
PEOPLE WITH SKY	
Why did you up grade straight away	• wanted exstra programmes • liked exstra choice of programmes
WHY PEOPLE SWITCHED SEVERCES	
Better servise	2
Cost	0
Quality	0
PEOPLE THAT WERE INTERESTED IN	
Sky digital	6
Sky	8
cable	0
On digital	
WHY PEOPLE WERE INTERESTED THESE SERVICES	
WHY PEOPLE WERE NOT INTERESTED IN THESE SERVICES	
AMOUNT OF PLACES CABLE WAS AVALIABLE	3
WHY PEOPLE CHOOSE CABLE AND NOT SKY	Choce of programme and cost
PEOPLE HOW CHOOSE SKY OVER CABLE	5
PEOPLE WHO CHOOSE TERESTIARAL WHEN SERVICES WERE AVALIABLE	0
PEOPLE WITH OUT CABLE IN THERE AREA	
Do you have sky instead	7

✓ paverentation

This is a sky digital survey to find out more information on why people choose satellite services

Do you have any of these satellite services?

If yes   if no

Do you have - sky digital ✓   would you be interested in
             - Sky   - Sky digital
             - Cable   - Sky
             - on digital   - Cable
                                                       - On digital

Why did you choose this one?   If yes   - which one
             - Range of programmes ✓   - why
             - Cost
             - Others   If no   - why not

If sky digital - Why upgrade straight
                   away
                   liked exstra choose
                   of programes

Why switch? - service ✓
             - Cost
             - Quality

Why take it on from scratch

                    Is there cable in your area
If yes   If no ✓

Why did you choose cable and not   do you have sky instead   ✓
Sky   Yes
                                        If neither why not

Or

Why choose sky and not cable

This is a sky digital survey to find out more information on why people choose satellite services

Do you have any of these satellite services?

If yes   if no

Do you have   - sky digital   would you be interested in
              - Sky   /   - Sky digital
              - Cable   ✓   - Sky
              - on digital   - Cable
                                                        - On digital

Why did you choose this one?   If yes   - which one
              - Range of programmes   - why
              - Cost ✓
              - Others   If no   - why not

If sky digital - Why upgrade straight
                   away

Why switch? - service
            - Cost
            - Quality

Why take it on from scratch

                    Is there cable in your area
If yes ✓   If no   ✓

Why did you choose cable and not   do you have sky instead
Sky   choose of programmes
      and cost   If neither why not
Or

Why choose sky and not cable

This is a sky digital survey to find out more information on why people choose satellite services

Do you have any of these satellite services?

If yes   if no

Do you have   - sky digital   would you be interested in
              - Sky   - Sky digital
              - Cable   ✓   - Sky
              - on digital ✓   - Cable
                                                        - On digital

Why did you choose this one?   If yes   - which one
              - Range of programmes   - why
              - Cost
              - Others   If no   - why not
new upto date technology
with email

If sky digital - Why upgrade straight
                   away

Why switch? - service
            - Cost
            - Quality

Why take it on from scratch

                    Is there cable in your area
If yes ✓   If no

Why did you choose cable and not   do you have sky instead
Sky
                                      If neither why not   ✓
Or

Why choose sky and not cable
prefered the quality of
Sarvice and choose of
programmes.

This is a sky digital survey to find out more information on why people choose satellite services

Do you have any of these satellite services?

If yes   if no

Do you have - sky digital   would you be interested in
             - Sky ✓   - Sky digital
             - Cable   - Sky
             - on digital   - Cable
                                                     - On digital

Why did you choose this one?   If yes   - which one
         - Range of programmes   - why
         - Cost ✓
         - Others   If no   - why not

If sky digital - Why upgrade straight
                   away

Why switch? - service
             - Cost
             - Quality

Why take it on from scratch

                    Is there cable in your area
If yes   If no ✓

Why did you choose cable and not   do you have sky instead
Sky   yes
                                      If neither why not
Or

Why choose sky and not cable

This is a sky digital survey to find out more information on why people choose satellite services

Do you have any of these satellite services?

If yes   if no

Do you have - sky digital
                - Sky
                - Cable
                - on digital ✓

would you be interested in
                - Sky digital
                - Sky
                - Cable
                - On digital

Why did you choose this one?
        - Range of programmes
        - Cost
        - Others
        Special offer

If yes   - which one
        - why

If no   - why not

If sky digital - Why upgrade straight
                      away

Why switch? - service
            - Cost
            - Quality

Why take it on from scratch

Is there cable in your area

If yes   If no ✓

Why did you choose cable and not Sky

do you have sky instead
          yes
If neither why not

Or

Why choose sky and not cable   ✓

This is a sky digital survey to find out more information on why people choose satellite services

Do you have any of these satellite services?

If yes   if no

Do you have   - sky digital   would you be interested in
              - Sky /   - Sky digital
              - Cable   - Sky
              - on digital   - Cable
                                                       - On digital

Why did you choose this one?   If yes   - which one
              - Range of programmes   - why
              - Cost √
              - Others   If no   - why not

If sky digital - Why upgrade straight
                   away

Why switch? - service
             - Cost
             - Quality

Why take it on from scratch

                    Is there cable in your area
If yes   If no √

Why did you choose cable and not   do you have sky instead
Sky   yes
                                          If neither why not
Or
                                                                  √
Why choose sky and not cable

This is a sky digital survey to find out more information on why people choose satellite services

Do you have any of these satellite services?

If yes   if no

Do you have - sky digital ✓   would you be interested in
             - Sky   - Sky digital
             - Cable   - Sky
             - on digital   - Cable
                                                               - On digital

Why did you choose this one?   If yes   - which one
       - Range of programmes ✓   - why
       - Cost
       - Others   If no   - why not
       Wanted exstra programmes
              ↓
If sky digital - Why upgrade straight
                   away

Why switch? - service ✓
            - Cost
            - Quality

Why take it on from scratch
was not worried about the cost
                        Is there cable in your area
If yes ✓   If no

Why did you choose cable and not   do you have sky instead
Sky
                                          If neither why not

Or   ✓

Why choose sky and not cable
Special deal for Sky D

This is a sky digital survey to find out more information on why people choose satellite services

Do you have any of these satellite services?

If yes   if no

Do you have   - sky digital   would you be interested in
               - Sky ✓   - Sky digital
               - Cable   - Sky
               - on digital   - Cable
                                                      - On digital

Why did you choose this one?   If yes   - which one
               - Range of programmes   - why
               - Cost
               - Others   If no   - why not
 good deal at time

If sky digital - Why upgrade straight
                   away

Why switch? - service
             - Cost
             - Quality

Why take it on from scratch

                    Is there cable in your area
If yes   If no /

Why did you choose cable and not   do you have sky instead
Sky   yes
                                     If neither why not

Or   /

Why choose sky and not cable

CANDIDATE B

General Comments

Candidate B has used a Centre devised title, based on investigating the potential market for a new soft drink. A similar approach could be used for a number of products, though in all cases approval from OCR should be sought before starting the work.

The assignment starts with a clear introduction and includes some thoughtful primary research. The work lacks the marketing context, examining aspects of the market mix that should be considered when launching any product or service.

