

General Certificate of Secondary Education
Applied Business

A242CA

Unit A242: Making your mark in business

Specimen Controlled Assessment Material

INSTRUCTIONS TO TEACHERS

- Please refer to Section 5 of the Applied Business specification for instructions on completing controlled assessment tasks.
- Each task can be contextualised appropriately to suit facilities available in the area local to your centre.
- Your Quality of Written Communication is assessed in tasks marked with an asterisk (*).

This document consists of **4** printed pages.

Choosing an appropriate context

You will consider how a struggling business might be helped to be more successful.

You will need to choose **one** business scenario from a given list. A typical scenario is given below.

Specimen Scenario 1

Your local sports centre has asked you to investigate what it could do to increase the number of people aged 14-19 who use its facilities and take part in a range of sporting activities. It does not have any particular ideas – that is your job!

You need to identify the needs of this specific age group of customers and then make suggestions as to how the sports centre could better meet those needs. You will also need to research business competitors to find out what they are doing and how they provide for this particular age group.

The sports centre is happy for you to come up with new ideas, as long as each has a realistic chance of being successful!

Specimen Scenario 2

Clothing Land Limited operates a chain of clothing stores for both men and women. Its 65 stores are found in out of town shopping centres as well as high streets throughout England and Wales. The chain's target market is 18-24 year olds and it stocks a range of fashionable clothes and accessories. Recently the chain has noticed a drop in sales for this particular age group and is unsure of the reasons why.

Clothing Land Limited is happy for you to produce a proposal of how to improve sales, as long as it has a realistic chance of being successful!

Tasks

Task 2 is to be completed outside of the controlled environment and will not carry any mark tariff.

Task 1 – this task carries 6 marks targeted at AO2.

Get prepared [2 hours allocated for completion of this task].

- You must choose a business scenario from the given list.
- You must decide which business in your local area you are going to use as the context for this unit.
- You must read through the chosen scenario and tasks. You must produce an action plan:
 - listing all the actions which you need to complete (AO2);
 - explaining how each action is to be completed and who will do it (AO2);
 - allocating time to each action (AO2).

(You may need to make changes to your plan as your investigation progresses)

Task 2 – this task is based on research and carries no marks.

Research [up to 30 hours allocated for completion of this task].

During this task **you must** ensure you keep your action plan updated as you progress through the unit as you will need to review it when you come to Task 5.

You need to investigate your target market needs and competitor activity in relation to the business scenario.

Customers

You must work with others in a small group and conduct a group questionnaire.

- You must produce a first draft of a questionnaire.
- You must share your ideas with the rest of the group and work together to produce a final questionnaire which you will all use.
- You must agree how many people each group member will survey.
- You must carry out research which should focus on how your chosen business meets the current needs of the target market identified in the scenario.
- You must collect the results of your research and add them to the results of the rest of the group. This will give you a summary of the whole group's results.

Competitors

You must work individually on this activity and will carry out some research into **at least two** potential competitors. You should focus on the following areas for your target market:

- the prices charged by competitors for similar products/services;
- the main features of these products/services;
- the main methods used by the competitors to promote these products/services;
- the places where these products are sold/services are advertised.

You will need to promote idea(s) of how to better meet the needs of your target market.

You will need to investigate promotional activities which similar businesses undertake and the types of cost involved in promotional activity.

You must compile a bibliography. This must be available for internal assessment and external moderation. Where there is evidence of external material used within the work this must be sourced and/or annotated with comment.

Task 3 – this task carries 12 marks targeted at AO1 and 9 marks targeted at AO2.

Consider your results [5 hours allocated for completion of this task].

You must take your research findings into the controlled conditions.

- You must identify and describe how your business is meeting the current needs of your target market (AO1).
- You must present your research findings in an appropriate format, explaining current customer provision, as identified through your research (AO2)*.
- You must present your research findings in an appropriate format, explaining the potential impact on your target market of competitor activity (AO2)*.
- You must draw on your research to identify and describe **two** ideas of how your business could better meet the needs of its target market and be more successful than its competitors making reference to the marketing mix (AO1).

Task 4 – this task carries 4 marks targeted at AO1, 9 marks targeted at AO2 and 10 marks targeted at AO3.

Attract customers [6 hours allocated for completion of this task].

You must take your research findings into the controlled conditions.

- You must identify and describe the reasons why it is important for businesses to promote products/services (AO1).
- You must produce an item of promotional material for **one** of your ideas from Task 3 (AO2).
- You must evaluate: (AO3)*
 - why your chosen item of promotional material is more appropriate than any other;
 - to what extent your chosen item of promotional material will attract the target market;
 - the types of cost involved in producing your chosen item of promotion material.

Task 5 – this task carries 10 marks targeted at AO3.

Reflect on outcome [2 hours allocated for completion of this task].

You must take your research findings into the controlled conditions.

You must use your completed action plan to reflect on your learning experience throughout the unit.

- You must evaluate whether you feel you developed any new skills during the course of the unit (AO3)*.
- You must assess how well you think you worked on your own as well as with other members of your group reflecting on their own individual performance (AO3)*.

* These tasks include assessment of quality of written communication.

