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| **OCR Level 1/Level 2 Cambridge National in Enterprise and Marketing** |
| Qualification J837  Unit R068 |
| Unit Recording Sheet |



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| Please read the instructions printed at the end of this form. A Unit Recording Sheet must be completed for each candidate and unit. | | | | | | | | | | |
| Unit Title | | Design a business proposal | | | | Unit Code | R068 | Session | | Choose an item. | Year | 2 | | 0 |  | |  |
| Scenario Title | | |  | | | | | | | | | | | | | | |
| Centre Name | | |  | | | | | | | Centre Number | |  | | | | | |
| Candidate Name | | |  | | | | | | | Candidate Number | |  | | | | | |
| Marking Criteria | | | | | | | | Teacher Comments | | | | Mark | | | Page No. | |
| **Task 1 – Topic Area 1: Market research** | | | | | | | |  | | | |  | | |  | |
| **MB1: 1 - 4 marks** | | | **MB2: 5 - 8 marks** | **MB3: 9 - 12 marks** | | | |
| **Identifies** the overall aims of the market research. **Basic** outline of the sampling method(s) to be used, evidencing **limited** understanding.  Creates market research tools with **limited** effectiveness, resulting in completed research outcomes with **limited** relevance to the aims**.**  Collates the results and uses **basic** method(s) to **briefly** present the research outcomes.  **Limited** review of the collated results.  **[1 2 3 4]** | | | A **sound** explanation of the overall aims of the market research. **Sound** justification of the sampling method(s) to be used, evidencing **some** understanding.  Creates three **mostly** effective market research tools, resulting in completed research outcomes with **some** relevance to the aims.  Collates the results and uses **mostly** effective method(s) to present the research outcomes.  **Sound** review of the collated results.  **[5 6 7 8]** | A **comprehensive** explanation of the overall aims of the market research. **Comprehensive** justification of the sampling method(s) to be used, evidencing **clear** understanding.  Creates three **comprehensive,** accurate and **fully** effective market research tools resulting in completed research outcomes that are **fully** relevant to the aims.  Collates the results and uses **effective** method(s) to present the research outcomes.  **Comprehensive** review of the collated results.  **[9 10 11 12]** | | | |
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| **Task 2 – Topic Area 2: How to identify a customer profile** | | |  |  |  |
| **MB1: 1 - 2 marks** | **MB2: 3 - 4 marks** | **MB3: 5 - 6 marks** |
| Describes **limited** features of a specific customer profile using market segmentation techniques.  **Limited** justification of the selected customer profile.  **[1 2]** | Describes **some** features of a specific customer profile using market segmentation techniques.  **Some** justification of the selected customer profile, with reference to the market research findings.  **[3 4]** | Describes **in detail** the features of a specific customer profile using market segmentation techniques.  **Detailed** justification of the selected customer profile, with reference to the market research findings.  **[5 6 ]** |
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| **Task 3 – Topic Area 3: Develop a product proposal** | | |  |  |  |
| **MB1: 1 - 3 marks** | **MB2: 4 - 6 marks** | **MB3: 7 - 9 marks** |
| Creates a **basic** outline of adesign mix with **limited/no** reference to the customer profile and market research findings.  Generates product design ideas with **limited** use of creative techniques.  **Limited** description of how the design mix and market research findings have informed one of the designs.  **[1 2 3]** | Creates an outline of an appropriate design mix with **some** justification.  Generates product design ideas with **adequate** use of creative techniques.  **Sound** description of how the design mix and market research findings have informed one of the designs**.**  **[4 5 6]** | Creates an outline of an appropriate design mix with **comprehensive** justification.  Generates product design ideas with **effective** use of creative techniques.  **Comprehensive** description of how the design mix and market research findings have informed one of the designs.  **[7 8 9]** |
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| **Task 4 – Topic Area 3: Develop a product proposal** | | |  | |  |  |
| **MB1: 1 - 3 marks** | **MB2: 4 - 6 marks** | **MB3: 7 - 9 marks** |
| A **basic** summary of the strengths and/or weaknesses of the design proposals is produced. **Limited or no** reference is made to the self-assessment and the verbal and written feedback gathered.  Design modifications, with **limited** relevance to self-assessment and feedback, are carried out with **basic** description.  **Basic** reasons for choosing the final design are provided.  **[1 2 3]** | A **sound** summary of the strengths and weaknesses of the design proposals is produced. **Some** reference is made to the self-assessment and the verbal and written feedback gathered.  Design modifications, with **sound** relevanceto self-assessment and feedback, are carried out with **adequate** description.  **Some** explanation of the reasons for choosing the final design is given.  **[4 5 6]** | A **comprehensive** summary of the strengths and weaknesses of the design proposals is produced. **Detailed** reference is made to the self-assessment and the verbal and written feedback gathered.  Design modifications, with **clear** relevance to self-assessment and feedback, are carried out with **full** description**.**  The reasons for choosing the final design are **fully** justified.  **[7 8 9]** |