CRITERION 1
The aim of the investigation is well stated, with a clear plan as to how the aims are to be achieved. The market mix aspects of the work are stated within the aim though never fully developed.
Marks 3

CRITERION 2
The primary data collected (interviews with 25 potential consumers) is adequate. The data is varied, imaginative and relevant. More could have been made of the *need* for the research in this business situation, and the possible considerations on price, promotion, product and place. This would have given the candidate opportunity for greater accuracy in making recommendations later in the assignment.
Marks 6

CRITERION 3
The assignment is well presented, with good use of ICT in the data section. At times the desire to produce different graphs has detracted from the impact of the work.
Marks 6

CRITERION 4
Use of business language is varied in the study. The introduction rightly points out the importance of the 4 Ps in the market mix, though these are not really developed. The short glossary at the end of the work contains ideas that are only mentioned in passing within the investigation. Pricing strategies and the opening promotional offers to be considered could have been developed rather more, even within the recommended 1 250 words. Business techniques of collecting and analysing primary data are covered well in the assignment.
Marks 6

CRITERION 5
There is evidence of some analysis, however at times the candidate simply repeats in words that which the graph has already shown. At times there is some recognition of the significance of the results. This could have been developed further.
Marks 6

CRITERION 6
Recommendations are made at the end of the assignment, but the data is not fully evaluated. The comments made are very reasonable in the context of the study, though rather generalised. The use of figures from the earlier analysis would have benefited the work.
Marks 6

QUALITY OF WRITTEN COMMUNICATION
The candidate expresses straightforward ideas clearly though with some spelling and grammar mistakes.
Marks 2

Total Marks 35

This mark indicates a grade C.

New soft drinks project

Introduction

I am going to evaluate the marketing possibilities for a new soft drink of my own desigh. (1.1)

I am going to investigate my project by finding out what type of soft drinks people prefer to buy, to do my investigation my reserch will be on field resaerch, desk resaerch and I may even surf the internet. We were given a selection of assignments to chose from, I chose the new soft drinks assignment because I thought that people are always interested in new products and I feel that I can learn alot from this assignment and I am a very large consumer on new soft drinks my- (1.2) self and I can also learn alot about the marketing industry.

To do this assignment I will be using the marketing mix which are the 4 p's which are :-

* Product – developing an designing a product that satisfies customers needs and wants.

* Price – getting the right price right so that it is affordable to customers, but also allows the business to make a profit.

* Promotion – making sure that the customer knows about the (1.3) product through promotion.

* Place – ensuring that the product is on sale in the right places convenient for the customer to buy it.

Questionnaire

For my first peace of field research I have done questionnaire I have asked questions like :- what type of drinks do you like ?, how much would you pay for a drink ?, what's your favourite drink etc. I used open and closed questions. I didn't post out any of my question- naires out because I couldn't be sure if i'd get a responce. So i inter- viewed the people myself to fill out my questionnaires and i was cer- tain I would get a responce.

The information in this graphs was useful in this project because it gave me an idea of what people like in there drinks for example people preferred there drinks stored in bottles etc.

I used my Market research in this assignment quiet allot

1·3

New soft drinks project

Results For Questionnaires
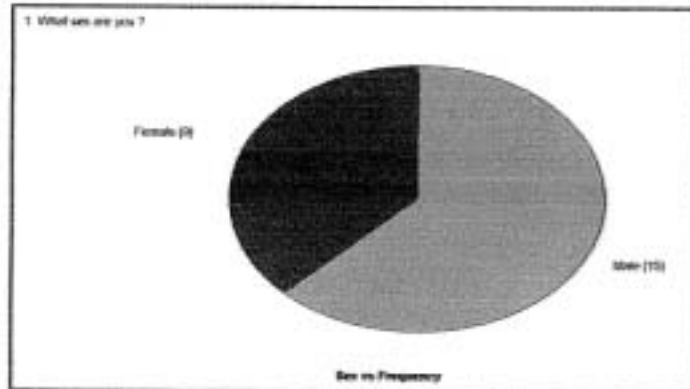
This is a graph showing me what sex I handed my questionnaires out to the most popular one is male. This is telling me that I handed my questionnaires out to males the most and maybe if I wanted a balanced number of the both then I should handed them both out equally to the two different sex.

4·1
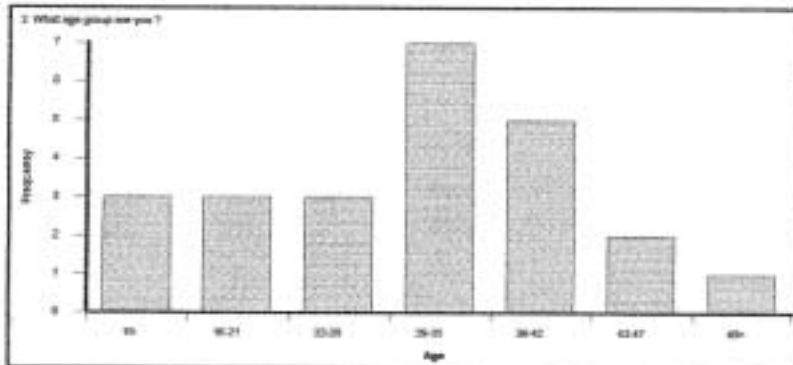
3·1

2·1

This is a bar graph showing me the most popular age group that I handed my questionnaires out to. The most popular result was aged 29-35.

New soft drinks project

3 What is your occupation ?

33
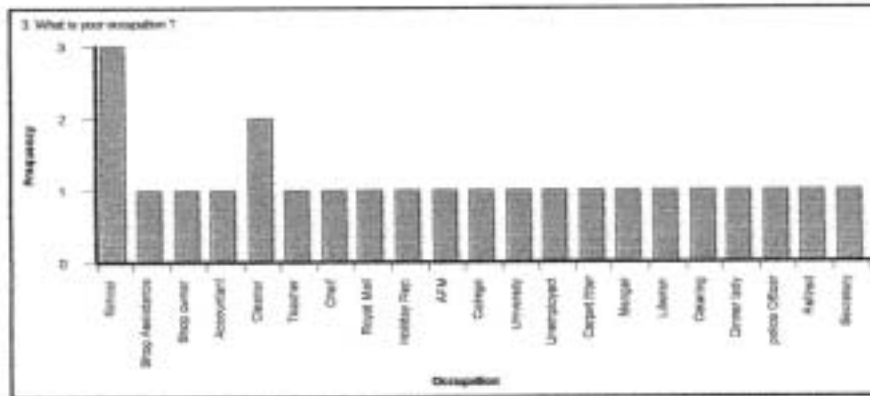
From this graph I can see what peoples occupations are the most popular one on this graph is school. This is because I interviewed people in school I have a byest one from the others. Where as I only had 2 cleaners, 1 teacher.