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OXFORD CAMBRIDGE AND RSA EXAMINATIONS

General Certificate of Secondary Education

APPLIED BUSINESS

Unit A242: Making your mark in business

Specimen Controlled Assessment Mark Scheme

The maximum mark for this unit is **60**

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TASK 1				
Assessment objective	Level 1	Level 2	Level 3	TOTAL
AO2	<p>The action plan includes the appropriate basic information but is limited in scope. No clear indication of how the action plan will help the candidate to set about carrying out the investigations required to obtain information on target market needs and competitor activity in relation to the business scenario.</p> <p style="text-align: right;">1-2 marks</p>	<p>The action plan is sound and helps the candidate to set about carrying out the investigations required to obtain information on target market needs and competitor activity in relation to the business scenario.</p> <p style="text-align: right;">3-4 marks</p>	<p>The action plan is comprehensive and fit for purpose and is clearly targeted to obtaining information on target market needs and competitor activity in relation to the business scenario. High levels of application with clear evidence that changes have been made to action plan as the investigation has progressed with clear reasoning given.</p> <p style="text-align: right;">5-6 marks</p>	6

0 marks = no evidence submitted or work submitted does not address assessment objective.

TASK 3				
Assessment objective	Level 1	Level 2	Level 3	TOTAL
AO1	Limited identification of ways in which business is meeting current customer needs. Summary lacks clarity and does not demonstrate a real awareness of issues involved. Ideas for taking the business forward are weak and underdeveloped with no real understanding of marketing mix. 1-4 marks	Good description of ways in which business is meeting current customer needs. Summary shows depth of understanding and sound awareness of issues involved. Ideas for taking the business forward are sound and are linked closely to marketing mix. 5-8 marks	Clear, concise description of ways in which business is meeting current customer needs. Summary shows breadth and depth of understanding and real awareness of issues involved. Ideas for taking the business forward are realistic, coherent and will have real impact on target market due to comprehensive understanding of marketing mix. 9-12 marks	12
AO2*	Limited attempt to summarise results of research. Particular focus may be on either customers or competitors or focus is weak on both. Presentation of data is weak, contains errors and shows up limited effectiveness of market research. Quality of written communication demonstrates limited clarity and coherence with basic use of correct terminology. Errors of grammar, punctuation and spelling may be noticeable and intrusive. 1-3 marks	Sound attempt to summarise results of research. Coverage is sound of both customers and competitors. Data is presented soundly and contains only a few errors. Market research on the whole effective. Quality of written communication demonstrates clarity and coherence with appropriate use of correct terminology. There may be occasional errors of grammar, punctuation and spelling but these are not intrusive. 4-6 marks	Excellent summary of research results. Detailed coverage of both customers and competitors. Data presented in a variety of ways and is extremely effective. Minimal errors in data that is presented with market research clearly targeted. Quality of written communication demonstrates clarity, coherence and fluency with effective and confident use of appropriate and correct terminology. There are few, if any, errors of grammar, punctuation and spelling. 7-9 marks	9

0 marks = no evidence submitted or work submitted does not address assessment objective.

* = This assessment objective includes assessment of quality of written communication.

TASK 4				
Assessment objective	Level 1	Level 2	Level 3	TOTAL
AO1	Identification of the reasons why it is important for businesses to promote. 1-2 marks	Comprehensive description of reasons why it is important for businesses to promote. 3-4 marks		4
AO2	The item of promotional material includes the appropriate basic information but is very limited in scope. 1-3 marks	The item of promotional material is sound. It has been given some careful thought and links to target market are evident. 4-6 marks	The item of promotional material is fit for purpose and is particularly targeted to research outcomes and target market. 7-9 marks	9
AO3*	Limited attempt to show why item promotional material was chosen. No real comment on why promotional material might attract target market as needs of market not understood. Types of cost are not thought of and underdeveloped. Quality of written communication demonstrates limited clarity and coherence with basic use of correct terminology. Errors of grammar, punctuation and spelling may be noticeable and intrusive. 1-3 marks	A sound attempt to analyse and consider appropriateness of chosen item of promotional material. Sound analysis and some initial judgement of why promotional material will attract target market. Sound understanding of types of cost involved in producing promotional material. Quality of written communication demonstrates clarity and coherence with appropriate use of correct terminology. There may be occasional errors of grammar, punctuation and spelling but these are not intrusive. 4-6 marks	A coherent and in-depth evaluation provided of appropriateness of the chosen item of promotional material. Excellent justification of why promotional material will attract target market as needs of market clearly understood. Types of cost involved in producing item of promotional material discussed effectively and coherently. Quality of written communication demonstrates clarity, coherence and fluency with effective and confident use of appropriate and correct terminology. There are few, if any, errors of grammar, punctuation and spelling. 7-10 marks	10

0 marks = no evidence submitted or work submitted does not address assessment objective.

* = This assessment objective includes assessment of quality of written communication.

TASK 5				
Assessment objective	Level 1	Level 2	Level 3	TOTAL
AO3*	Limited attempt to identify skills gained. Weak commentary on own contribution and reflection on other group members contribution with no real reference to action plan. Quality of written communication demonstrates limited clarity and coherence with basic use of correct terminology. Errors of grammar, punctuation and spelling may be noticeable and intrusive. 1-3 marks	Sound analysis shown with some valid judgements when reflecting on skills gained. Sound analysis and some judgements made on own contribution and reflection on other group members contribution with sound links to action plan. Quality of written communication demonstrates clarity and coherence with appropriate use of correct terminology. There may be occasional errors of grammar, punctuation and spelling but these are not intrusive. 4-6 marks	Comprehensive analysis and judgement shown when reflecting on skills gained. Excellent, in-depth evaluation on own contribution and reflection on other group members contribution with strong and regular links to action plan. Quality of written communication demonstrates clarity, coherence and fluency with effective and confident use of appropriate and correct terminology. There are few, if any, errors of grammar, punctuation and spelling. 7-10 marks	10

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