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| **Task 5 – Topic Area 4: Review whether a business proposal is financially viable Part One** | | |  |  |  |
| **MB1: 1 - 3 marks** | **MB2: 4 - 6 marks** | **MB3: 7 - 9 marks** |
| Identifies a **limited** range of costs relating to the chosen product design. Variable cost calculations for the product design are completed, with **limited** **accuracy**.  Predicts a number of units sold in the first month showing **no**/**basic** reasoning.  Selects a pricing strategy and selling price for the product design. Reasoning has **no/limited** reference to the identified customer profile.  Calculates the predicted total costs and predicted total profit for the first month with **limited** **accuracy**.  **[1 2 3]** | Identifies **some** relevant costs relating to the chosen product design. Variable cost calculations for the product design are **mostly** accuratelycompleted.  Predicts a number of units sold in the first month showing **sound** reasoning.  Selects an **appropriate** pricing strategy and selling price for the product design. Reasoning has **some** reference to the identified customer profile.  Calculates the predicted total costs and the predicted total profit for the first month with **some accuracy**.  **[4 5 6]** | Identifies **all** relevant costs relating to the chosen product design. Variable cost calculations for the product design are **accurately** completed.  Predicts a number of units sold in the first month showing **detailed** reasoning.  Selects an **appropriate** pricing strategy and selling price for the product design. Reasoning is **clearly** **focused** on the identified customer profile.  Calculates the predicted total costs and predicted total profit for the first month **accurately**.  **[7 8 9]** |
| **/9** |
| **Task 5 – Topic Area 4: Review whether a business proposal is financially viable Part Two** | | |  |  |  |
| **MB1: 1 - 3 marks** | **MB2: 4 - 6 marks** | **MB3: 7 - 9 marks** |  |  |  |
| Applies the break-even formula to calculate break-even for the business proposal, with **limited accuracy**. Shows a **basic** understanding of the results.  Provides a **basic** outline of the impact of a change in price on the break-even level of sales for the business proposal.  The financial viability of the business proposal is assessed with **limited** accuracy and detail**.**  **[1 2 3]** | Applies the break-even formula to calculate break-even for the business proposal with **some accuracy**. Shows a **sound** understanding of the results.  Provides a **sound** description of the impact of a change in price on the break-even level of sales for the business proposal.  **Adequate** evaluation of the financial viability of the business proposal.  **[4 5 6]** | Applies the break-even formula to calculate break-even for the business proposal **accurately**. Shows a **clear** understanding of the results.  Provides a **comprehensive** description of the impact of a change in price on the break-even level of sales for the business proposal.  **Full** evaluation of the financial viability of the business proposal.  **[7 8 9]** |
| **/9** |
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| **Task 6 – Topic Area 5: Review the likely success of the business proposal** | | |  |  |  |
| **MB1: 1 - 2 marks** | **MB2: 3 - 4 marks** | **MB3: 5 - 6 marks** |
| Risks and challenges involved with producing and launching a new product are **identified**.  **Basic** links made between the business proposal and risks and challenges faced with **limited** explanation. **Little/no** reference made to how these risks and challenges could be minimised/overcome.  **[1 2]** | **Sound** explanation of the risks and challenges involved with producing and launching a new product.  **Adequate** evaluation of the impact that risks and challenges faced may have on the success of the business proposal. **Some** reference made to how these risks and challenges could be minimised/overcome.  **[3 4]** | **Comprehensive and realistic** explanation of the risks and challenges involved with producing and launching a new product.  **Fully** evaluates the impact that risks and challenges faced may have on the success of the business proposal. **Detailed** reference made to how these risks and challenges could be minimised/overcome.  **[5 6]** |
| **/6** |
| **Total** | | | | /**60** |  |

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| Please tick to confirm this work has been standardised internally |  |

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website ([www.ocr.org.uk](http://www.ocr.org.uk)).   
A Centre Authentication form (CCS160) **must** be completed for each submission to the moderator. This **must** be held in your centre to be available on request at centre inspection.

Guidance on Completion of this Form

1 One form should be used for every candidate.

2 Please make sure that all parts of the form are completed.

3 Please enter specific page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.

4 Circle/highlight the mark awarded for each strand of the marking criteria in the appropriate box.

5 Enter the circled/highlighted mark in the 'Mark' column.

6 Add the marks for the strands together to give a total out of 60. Enter this total in the relevant box.

7 For Paper-based submissions, one of these sheets, suitably completed, should be attached to the assessed work of each candidate.

8 For Electronic Internal submissions, prior to submitting ‘candidate evidence’ to OCR (via the Repository/SfA or via a USB), the Centre should add a separate folder containing the Unit Recording Sheets.