4. What type of drinks do you like ?

Juice (1)
Jucin (1)
lemonade (2)

coke (8)

lime (1)
Blackcurrent (3)

Strawberry (6)

Orange (3)

Drink vs Frequency
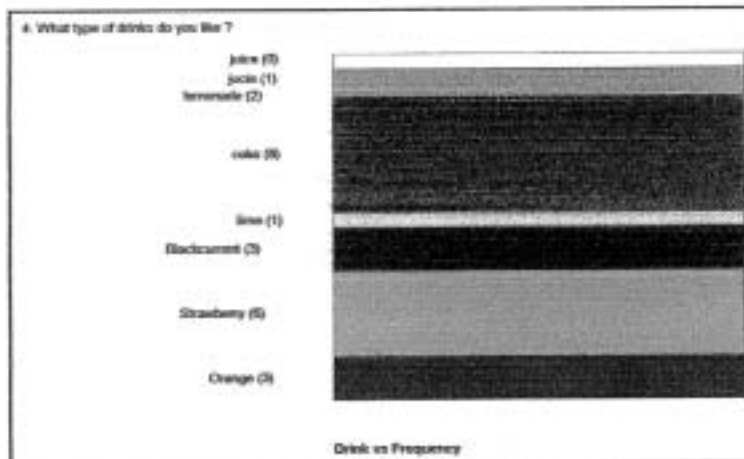
From this graph I can tell which is the most popular drink people prefer to by looking at this graph I can say that the majority of people coke that was the most popular one it had eight people vote for it out of 25. I thought thuis was very perdictable. There for I can say that coke was the most byest of them all and that when it came to making a desion on what kind of drink to put on the market I will know that coke would be the most popular one to have.

4²

New soft drinks project

5. How do you like your drink ?
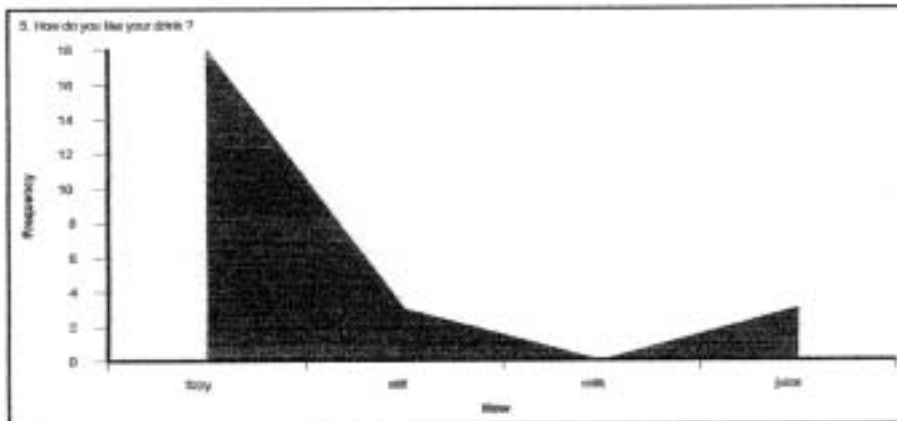
This is a graph telling me how people like there drinks to be by looking at this graph I can say that fizzy is the most popular. Therefor I can say that when marketing my product I know to have it fizzy.

9. How do you prefer your drink stored ?
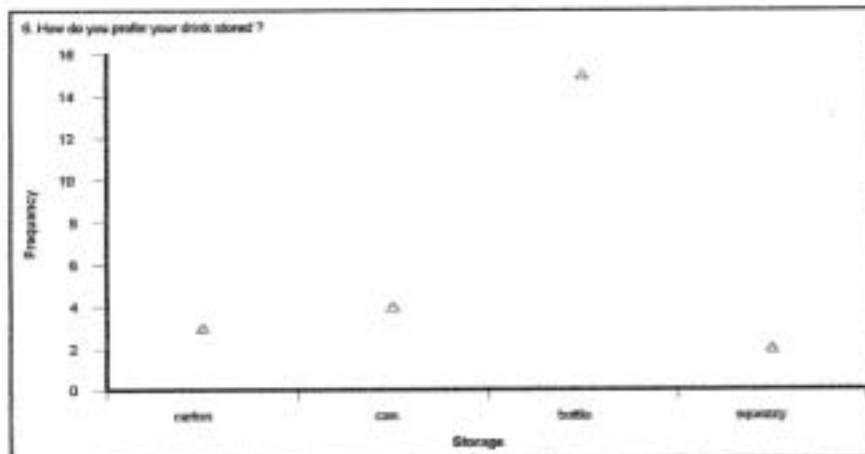
From this graph I can tell you how people prefer their drinks to be stored the most popular storage according to my graphs are bottles. Therefor I now know that people feel more safe drinking there soft drink in a plastic bottle. So when marketing my product I shall use a plastic bottle for my soft drink.

4.3

New soft Drinks Project

7. What container do you like ?

calm (2)

bright (22)

colour vs Frequency
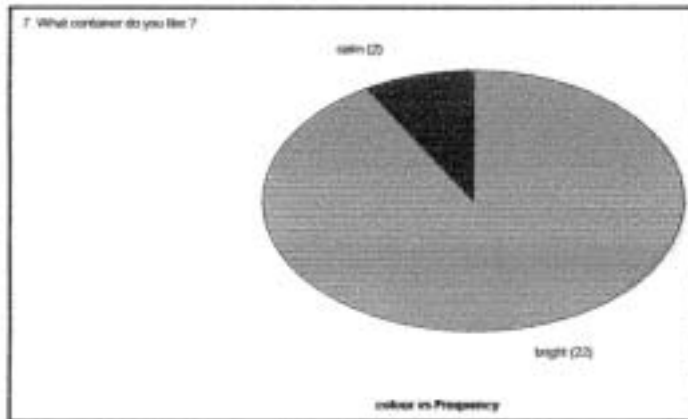
My question for this graph was "how do you like your container ?" you could chose from bright, dull and calm and the most popular one was bright. I think this is because people like things that look attractive and fun. Which is how I will have my product.

9. What is your favourite drink ?
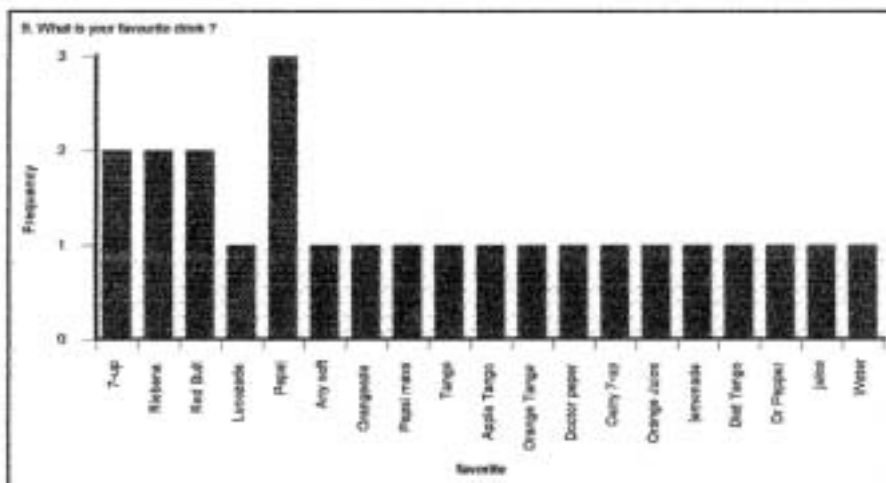
This is a graph telling me what people's most favourite drink is, I can say by looking at this graph that Pepsi as the most popular one it got three votes. There for looking I can say that Pepsi is the most byest one out of all of

New Soft Drinks Project

8. Where do you mostly buy your drinks ?
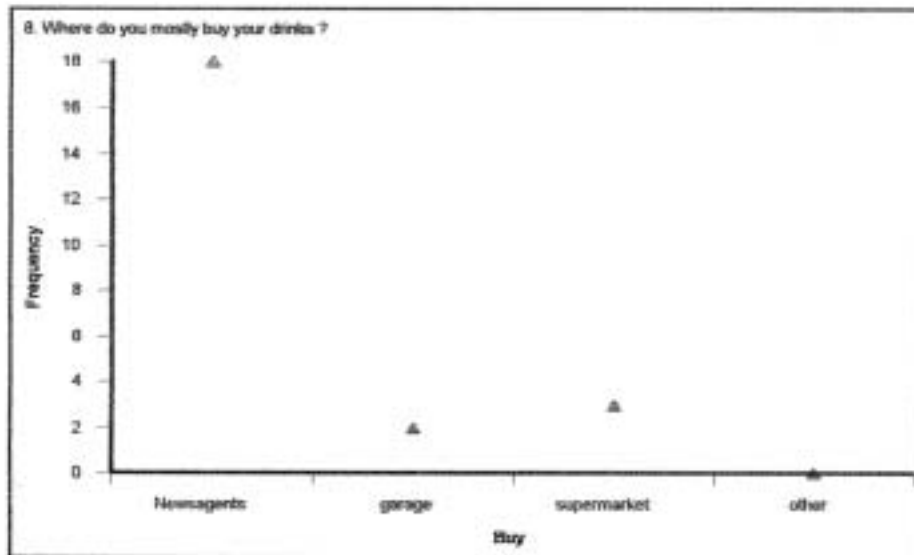
This graph told me where people bought there drinks from and the most popular place was the newsagents. I think this was because people are always going to newsagent weather it is for a newspaper first thing in the morning, sweets, magazines lottery tickets etc. I also think this is an ideal place to purchase a soft drink.

43

New soft drink project

Arguments for and against my soft drink project

I think my drink will be very popular for the younger generation. I don't think it will be that popualr will the older people. After havig at the feild research that I have gathered, I can say that the younger generation are more into soft drinks than the older. I would say this is because the older generation are more into hot drinks such as tea, coffee, hot choclate etc. So I can rightfully say now that my target audience is for people in between the ages of 12-21 so this now means that this is aimed at people in scool, college, university and may be some that are work.

The one big problem that I would have with is that the product can fail from the other brands such as Pepsi, 7-up and Coca Cola which are very popular drinks. This is the only reason I can think of that my soft drink failing otherwise I will go with my feild reseasch which my questtionnaires and what my graphs tell me are the most popular. Which will hopefully prevent me from preventing my soft drink in anyway.
I also think that I should sell my drink at a penetration price.

5.1

5.2

6.1

New soft drinks project

Report

I had been set a task to look into the marketing possibilities for a new soft drink project. To do this I did my questionnaires they helped me allot they gave me an idea of what people like in a drink I asked questions like ' how do you like your drink stored ?' and I can say that people liked it in a bottle the reason for this is probably because it is plastic and is safe to carry around and you do not have to drink it all at once like you do with a can. Another question that I asked was 'How do you like your drink ?' and the most popular one was fizzy. I think people prefer soft drinks more then any other drink like alcohol, still or juice etc. as it is shown on my questionnaire to the people I interviewed.

To advertise my product I decide to do it on television. I decided this because I though it was the most popular place to do it everybody watches television and most people watch some of the advertisement but some people don't they just flick to another channel well I know that I do.

So I though of another term of advertising and I came up with sampling I thought the best place to do this would be in a busy atmosphere like town. People are more   willing to give it a go and I thought of giving coupons of 20p to the consumers to because then there will be more of an chance people buying the drink and then if they like it they will   purchase the product more often.

I decided that I should put my drink on the market because there is no new soft drinks out at the moment and telling from my questionnaires I can say that people would like a different kind of drink and I think it would do well because people are always up for a change and it would be at a reasonable price so that people at all ages would be able to afford in my questionnaire the most popular price was in-between 51-60p.

New soft drinks project

Conclusion

I have decided that I should put my soft drink on the market because there is no new soft drink out at the moment and telling from my questionnaire I can say that people would like a different kind of drink. I also think it will do well because people are always up for a change and it would be at a reasonable price that people of all ages will be able to afford.

I have decided that I am going to have a plastic squeezes bottle and that it would look bright, fun and eyecatching. I will be selling my product (soft drink) in the newsagents, and the price range will be around 51–60p. I will promote my product on the Internet/T.V. To help me make most of these desion I used my field research.

I thought that it would be a good idea to use penetration would be a good way to start of with marketing my product. Where as I thought it wouldn't,t be ideal for me to start straight away with creaming because I think this would lead me to failing with my product but if things go well then I might consider.

6.2

Glossary

Creaming or skimming	Selling a product at a high price, sacrificing high sells in order to earn more profit
products	goods made or service provided by business.
Market	Where buyers and sellers meet to exchange goods and services.
Marketing	The manangement process which is reponsible for identiflying poteniallyprofitable products and then selling them to customers.
Market Segament	A part of a market which contain a group of buyers with sanlair.
Desk Research	Finding out information from secondary data.
Feild Research	The process of colecting primary data.
Market Research	The process of gaining information about customers, competetoirs and market trends through collecting primary amd secondary data.
Penetration price	Selling at an intial low price for a new product so that it is attractive to customers. The price is likely to be raised as the product gains market shares.

2.2

CANDIDATE C

General Comments

Candidate C has used the supported coursework study based on Pizza Hut (the previous sponsor of the supported coursework scheme). The assignment is well structured, showing an understanding of marketing, which is clearly applied to Pizza Hut. Presentation is both logical and effective.

CRITERION 1

A clear aim and strategy for completion of the work are present, though rather greater detail could have been given as to the marketing areas which need to be investigated in this work.
Marks 3

CRITERION 2

The information collected and used is both varied and applicable to the assignment. The product section is well developed with menu information, as is the promotions section with detail on the methodology used by Pizza Hut. The ownership of the business is well researched and presented.
Marks 8

CRITERION 3

The assignment is very well presented with good use of illustrations, charts and diagrams. The work is in a logical order throughout.
Marks 7

CRITERION 4

Business language is used clearly within the assignment, although rather more could have been made of pricing strategies and product (mix and life cycle). The methodology regarding the collection of data is lacking, as is a copy of the questionnaire, which would have invited further comment regarding sampling.
Marks 7

CRITERION 5

Given the amount and variety of data available, the candidate has not attempted a full range of analysis. For example there is no indication of responses to prices charged by Pizza Hut. However, the areas of data which have been examined are thoughtfully written with a judgment made on the significance of the results.
Marks 8

CRITERION 6

Recommendations are made which are appropriate for the business under investigation, though these are not backed by figures from the earlier analysis. Within this criterion it is important that higher mark levels indicate a clear and substantiated link between the recommendations and the results from earlier analysis.
Marks 7

QUALITY OF WRITTEN COMMUNICATION
Ideas are generally expressed fluently, with few errors in spelling punctuation and grammar.
Marks 3

Total Marks 43

This mark places the candidate on the A/B borderline.

With particular reference to promotions, what recommendations within marketing would you make to 'Pizza Hut' for the 11 - 16 age group?

"Pizza Hut"

'Pizza Hut'

Contents

'Pizza Hut'

With particular reference to promotions, what recommendations within marketing would you make to Pizza Hut for the 11 - 16 age group?

The aim of this assignment is to recommend which line of marketing Pizza Hut should take for the 11 – 16 year old range. I will investigate the marketing mix of Pizza Hut with particular reference to promotions to see if they appeal to the 11 – 16 year old age range. I intend to analyse the national survey to see if any trends occur. I will follow this up by compiling my own questionnaire to expand some of the questions on the national questionnaire and to compare the results to see whether the trends in marketing are relatively the same throughout the country.

If their promotion strategies aren't effective enough I will recommend a scheme, which is effective and attracts this age range. I will use my results from the comparisons to achieve which form of promotion will be the best to aim toward.

'Pizza Hut'

'Pizza Hut' in the UK

The graph below shows the rate of 'Pizza Hut' restaurants open in the United Kingdom from 1973 when the first restaurant opened.
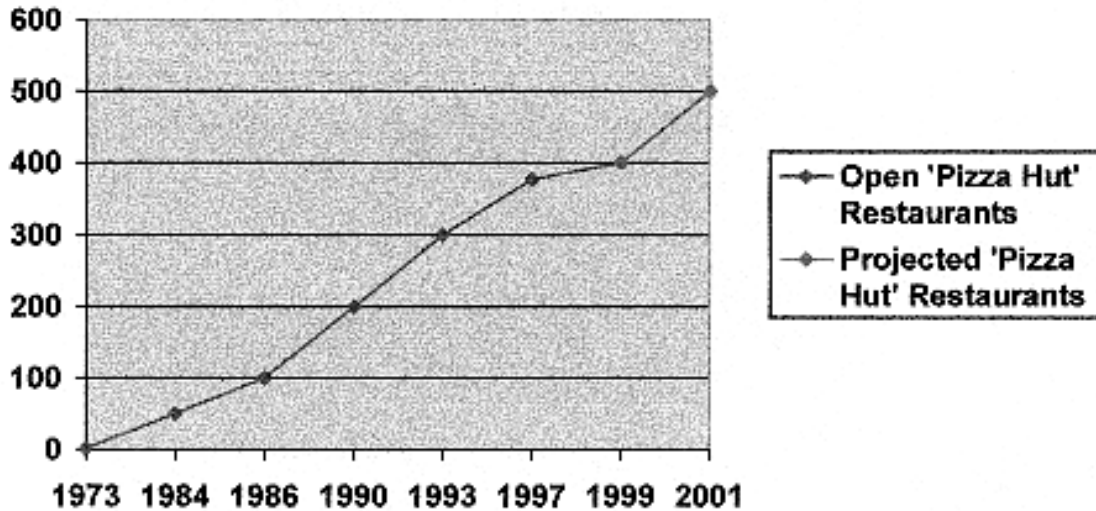
As you can see the number of 'Pizza Hut' restaurants has risen quite rapidly and is expected to rise again by the year 2001. The most dramatic increase was from 1990 – 1993 when 100 restaurants opened in just 3 years. This record is predicted to be broken by 2001 when 100 restaurants would have opened in 2 years. The number of 'Pizza Hut' restaurants is still increasing and they are becoming more and more common in built up areas. However, 'Pizza Hut' isn't as successful as 'McDonalds' because there are now nearly 1000 restaurants in the United Kingdom in just 19 years compared to Pizza Hut's 400 restaurants in 36 years. However 'Pizza Hut' is becoming incredibly popular now than it was before.

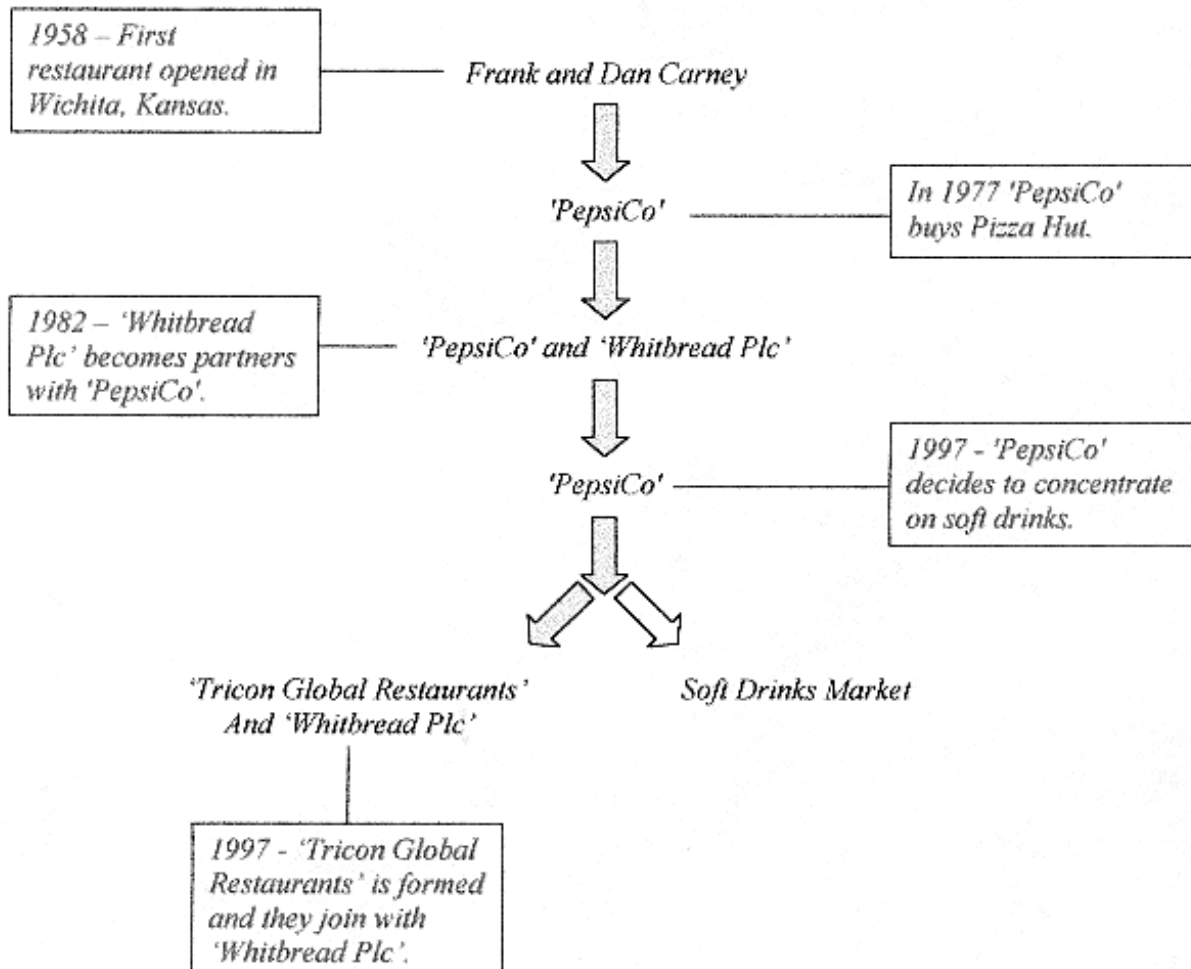The rate of opening restaurants between 'Pizza Hut' and 'McDonalds'
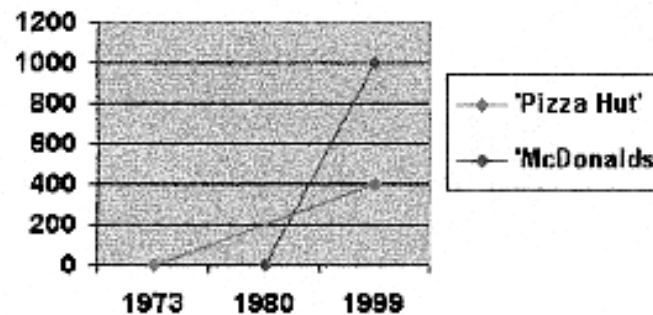
'Pizza Hut'

Business Ownership

'Pizza Hut' is a franchise, by this I mean that an individual buys the rights to run a company like 'Pizza Hut' or 'McDonalds'. The company provides the fittings and stock for the franchise but the individual has to take the role of manager, recruiting staff, ordering goods and the day to day running of the company.

1958 – First restaurant opened in Wichita, Kansas. ———— Frank and Dan Carney

'PepsiCo' ———— In 1977 'PepsiCo' buys Pizza Hut.

1982 – 'Whitbread Plc' becomes partners with 'PepsiCo'. ———— 'PepsiCo' and 'Whitbread Plc'

'PepsiCo' ———— 1997 - 'PepsiCo' decides to concentrate on soft drinks.

'Tricon Global Restaurants' And 'Whitbread Plc'   Soft Drinks Market

1997 - 'Tricon Global Restaurants' is formed and they join with 'Whitbread Plc'.

'Pizza Hut'

'Pizza Hut' and the Marketing Mix

The marketing mix includes the four P's, Product, Price, Promotion and Place. I am going to study each of these and apply them to 'Pizza Hut' to see which recommendations I could make to 'Pizza Hut' about their marketing mix, especially in promotions.

The Product

To find out whether the products was 'Pizza Hut' sells are suitable I looked at their menu to determine which styles of pizza they sold and if they suited everybody's needs so that anyone could walk in off the street and find 'Pizza Hut' satisfying to them. The menu is very brightly coloured, decorative (see picture below) and very professional.
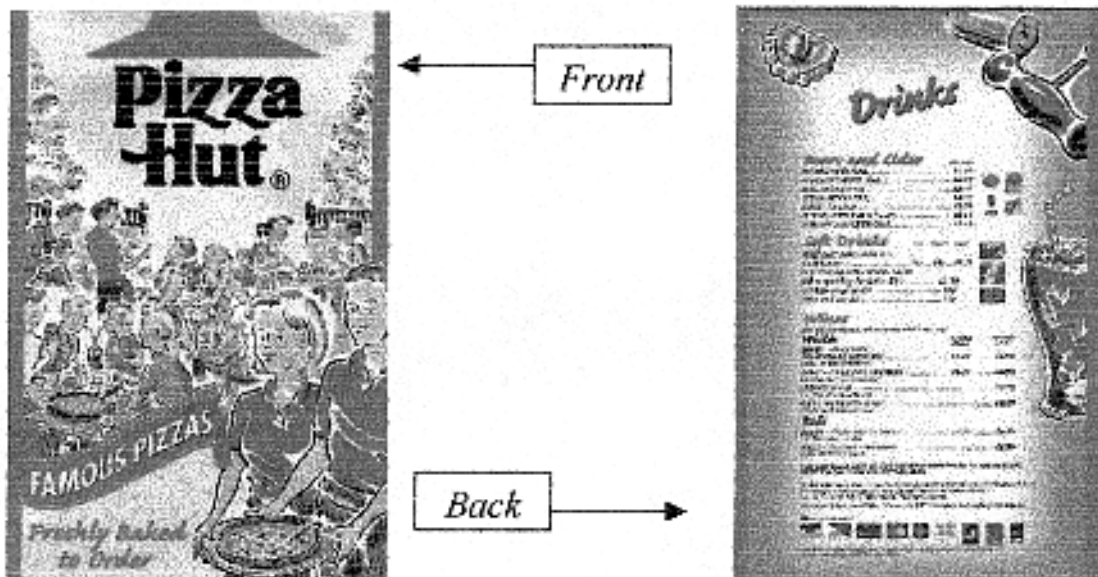
On the menu 'Pizza Hut' has included a range of pizza's to suit all tastes, for example,

✓ The Chicken Original — Spicy chicken, mushroom, green pepper and onion.
✓ Seafarer – Tuna, Prawns and tomato slices.
✓ Vegetarian Original – Green Pepper, mushrooms and onion.

As you can see there is a range of different tastes including a vegetarian pizza. On the Menu there are a lot of vegetarian dishes, these are indicated by,

(V)

There is also a specialist children's menu; this is very attractive using bright colours and a cartoon dog, called 'Pizza Pooch and The Hut Mutts'.

The menu is black and white on the back for children to colour in with a word search and a spot the difference quiz. The children's meals are smaller and have different names like,

✓ 'Pizza Pooch Meal' – Kids Margherita or Meaty Spaghetti with a Cool Kids drink and a Fun pooch activity.

From the national questionnaire I have found out that,
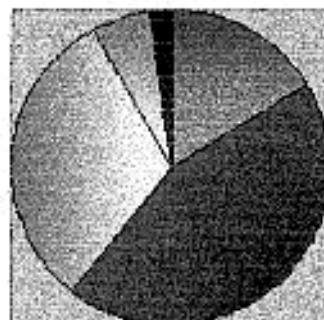
- Excellent
- Very Good
- Satisfactory
- Poor
- Very Poor

'Pizza Hut'

As you can see, the majority of people from the UK rate Pizza Hut's service very well, this is essential for a restaurant of this style.

The product at 'Pizza Hut' is perfect at the moment, there is a wide range of pizzas and other foods available and they are served efficiently and look attractive.

The Price

'Pizza Hut' uses two different types of pricing strategies, Market Orientated and Penetration pricing.

✓ Market Orientated pricing is shown by the differences in the prices in different areas of the UK. For example in London and the South East the children in the 11 – 16 year old age range get a lot more pocket money than people in the North East, this means 'Pizza Hut' have increased their prices in this area as people can afford to pay more.

✓ Penetration pricing is used when 'Pizza Hut' introduces a new pizza; the price is relatively low to start off with but they gradually raise the price, as the product becomes well known.

'Pizza Hut's' pricing strategy is a very effective and efficient system but overall I think the prices are far too expensive, I think they should definitely take reducing the prices in to deep consideration. You can get a similar pizza for a lot less in other places, like 'Johnny Ringo's', this restaurant gives you the same feeling as 'Pizza Hut', it is modern and clean, also the food, including pizza's are a lot cheaper there.

Place

'Pizza Hut' is generally located in large town centres near to a bowling alley or a cinema. 'Pizza Hut' locate their restaurants here because people normally go bowling or to the cinema in large groups and people that are most likely to go into 'Pizza Hut' go in as a group because not all people can eat a full pizza to themselves, they often get one or two and share them between the group. There is not a 'Pizza Hut' restaurant in Sunderland as it has recently closed down due to the

closure of our cinema. However there is a new multi-screen cinema and a bowling alley being built in Sunderland next to each other so 'Pizza Hut' may think about re opening a restaurant in Sunderland. At the moment the nearest 'Pizza Hut' to Sunderland is in Newcastle or 'The Metro Centre' in Gateshead, these are at least 30 minutes away from Sunderland depending on which method of transportation you use.
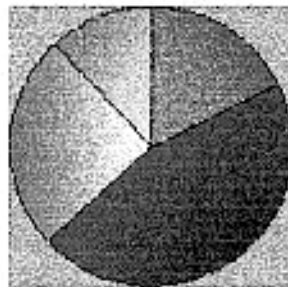
The way 'Pizza Hut' locate their restaurants is a good way of doing so, they do get a lot of people coming out of the cinema and going into 'Pizza Hut', I have done that myself a couple of times.

Promotion

'Pizza Hut' uses a range of different ways of advertising. I think the main one is television. There have been quite a few different 'Pizza Hut' adverts all using different famous people and these include,

✓ Pamela Anderson,
✓ Caprice,
✓ Jonathan Ross,
✓ Gareth Southgate,
✓ Stuart Pearce,
✓ Damon Hill,
✓ And many more...

The adverts are effective but they are using the same style of advert each time, they all consist of a celebrity eating one of 'Pizza Hut's' pizzas and showing that they enjoy it, hopefully to encourage people to visit 'Pizza Hut'. They have been relatively the same each time. I would recommend that

'Pizza Hut'

'Pizza Hut' made a new advert but used a different style of portraying their product rather then the celebrity eating their pizza every time. From the national survey I have found out that most people are not persuaded by the adverts to go to 'Pizza Hut', this is something that 'Pizza Hut' desperately need to improve with.
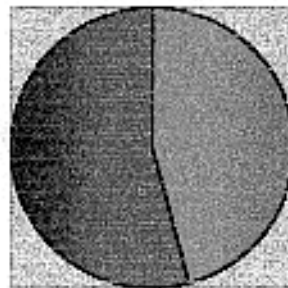

Another way in which 'Pizza Hut' advertises is putting money off coupons in newspapers and magazines. These do attract people to 'Pizza Hut' more than the advertisements on television because money off and 2 for 1 offers attract a lot more people. This was evident in 'McDonalds' when they had a birthday bonanza, offering a free Big Mac with every one purchased. This resulted in McDonalds having a shortage of boxes, burgers and sometimes buns, the demand was immense. I visited McDonalds more when this offer was available; it was the busiest I had ever seen McDonalds ever.

I think if 'Pizza Hut' compiled an offer similar to this they would get a lot more customers coming into the restaurant on impulse buying and then they may get to like the food served and come back after the promotional offer, like 'McDonalds' did.

'Pizza Hut' could try to advertise in more teenage magazines like, 'Bliss' for the girls or 'FHM' for the boys, this way more teenagers would notice 'Pizza Hut's' promotional offers because at the moment most people don't even know of any, as shown in the graph on the next page.

'Pizza Hut'
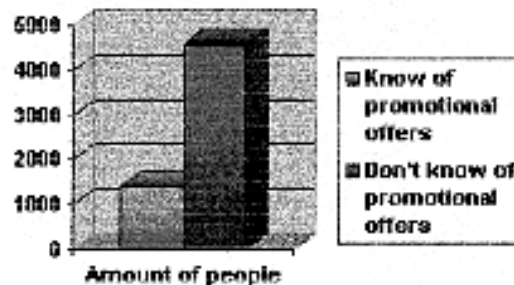
Teenagers now want to see more pop stars on 'Pizza Hut' advertisements rather than TV stars or film stars. I think pop starts would be better because after a film has been shown at a cinema then the screenings are stopped, people tend to forget about that actor and go onto the next famous film star that comes along. The chart below shows the percentage of votes gained for which type of person should be on 'Pizza Hut' adverts.

Sports	Pop Music	Comedians	Film Stars	TV Stars
25 %	26 %	22 %	19 %	8 %

I think that the overall presentation of 'Pizza Hut' is very modern, the staff wear casual but smart clothes and everything is neatly arranged. The cleaners keep the restaurants clean all the time while they are open which helps to give 'Pizza Hut' its reputation for being a modern restaurant. I think that the restaurants are aimed toward the younger generation of the general public, rather than older people who prefer to sit in a café and have a cup of coffee. You can order a cup of coffee from the 'Pizza Hut' but it doesn't seen like the environment that these people would be in.

When looking at the 'Pizza Hut' web-site I have found out what strategy they use for their workers. It is called the 'CHAMPS' strategy. This means,

- ✓ C – Cleanliness
- ✓ H – Hospitality
- ✓ A – Accuracy
- ✓ M – Maintenance
- ✓ P – Product
- ✓ S – Speed

'Pizza Hut'

This method of work is very effective as it covers all the areas needed for 'Pizza Hut' to stay as a top restaurant.
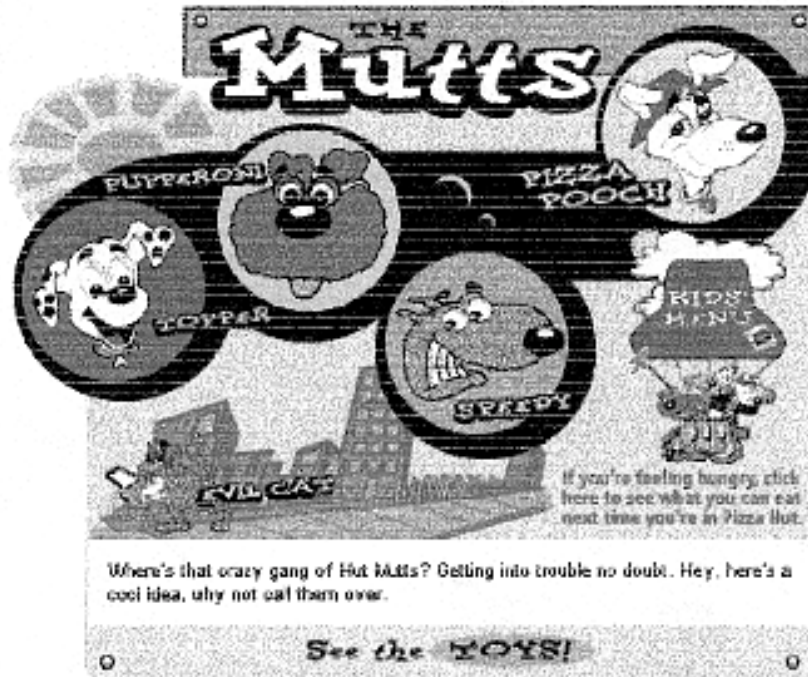
The most recent advertising features are for the new Italian Edge pizza, this has a very thin base and there are four pictures used for poster advertisements, these are all very effective as they emphasise the thin base of the pizza, these pictures are shown below.

To encourage children to come to 'Pizza Hut' a new set of cartoon characters has been set up; these are called the 'mutts'. These are meant to attract children from the 4 – 12 age group, these mutts are shown on the next page.

'Pizza Hut'

Where's that crazy gang of Hut Mutts? Getting into trouble no doubt. Hey, here's a cool idea, why not eat them over.

See the TOYS!

I think that 'Pizza Hut' should try and devise a promotional strategy for the 11 – 16 age range, like special offers when shown a bus pass or proof of age. These offers could include,

- ✓ Money off,
- ✓ 2 for the price of 1 offers,
- ✓ Half price,
- ✓ Teenage meal deals, a bit like the children's meals but a bit larger, like a medium meal in between the kid's meals and the adults meals,
- ✓ Free coke or fries,
- ✓ And there are many more offers available, these are just some.

Either way 'Pizza Hut' does need to make a new promotional strategy for the 11 –16 age group because I don't think that their current ones are appealing enough.

'Pizza Hut'

Data Gathering

My information has been drawn up from a number of different sources, these include,

✓ The Internet – This includes a wide range of information on 'Pizza Hut' from its history to the very fine details of what the pizzas are made of. I found information on 'Pizza Hut's' marketing strategies and how the staff are trained and the aims they work toward.

✓ The national Questionnaire – This provided much information for analysis of different aspects of 'Pizza Hut' like, how people rate the service? Also it provided vital information to me of how 'Pizza Hut' should advertise their products, using pop stars was the main one.

✓ My own local background knowledge – I know of the 'Pizza Hut' closing in Sunderland and of its reasons. Also I have noticed that most 'Pizza Hut' restaurants are located near cinemas or bowling alleys.

Conclusion

During my course work I have come across a few minor problems. These were,

✓ My printer wouldn't print the documents right and I had a lot of trouble getting them to print out. I eventually overcome this problem but during so I lost a lot of valuable time and also had to change some of my work to get it to print.

✓ Also, I made a few typing mistakes which were corrected as I proof read my course work.

I think that in some areas of my work the work isn't of the best standard because I couldn't tune into the course work task, I found it very difficult to get the work off the ground and I feel that this let me down in producing my work.

6   COURSEWORK ADMINISTRATION PACK

This Coursework Administration Pack is designed to accompany the OCR GCSE Business Studies (Short Course) specification for teaching from September 2001.

The forms in this pack are for use with the following specification:

- **Business Studies Short Course (1051)**

A master copy of all GCSE Administration Packs will be sent to Examinations Officers during 2001.

Centres are permitted to copy materials from this booklet for their own internal use.

Contents:

<u>Compulsory Recording Materials</u>

Coursework Cover Sheet

<u>Optional Recording Materials – Coursework Enquiries</u>

Coursework Enquiry Form

These materials will **not** automatically be sent out annually.

All forms may be photocopied and used as required. Additional copies may be downloaded from the OCR website www.ocr.org.uk.

COMPULSORY RECORDING MATERIALS

Coursework Cover Sheet: A Coursework Cover Sheet must be attached to each piece of work sent to the Moderator. Normally, the work will be returned to the Centre before the end of the Summer term, although some work may be retained for use in the awarding process or for archive. No comment on the work will be given when the sample is returned, but feedback on moderation will be provided when Results are issued.

INTERNAL STANDARDISATION

Where more than one teacher in the Centre has marked the work for a particular coursework component, the Centre must standardise the marking in order to ensure that candidates who have demonstrated the same level of attainment receive the same mark and that the rank order of the coursework marks for the Centre as a whole is appropriate.

SUBMISSION OF MARKS

OCR will send Centres internal assessment mark sheets (MS1) for the submission of coursework marks, along with instructions for completing and returning the mark sheets. Coursework marks may also be submitted electronically by EDI. The dates for despatch of MS1 mark sheets and for submission of coursework marks are given on the Key Dates poster for each session. Centres must ensure that they keep a copy of their coursework marks.

MODERATION

Moderator address labels will be sent to Centres shortly before the coursework mark submission date. Where the Centre has ten or fewer candidates entered for a coursework component, all the candidates' work should be sent to the Moderator. Where there are more than ten candidates, the Centre should send all marks to the Moderator by the mark submission deadline and keep the work secure. The Moderator, once he/she has received the marks from the Centre, will contact the Centre to request a sample of work. Centres should respond promptly to any requests for work from the Moderator. A report on the outcome of the moderation will be sent to Centres at the time results are issued.

GENERAL COURSEWORK REGULATIONS AND PROCEDURES

General coursework regulations and procedures including those concerning lost or incomplete coursework are given in the OCR *Handbook for Centres*.

OPTIONAL RECORDING MATERIALS

Coursework Enquiry Form: This form should be used to request advice on the suitability of coursework tasks.

Coursework enquiries for Business Studies should be sent to OCR at the following address:

Administrative Officer (Business and Commerce Team)

OCR

Mill Wharf

Mill Street

BIRMINGHAM

B6 4BU

Correspondence should be marked 'Coursework Enquiry'.

BUSINESS STUDIES SHORT COURSE (1051)

GCSE

Coursework Cover Sheet

This cover sheet must be completed for each piece of coursework in the moderation sample and signed by the teacher.

Year	2	0	0	

Centre Name	

Centre Number					

Candidate Name		Candidate Number				

Approval by teacher

I certify that to the best of my knowledge the work submitted is the candidate's own work unaided except in the normal processes of teaching.

Signature _____   Date _____

continued overleaf

GCW610   **CCS1051**

Please give the mark awarded against each of the assessment criteria, and where appropriate, comment on why the mark has been awarded.

CRITERIA	MAX MARK	MARK AWARDED
1. A clear aim appropriate to the investigation *Comments:*	4	
2. Collection of information *Comments:*	11	
3. Presentation of information *Comments:*	7	
4. Use of business language, techniques and concepts *Comments:*	11	
5. Analysis and interpretation of information *Comments:*	12	
6. Evaluation and recommendations *Comments:*	11	
	SUB TOTAL	
	Quality of Written Communication (max 4)	
	TOTAL (max 60)	

Additional comments:

_____

_____

_____

GCW610   **CCS1051**

BUSINESS STUDIES SHORT COURSE (1051)

GCSE

Coursework Enquiry Form

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OCR

RECOGNISING ACHIEVEMENT

</div>

Centre Name		Centre Number					
Address							

Proposed title:

Details

Indicate how the work will be undertaken. Include any strategies for differentiation and indicate where there is scope for individuality and initiative. If relevant, please give an indication of the ability spread of the candidates.

Include any guidance sheets prepared for the candidates.

(continued overleaf)

Teacher's Name		Date	

(continued)			
Consultant's Initials		**Date**	

INSTRUCTIONS FOR COMPLETION OF THIS FORM

There is no requirement, for this specification, for coursework tasks to be given prior approval by OCR. However, if devising a title that is not prescribed in the specification, it is recommended that advice is obtained from OCR before candidates begin their work. This form may be used to request advice on the suitability of coursework tasks. There is no charge for this service.

1   One form should be used for each title. Please ensure that the appropriate details are given at the top of the form.

2   Details of the title, including any worksheets and background information should be attached securely to the form.

3   The form and any enclosed material should be sent to:

The Administrative Officer, Business and Commerce Team, OCR, Mill Wharf, Mill Street, Birmingham, B6 4BU.

You are strongly advised to retain copies.

4   While the Consultant will normally respond quickly, you should allow a period of four weeks between submission of this form to OCR and its return.

5   You are advised to enclose a copy of the Consultant's report with the candidates' coursework when it is submitted for external moderation.